

# DIGIKORE STUDIOS

August 13, 2024  
Ref: DSL/38/2024-25/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 August 13, 2024.

This is for your information and records.

Thanking you.

**Yours faithfully,**  
**For Digikore Studios Limited**

Heny Pahuja  
Digitally signed  
by Heny Pahuja  
Date: 2024.08.13  
13:14:12 +05'30'

**Heny Pahuja**  
**Company Secretary & Compliance Officer**

**Encl.: a/a**

## DIGIKORE STUDIOS LIMITED

(formerly DIGIKORE STUDIOS PRIVATE LIMITED)

### Registered Office:

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Corporate Identity Number: U92112PN2000PLC157681

# DIGIKORE STUDIOS

## Digikore Studios Unveils "Binge Fever" YouTube Channel: A New Era in Digital Entertainment

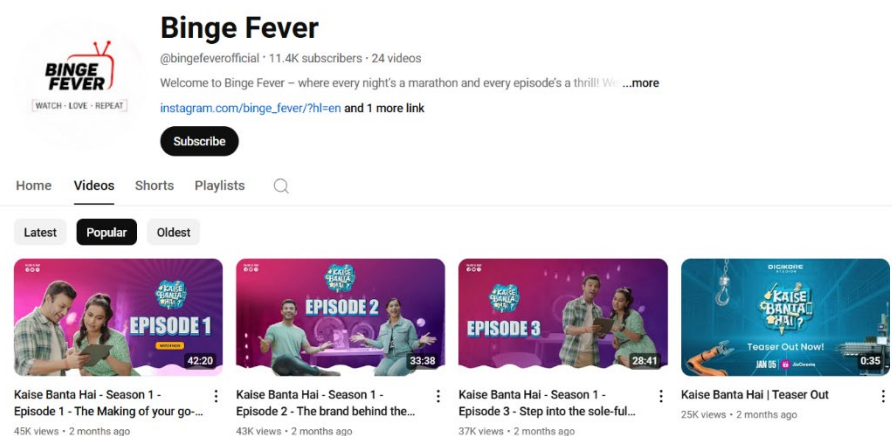


**Mumbai, August 13, 2024: Digikore Studios Limited. (NSE – DIGIKORE)**, specialized in delivering Visual Effects for a diverse range of projects, announced the launch of its YouTube channel, "Binge Fever." This new venture marks a strategic expansion into digital entertainment, allowing Digikore to reach millions of new viewers on the world's largest video-sharing platform.

Digikore Studios has already established a formidable presence with its branded shows on platforms like Jio Cinema, and the launch of Binge Fever is set to significantly expand its viewership. This move is not merely about broadening the audience base but represents a calculated effort to create a robust new revenue stream, poised to enhance Digikore's financial performance in the years to come.

Binge Fever will feature popular shows such as "Kaise Banta Hai," "Indian Angels," and over five other series currently in development. By June 2025, the channel is expected to showcase more than 100 episodes, capitalizing on YouTube's extensive reach, which includes over 460 million active users in India and 2.3 billion worldwide. With more than 130 million daily users, YouTube offers an unmatched platform for content distribution and monetization. The revenue potential is substantial, as YouTube compensates content owners between Rs. 50 to Rs. 200 per thousand ad views, with the possibility of 2 to 4 ads per episode.

The launch of Binge Fever is a key component of Digikore's broader strategy to maximize returns from its branded content division. By making its shows accessible to a global audience on YouTube, Digikore is positioning itself for substantial growth in both top-line and bottom-line performance. Eventually, the channel plans to feature content from other producers, potentially evolving Binge Fever into a mini-OTT platform. As the subscriber base grows, the channel is expected to attract a diverse range of content, offering viewers a comprehensive entertainment experience. This strategic expansion not only enhances the viewer experience but also positions Digikore Studios at the forefront of digital content innovation, setting the stage for future collaborations and partnerships.



**Link for Binge Fever Channel  
on YouTube:**

<https://links.digikore.com/binge>

**Commenting on the achievement, Mr. Abhishek More, Managing Director of Digikore Studios Limited said,** “The launch of Binge Fever on YouTube is a monumental step for us. This platform will not only allow us to reach a global audience but also opens up a new stream of revenue that will positively impact our bottom line for years to come. We anticipate that with YouTube’s extensive reach, our branded shows will achieve over 100% returns within the next 2 to 3 years as they attract millions of viewers.

As Digikore Studios continues to push the boundaries of digital entertainment, the launch of Binge Fever marks the beginning of an exciting new chapter. We remain committed to delivering high-quality, engaging content that captivates audiences worldwide, while also exploring new avenues for growth and innovation.

As we embark on this exciting new chapter, we remain dedicated to delivering high-quality, engaging content that resonates with viewers worldwide. The launch of Binge Fever represents a significant step forward in our growth strategy, and we look forward to exploring new opportunities for collaboration and expansion in the digital space.”

#### About Digikore Studios Limited:

**Digikore Studios**, stands out as a top-tier tech driven visual effects studio, offering a comprehensive range of 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.

#### For Further Information Please Contact Corporate Communication Advisor



##### **Kirin Advisors Private Limited**

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