

DIGIKORE STUDIOS

October 08, 2024
Ref: DSL/47/2024-25/NSE

To,
The Manager,
National Stock Exchange of India Ltd.
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai – 400 051

NSE Symbol: DIGIKORE
ISIN: INEQJ901011

Subject: Intimation under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended and in terms of other applicable laws, if any, please find attached press release dated October 08, 2024.

This is for your information and records.

Thanking you.

Yours faithfully,
For Digikore Studios Limited

Heny Pahuja
Digitally signed
by Heny Pahuja
Date: 2024.10.08
13:45:41 +05'30'

Heny Pahuja
Company Secretary & Compliance Officer

Encl.: a/a

DIGIKORE STUDIOS LIMITED

(formerly DIGIKORE STUDIOS PRIVATE LIMITED)

Registered Office:

4th Floor, Lalwani Triumph, Sakore Nagar, Viman Nagar, Pune - 411014

 info@digikore.com  www.digikorevfx.com

Corporate Identity Number: U92112PN2000PLC157681

DIGIKORE STUDIOS

India's Digikore Studios becomes the first VFX company in the world to create fully AI-generated 30 second video content

Mumbai, October 08, 2024: Digikore Studios Limited (NSE – DIGIKORE), specialized in delivering Visual Effects (VFX) for a diverse range of projects, proudly announces a groundbreaking innovation as the first VFX company in the world to create fully AI-generated motion based video content. This achievement marks a historic breakthrough in the entertainment and advertising industry. **This revolutionary technology is poised to disrupt traditional ad production by delivering custom, high-quality video ads in a fraction of the time and cost of conventional methods.**

The Global Advertising Video Production Market size was valued at **USD 67.04 Billion in 2023** and is projected to reach **USD 103.43 Billion by 2030**, growing at a **CAGR of 12.2%** during the forecast period 2024-2030. **With AI set to disrupt traditional methods of video production, AI-generated video ads will significantly boost Digikore's revenues in the years to come.**

While DALL-E and other text-to-image models have shown us the power of AI generation, Digikore demonstrates just how far we've come by adding the element of motion. Digikore can simulate complex scenes involving multiple characters and motions. Beyond still images, Digikore can generate videos up to a minute long. The possibilities for creation are endless - we could see AI-generated short films, animations, or even enhanced sports replays in the future.

Utilizing advanced artificial intelligence, Digikore's platform generates video ads that are tailored to the unique needs of each brand, blending data-driven insights with stunning visuals and compelling messaging. The company's cutting-edge solution allows businesses to create ads that resonate deeply with audiences, increasing engagement while reducing the need for lengthy production schedules and hefty budgets. **For more information and to experience the future of advertising, visit www.digikore.ai or contact us at hello@digikore.ai**

Digikore's approach integrates the best of global talent and advanced technology from its offices in Los Angeles (USA), Montreal (Canada), and Pune (India). This integrated model ensures seamless execution and delivers unmatched quality on projects of monumental scope. Leveraging its diverse team of creative professionals and technological infrastructure, Digikore is set to redefine visual storytelling.

Commenting on the achievement, Mr. Abhishek More, Managing Director of Digikore Studios Limited said, "AI is no longer the future; it's happening right now. We are redefining how brands communicate with consumers by combining the power of artificial intelligence with unmatched creativity. Our cutting-edge technology will allow brands to produce custom, high-quality ads faster and more affordably than ever before.

This achievement reinforces our growing influence and capability in shaping the future of visual storytelling. With a steadfast focus on innovation and client satisfaction, Digikore remains poised to expand our footprint in the global entertainment and advertising industry, driven by a commitment to pushing boundaries and delivering unparalleled visual experiences. We are excited about the future possibilities and remain dedicated to pursuing additional opportunities that will further elevate our standing in the global entertainment and advertising industry."

About Digikore Studios Limited:

Digikore Studios, stands out as a top-tier tech driven media company with a focus on innovation and disruption. They offer a comprehensive range of production and post production services managed by experienced production



professionals. Their use of cutting-edge technology and proprietary tools ensures high-quality results, making them a preferred choice for major studios. Digikore has played a pivotal role in some of the world's most iconic movies and shows, including Thor: Love and Thunder, Black Panther: Wakanda Forever, Deadpool, Star Trek, Jumanji, Stranger Things, Game of Thrones, The Last Ship, Titanic 3D, and Ghost Rider: Spirit of Vengeance, among others. They count every major studio in their list of growing clients including Disney, Marvel, Netflix, Amazon, Apple, Warner Brothers, Sony, Paramount, and Lionsgate. Digikore's dedicated team makes the impossible possible, fulfilling the demands of studios and independent creators alike. Digikore's commitment to secure, flexible, and cost-effective services has contributed significantly to the success of numerous productions, as attested by their satisfied clientele. They work on the spectacular scenes and tiny details that make movies and shows truly mind-blowing.

In FY24 the company generated Total Income of ₹ 49 crore, EBITDA of ₹ 15 crore and PAT of ₹ 10 crore.

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

