

DIGIKORE STUDIOS

December 18, 2024
Ref: DSL/65/2024-25/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 December 18, 2024.

Please take the above intimation on record and arrange to bring it to the notice of all concerned.

Thanking You.

Yours faithfully,
For Digikore Studios Limited

Henry Pahuja
Company Secretary & Compliance Officer

DIGIKORE STUDIOS LIMITED

(formerly DIGIKORE STUDIOS PRIVATE LIMITED)

Registered Office:

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

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Corporate Identity Number: U92112PN2000PLC157681

DIGIKORE STUDIOS

Digikore Studios Limited's iMadeASong.com Hits a Blockbuster High in its First Week!

Mumbai, December 18, 2024: Move over, movies—there's a new blockbuster in town, and it's not on the big screen! NSE listed Digikore Studios Limited's iMadeASong.com has taken the world by storm, amassing a jaw-dropping 10,000+ users in its first week since launch, with over 2,000 people subscribing to its magical music-making platform. If opening weekends were the measure, iMadeASong.com just shattered records like a chart-topping hit!

Dubbed the future of personalized music, iMadeASong.com empowers users to create custom songs effortlessly—whether it's for love, celebrations, or once-in-a-lifetime memories. **And why not? *Because the best gifts aren't bought—they're felt.***

Love songs took centre stage, becoming the most generated category, as people expressed their deepest emotions through melodies. From heartfelt dedications to wedding anniversaries to sweet proposals, iMadeASong.com has quickly become the ultimate platform for creating personal chart-toppers that resonate with people across the globe.

Behind the Scenes: A Masterclass in Digital Marketing

The numbers are just the tip of the iceberg. Behind this blockbuster launch is a visionary digital marketing strategy crafted by some of the brightest minds in the field. The strategy combined targeted social media campaigns, influencer collaborations, and precision data-driven advertising to create global buzz and attract users. These efforts not only brought the platform to the forefront but also converted first-time users into loyal subscribers. By leveraging cutting-edge data analytics and strategic partnerships, Digikore Studios has set a new standard for digital product launches in today's competitive landscape.

Key Highlights:

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| Unprecedented Success: Over 10,000 users and 2,000+ subscribers within the first week of launch. |
| Global Appeal: Users from New York to New Delhi have embraced the platform, making it a worldwide phenomenon. |
| Popular Category: Love songs are the most created type, demonstrating the platform's role in fostering emotional connections. |
| Visionary Marketing: Cutting-edge digital strategies, including social media campaigns and influencer collaborations, powered the platform's blockbuster launch. |
| Founder's Vision: Abhishek More compares the platform's impact to Apple's iconic iPod moment, signalling a transformative phase for Digikore Studios. |
| Future Potential: With a built-up capacity to manage 25 lakh song generations a day, iMadeASong.com has the potential to become a cash cow for Digikore Studios over the next few quarters. |

Abhishek More, Managing Director of Digikore Studios Limited, expressed his excitement about the launch, saying, "The launch of iMadeASong.com feels like our iPod moment. Much like Apple's pivot to the iPod laid the foundation for its iconic ecosystem, iMadeASong.com is expected to redefine Digikore's trajectory. With over 10,000 users and counting, iMadeASong.com isn't just a product—it's a movement. Just as the iPod set the stage for Apple's dominance, iMadeASong.com is on track to make Digikore Studios a household name, proving that the power of music and technology is truly limitless. This is just the beginning of a new chapter for Digikore Studios."

About Digikore Studios Limited:

Digikore Studios stands out as a top-tier, tech-driven visual effects studio while also expanding into innovative B2C AI e-commerce platforms. Known for its comprehensive range of VFX services managed by experienced production professionals, Digikore leverages cutting-edge technology and proprietary tools to deliver exceptional results, solidifying its reputation as a preferred choice for major studios worldwide. Beyond its contributions to iconic movies and shows like Thor: Love and Thunder, Black Panther: Wakanda Forever, Deadpool, Star Trek, Jumanji, Stranger Things, Game of Thrones, Titanic 3D, and Ghost Rider: Spirit of Vengeance, Digikore now pioneers AI-driven e-commerce solutions that cater directly to consumers, combining creativity and technology to enhance user experiences.

With a growing client list that includes major studios such as Disney, Marvel, Netflix, Amazon, Apple, Warner Brothers, Sony, Paramount, and Lionsgate, Digikore's diversification into B2C AI platforms marks a strategic evolution. The company's dedicated team continues to make the impossible possible, delivering secure, flexible, and cost-effective solutions for studios, independent creators, and now a broader consumer audience. Whether working on spectacular cinematic scenes, intricate visual details, or cutting-edge AI e-commerce experiences, Digikore's commitment to excellence remains unwavering.

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



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