



Amagi Media Labs Limited

13th Jan to 16th Jan 2026

Face Value	₹5 per equity share
IPO Price	₹343 to ₹361 per eq. share
Market Lot	41 shares & in multiples
Listing At	NSE, BSE
Issue Size	Up to ₹1,789.00 Cr (Fresh issue + OFS)
Retail Shares Offered	10%
NII (HNI) Shares Offered	15%
QIB Shares Offered	75%
Implied Market cap	₹7,460 Cr – ₹7,809 Cr
Basis of Allotment	19 th Jan 2026
Tentative Listing Date	21 st Jan 2026

Amagi Media Labs Ltd., founded in 2008 and headquartered in Bengaluru, is a cloud-based technology company focused on broadcast television and connected TV advertising.

It offers end-to-end, cloud-based solutions that enable content creators, broadcasters, and streaming platforms to distribute and monetise content across traditional TV and digital streaming ecosystems.

Its products support the launch and management of live linear channels on leading FAST platforms, with capabilities including channel playout, content scheduling, ad insertion, and analytics.

With a strong presence across the US, Europe, and Asia, Amagi serves over 700 content brands and has enabled more than 2,000 channel deployments across 100+ countries. Its SaaS model helps media companies lower infrastructure costs while enhancing scalability, flexibility, and monetisation efficiency, flexibility and scalability.

Object of the Offer

- Investment in technology and cloud infrastructure.
- Funding inorganic growth through unidentified acquisitions and general corporate purposes.
- General Corporate purposes.



Key Strengths

- One-stop glass-to-glass solutions provider.
- Positioned within a three-sided marketplace to leverage strong network effects.
- Proprietary, award-winning technology platform with artificial intelligence capabilities.
- Trusted by global customers with long-term relationships.
- Visionary founders with strong leadership and a culture of innovation.



Key Risks

- The company has experienced losses and negative cash flows in the past, and any future increase in expenses, decline in revenues, or continued negative cash flows could adversely affect their business.
- The majority of their revenue from the America and Europe and any adverse economic conditions in these regions could negatively impact their performance.
- It relies on third-party cloud infrastructure for their platform and solutions, and any disruption to such infrastructure could adversely affect their business.

Company Financials (₹ in crore)

Particulars	As of and for the Financial Year ended March 31			
	Q1FY26	2025	2024	2023
Share Capital	17.2	17.1	0.5	0.5
Networth	859.3	509.5	496.8	644.5
Total Borrowings	0.0	0.0	0.0	0.0
Revenue from operations	704.8	1162.6	879.2	680.6
EBITDA	58.2	23.5	-155.5	-140.3
Restated Profit after tax	6.5	-68.7	-245.0	-321.3
Earnings per Share	0.3	-3.5	-12.5	-17.2
Return on Equity	0.8%	-13.5%	-49.3%	-49.9%

Source: RHP dated 7th Jan 2026; SEBI website
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