

January 20, 2025
Ref: DSL/73/2024-25/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 January 20, 2025.

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

 info@digikore.com  www.digikorevfx.com

Corporate Identity Number: U92112PN2000PLC157681

DIGIKORE STUDIOS

Digikore Studios Limited's I Made a Song Hits Revenue Milestone: Now Averaging ₹70,000 Daily revenue in Just One Month *Pioneering AI Music Platform Sets the Stage for Explosive Growth*

Mumbai, January 20, 2025: In just one month since its launch, Digikore Studios Limited's iMadeASong.com has achieved a significant revenue milestone, averaging an impressive ₹70,000 daily. This extraordinary accomplishment highlights the platform's vast potential to generate substantial revenue for Digikore Studios within the next 3 to 6 months.

Transforming Emotions into Profits

As the first AI-powered personalized music platform to offer video outputs with custom songs, I Made a Song has captivated audiences globally. By delivering heartfelt gifts that blend music, emotion, and innovation, the platform has quickly established itself as a category leader. With this milestone, the company reinforces its trajectory toward becoming a revenue-generating powerhouse for Digikore Studios.

Driving Efficiency: ROAS and Strategic Growth

Currently, I Made a Song is experiencing a robust Return on Ad Spend (ROAS) of 3. Plans are underway to increase this metric to 4, which will enable the company to scale its advertising efforts significantly. Once this target is achieved, Digikore Studios intends to amplify its ad spend to exponentially increase revenue. The platform's success mirrors the growth journeys of e-commerce giants such as **Flipkart** and **Nykaa**, which utilized innovative digital marketing strategies to multiply their revenues. These companies have harnessed data-driven advertising, AI-powered personalization, and influencer partnerships—tactics that Digikore Studios has skilfully adapted to enhance the reach and resonance of I Made a Song.

Innovative Marketing at the Core

The success of I Made a Song is deeply rooted in its innovative digital marketing strategies. From targeted social media campaigns and influencer collaborations to precision data analytics, Digikore Studios has left no stone unturned in creating a robust and scalable marketing framework. These strategies have been instrumental in expanding the platform's footprint.

Strategic Partnerships on the Horizon

In addition to its marketing prowess, Digikore Studios is in active discussions with several leading e-commerce and online gifting platforms. These partnerships are expected to unlock new revenue streams and further accelerate the platform's growth. By integrating its services with established e-commerce and gifting ecosystems, I Made a Song will reach a wider audience and offer even more innovative gifting options.

A Promising Future

With its visionary approach, robust infrastructure, and innovative features, I Made a Song is well-positioned to scale exponentially. As the platform continues to break barriers and redefine the landscape of personalized music and gifts, it stands as a shining example of the potential that lies at the intersection of creativity and technology.

For more information, visit www.imadeasong.com.

Abhishek More, Managing Director of Digikore Studios Limited, shared, “Reaching this revenue milestone within a month is a testament to the power of our unique offering and strategic approach. As we continue to innovate and expand, we are confident in our ability to transform I Made a Song into a highly lucrative business model.”

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



Kirin Advisors Private Limited

Sunil Mudgal – Director

sunil@kirinadvisors.com

+91 98692 75849

www.kirinadvisors.com