

September 23, 2024
Ref: DSL/45/2024-25/NSE

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

NSE Symbol: DIGIKORE
ISIN: INE0QJ901011

Subject: Company Update – Digikore Studios Limited signs contract with Viacom18 Media Private Limited for hosting of 58 episodes Branded Content on Jio Cinema

Sir/Madam,

Digikore Studios Limited is excited to announce a recent milestone in our business journey. **We have successfully signed a 58 episode “Branded Content” contract with Viacom18 Media Private Limited for hosting of 58 episodes Branded Content on Jio Cinema.** Marking a significant milestone in our expansion into Branded Content, this contract highlights our commitment to deliver entertaining and engaging content to millions of viewers on Jio Cinema and various other OTT platforms Worldwide.

Few pointers:

- **This contract will help the company generate about Rs. 30 crores in revenue by end of FY25.**
- This contract will help the company achieve its revised targeted revenue of Rs. 70 crores for FY25.
- The Intellectual Property (IP) of these shows will be held by Digikore Studios in perpetuity and worldwide.
- Same will be hosted on various other OTT platforms Worldwide and digital media channels such as Binge Fever (owned by Digikore) on YouTube and will accelerate content monetization from FY26 onwards. The company will generate recurring revenue on these episodes for years to come.
- With this contract Digikore Studios will become one of the largest players in India in Branded Content.

Yours faithfully,
For Digikore Studios Limited

Henry
Pahuja

Digitally signed
by Henry Pahuja
Date: 2024.09.23
07:55:03 +05'30'

Henry Pahuja
Company Secretary & Compliance Officer

DIGIKORE STUDIOS LIMITED
(formerly DIGIKORE STUDIOS PRIVATE LIMITED)

Registered Office:

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Corporate Identity Number: U92112PN2000PLC157681