

To
The Senior General Manager
Dept. of Listing Operations
BSE Limited,
P J Towers, Dalal Street,
Mumbai -400001, India

Vice President
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (East), Mumbai 400051, India

Dear Sir,

Proposed initial public offering of up to [●] Equity Shares of face value of ₹ 5 each (“Equity Shares”) of Amagi Media Labs Limited (the “Company” or the “Issuer”) for cash at a price of ₹ [●] per Equity Share (including a share premium of ₹ [●] per Equity Share) (“Offer Price”) aggregating up to ₹ [●] million (the “Offer”) comprising a Fresh Issue of up to [●] Equity Shares of face value of ₹ 5 each aggregating up to ₹ 8,160.00 million by our Company (the “Fresh Issue”) and an Offer for Sale of up to 26,942,343 Equity Shares of face value of ₹ 5 each aggregating up to ₹ [●] million by the Selling Shareholders (the “Offer For Sale”).

The Board of Directors of the Company in their meeting held on January 12, 2026 in consultation with Kotak Mahindra Capital Company Limited, Citigroup Global Markets India Private Limited, Goldman Sachs (India) Securities Private Limited, IIFL Capital Services Limited (*formerly known as IIFL Securities Limited*) and Avendus Capital Private Limited (“**Book Running Lead Managers**”), have finalized allocation of 2,22,95,799 Equity Shares, to Anchor Investors at Anchor Investor Allocation Price of ₹ 361/- per Equity Share (including share premium of ₹ 356/- per Equity Share) in the following manner:

Sr. No.	Name of Anchor Investor	No. of Equity Shares Allocated	% of Anchor Investor Portion	Bid price / Anchor Investor Allocation Price (₹. per Equity Share)	Total amount Allocated (₹)
1.	SBI INNOVATIVE OPPORTUNITIES FUND	13,85,062	6.21%	361.00	50,00,07,382.00
2.	SBI MNC FUND	13,85,021	6.21%	361.00	49,99,92,581.00
3.	SBI RESURGENT INDIA OPPORTUNITIES SCHEME	4,15,494	1.86%	361.00	14,99,93,334.00
4.	ICICI PRUDENTIAL INNOVATION FUND	9,75,595	4.38%	361.00	35,21,89,795.00
5.	ICICI PRUDENTIAL TECHNOLOGY FUND	22,09,982	9.91%	361.00	79,78,03,502.00
6.	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE DIGITAL INDIA FUND	11,63,416	5.22%	361.00	41,99,93,176.00
7.	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE FLEXI CAP FUND	17,45,124	7.83%	361.00	62,99,89,764.00
8.	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE SPECIAL OPPORTUNITIES FUND	2,77,037	1.24%	361.00	10,00,10,357.00
9.	HDFC MUTUAL FUND - HDFC TECHNOLOGY FUND	6,89,374	3.09%	361.00	24,88,64,014.00
10.	HDFC MUTUAL FUND - HDFC BUSINESS CYCLE FUND	6,20,453	2.78%	361.00	22,39,83,533.00
11.	HDFC MUTUAL FUND - HDFC RETIREMENT SAVINGS FUND - HYBRID-EQUITY PLAN	2,20,621	0.99%	361.00	7,96,44,181.00
12.	HDFC MUTUAL FUND - HDFC INNOVATION FUND	6,20,453	2.78%	361.00	22,39,83,533.00
13.	HDFC MUTUAL FUND - HDFC RETIREMENT SAVINGS FUND - HYBRID DEBT PLAN	9,184	0.04%	361.00	33,15,424.00
14.	FIDELITY INDIA FUND	1,43,213	0.64%	361.00	5,16,99,893.00
15.	FIDELITY FUNDS - INDIA FOCUS FUND	16,85,018	7.56%	361.00	60,82,91,498.00
16.	MOTILAL OSWAL DIGITAL INDIA FUND	5,53,992	2.48%	361.00	19,99,91,112.00
17.	MOTILAL OSWAL CONSUMPTION FUND	4,43,169	1.99%	361.00	15,99,84,009.00
18.	MOTILAL OSWAL INNOVATION OPPORTUNITIES FUND	4,15,494	1.86%	361.00	14,99,93,334.00

Amagi Media Labs Limited

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CIN: U73100KA2008PLC045144

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Bengaluru - 560076 Karnataka

Sr. No.	Name of Anchor Investor	No. of Equity Shares Allocated	% of Anchor Investor Portion	Bid price / Anchor Investor Allocation Price (₹. per Equity Share)	Total amount Allocated (₹)
19.	MOTILAL OSWAL SERVICES FUND	55,391	0.25%	361.00	1,99,96,151.00
20.	MOTILAL OSWAL SPECIAL OPPORTUNITIES FUND	49,897	0.22%	361.00	1,80,12,817.00
21.	MOTILAL OSWAL ACTIVE MOMENTUM FUND	3,10,288	1.39%	361.00	11,20,13,968.00
22.	HDFC LIFE INSURANCE COMPANY LIMITED	11,08,025	4.97%	361.00	39,99,97,025.00
23.	TATA DIGITAL INDIA FUND	11,08,025	4.97%	361.00	39,99,97,025.00
24.	FRANKLIN INDIA TECHNOLOGY FUND	11,08,025	4.97%	361.00	39,99,97,025.00
25.	360 ONE EQUITY OPPORTUNITY FUND - SERIES 4	3,03,579	1.36%	361.00	10,95,92,019.00
26.	360 ONE SPECIAL OPPORTUNITIES FUND - SERIES 8	1,93,889	0.87%	361.00	6,99,93,929.00
27.	360 ONE Monopolistic Market Intermediaries Fund	1,38,539	0.62%	361.00	5,00,12,579.00
28.	BARODA BNP PARIBAS FLEXI CAP FUND	4,15,494	1.86%	361.00	14,99,93,334.00
29.	AMUNDI FUNDS NEW SILK ROAD	4,15,494	1.86%	361.00	14,99,93,334.00
30.	BANDHAN LARGE & MID CAP FUND	2,31,322	1.04%	361.00	8,35,07,242.00
31.	BANDHAN INNOVATION FUND	1,84,172	0.83%	361.00	6,64,86,092.00
32.	PGIM INDIA TRUSTEE PRIVATE LIMITED A/C - PGIM INDIA ELSS TAX SAVER FUND	77,120	0.35%	361.00	2,78,40,320.00
33.	PGIM INDIA TRUSTEE PRIVATE LIMITED A/C - PGIM INDIA SMALL CAP FUND	1,61,675	0.73%	361.00	5,83,64,675.00
34.	PGIM INDIA TRUSTEE PRIVATE LIMITED A/C - PGIM INDIA RETIREMENT FUND	9,939	0.04%	361.00	35,87,979.00
35.	SUSQUEHANNA PACIFIC PTY LTD	2,48,734	1.12%	361.00	8,97,92,974.00
36.	BHARTI AXA LIFE INSURANCE COMPANY LTD	2,48,734	1.12%	361.00	8,97,92,974.00
37.	CREAEGIS TRANSFORMATIONS FUND	1,38,539	0.62%	361.00	5,00,12,579.00
38.	EDELWEISS LIFE INSURANCE COMPANY LIMITED	1,38,539	0.62%	361.00	5,00,12,579.00
39.	NEW VERNON INDIA LIMITED	1,38,539	0.62%	361.00	5,00,12,579.00
40.	HELIOS SMALL CAP FUND	1,38,539	0.62%	361.00	5,00,12,579.00
41.	SOCIETE GENERALE - ODI	2,77,060	1.24%	361.00	10,00,18,660.00
42.	GOLDMAN SACHS BANK EUROPE SE - ODI	1,38,539	0.62%	361.00	5,00,12,579.00
	Total	2,22,95,799	100.00%		8,04,87,83,439.00

In terms of the RHP or the Preliminary Offering Memorandum, as applicable, and the SEBI ICDR Regulations, at least 40% of the Anchor Investor Portion was reserved as under (i) 33.33% for allocation to domestic Mutual Funds and (ii) 6.67% for allocation to Life Insurance Companies and Pension Funds at or above the Anchor Investor Allocation Price.

Out of the total allocation of 2,22,95,799 Equity Shares to the Anchor Investors, **1,69,79,358** Equity Shares (i.e. 76.15% of the total allocation to Anchor Investors) were allocated to 11 domestic mutual funds through a total of 28 schemes. Set forth below is a scheme-wise detail of mutual funds:

Sr. No.	Name of the Mutual Fund Scheme	No. of Equity Shares Allocated	% of Anchor Investor Portion	Bid Price/Anchor Investor Allocation Price (₹ per Equity Share)	Total Amount Allocated (₹)
1.	SBI INNOVATIVE OPPORTUNITIES FUND	13,85,062	6.21%	361.00	50,00,07,382.00
2.	SBI MNC FUND	13,85,021	6.21%	361.00	49,99,92,581.00
3.	SBI RESURGENT INDIA OPPORTUNITIES SCHEME	4,15,494	1.86%	361.00	14,99,93,334.00
4.	ICICI PRUDENTIAL INNOVATION FUND	9,75,595	5.22%	361.00	41,99,93,176.00

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Sr. No.	Name of the Mutual Fund Scheme	No. of Equity Shares Allocated	% of Anchor Investor Portion	Bid Price/Anchor Investor Allocation Price (₹ per Equity Share)	Total Amount Allocated (₹)
5.	ICICI PRUDENTIAL TECHNOLOGY FUND	22,09,982	7.83%	361.00	62,99,89,764.00
6.	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE DIGITAL INDIA FUND	11,63,416	1.24%	361.00	10,00,10,357.00
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8.	ADITYA BIRLA SUN LIFE TRUSTEE PRIVATE LIMITED A/C ADITYA BIRLA SUN LIFE SPECIAL OPPORTUNITIES FUND	2,77,037	0.73%	361.00	5,83,64,675.00
9.	HDFC MUTUAL FUND - HDFC TECHNOLOGY FUND	6,89,374	0.04%	361.00	35,87,979.00
10.	HDFC MUTUAL FUND - HDFC BUSINESS CYCLE FUND	6,20,453	0.62%	361.00	5,00,12,579.00
11.	HDFC MUTUAL FUND - HDFC RETIREMENT SAVINGS FUND - HYBRID-EQUITY PLAN	2,20,621	1.86%	361.00	14,99,93,334.00
12.	HDFC MUTUAL FUND - HDFC INNOVATION FUND	6,20,453	2.48%	361.00	19,99,91,112.00
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14.	MOTILAL OSWAL DIGITAL INDIA FUND	5,53,992	1.86%	361.00	14,99,93,334.00
15.	MOTILAL OSWAL CONSUMPTION FUND	4,43,169	0.25%	361.00	1,99,96,151.00
16.	MOTILAL OSWAL INNOVATION OPPORTUNITIES FUND	4,15,494	0.22%	361.00	1,80,12,817.00
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18.	MOTILAL OSWAL SPECIAL OPPORTUNITIES FUND	49,897	3.09%	361.00	24,88,64,014.00
19.	MOTILAL OSWAL ACTIVE MOMENTUM FUND	3,10,288	2.78%	361.00	22,39,83,533.00
20.	TATA DIGITAL INDIA FUND	11,08,025	0.99%	361.00	7,96,44,181.00
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23.	BANDHAN LARGE & MID CAP FUND	2,31,322	1.04%	361.00	8,35,07,242.00
24.	BANDHAN INNOVATION FUND	1,84,172	0.83%	361.00	6,64,86,092.00
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26.	PGIM INDIA TRUSTEE PRIVATE LIMITED A/C - PGIM INDIA SMALL CAP FUND	1,61,675	9.91%	361.00	79,78,03,502.00
27.	PGIM INDIA TRUSTEE PRIVATE LIMITED A/C - PGIM INDIA RETIREMENT FUND	9,939	4.97%	361.00	39,99,97,025.00
28.	HELIOS SMALL CAP FUND	1,38,539	4.97%	361.00	39,99,97,025.00
	Total	1,69,79,358	76.15%		6,12,95,48,238.00

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Out of the total allocation of 2,22,95,799 Equity Shares to the Anchor Investors, **14,95,298** Equity Shares (i.e. 6.71% of the total allocation to Anchor Investors) were allocated to 3 Life Insurance companies as detailed below:

Sr. No.	Name of the Life Insurance Companies	No. of Equity Shares Allocated	% of Anchor Investor Portion	Bid Price/Anchor Investor Allocation Price (₹ per Equity Share)	Total Amount Allocated (₹)
1.	HDFC LIFE INSURANCE COMPANY LIMITED	11,08,025	4.97%	361.00	39,99,97,025.00
2.	BHARTI AXA LIFE INSURANCE COMPANY LTD	2,48,734	1.12%	361.00	8,97,92,974.00
3.	EDELWEISS LIFE INSURANCE COMPANY LIMITED	1,38,539	0.62%	361.00	5,00,12,579.00
	Total	14,95,298.00	6.71%		53,98,02,578.00

As per the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirement) Regulations, 2018, as amended, in case the Offer Price discovered through book building process is higher than the Anchor Investor Allocation Price, Anchor Investors will be required to pay the difference by the Anchor Investor Pay-in Date as specified in the revised confirmation of allocation note.


Please note that capitalized terms used and not defined herein shall have the respective meaning ascribed to them in the Red Herring Prospectus dated January 7, 2026 filed with the Registrar of Companies, Karnataka at Bengaluru ("RoC") (the "RHP" or the "Red Herring Prospectus").

We request you to make the above information public by disclosing the same on your website.

Thanking you,
For Amagi Media Labs Limited

Name of the Signatory: Sridhar Muthukrishnan
Designation: Company Secretary and Compliance Officer

cc: **Securities and Exchange Board of India**
Corporation Finance Department
Division of Issues and Listing
SEBI Bhavan, Plot No. C4 A, G Block
Bandra Kurla Complex, Bandra (East)
Mumbai 400 051
Maharashtra, India

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