

# Accel India VI (Mauritius) Ltd.

5<sup>th</sup> Floor, Ebene Esplanade 24 Bank Street, Cybercity, Ebene, Mauritius  
Tel: (+230) 401 2300 Fax: (+230) 401 2301

---

## CONSENT LETTER

**Date:** January 7, 2026

To,

**The Board of Directors**

**Amagi Media Labs Limited**

Raj Alkaa Park, Sy. No. 29/3 & 32/2  
4th floor, Kalena Agrahara Village, Begur Hobli  
Bengaluru – 560 076  
Karnataka, India

**Kotak Mahindra Capital Company Limited**

27BKC, 1st Floor, Plot No. C-27  
"G" Block, Bandra Kurla Complex  
Bandra (East), Mumbai – 400 051  
Maharashtra, India

**Citigroup Global Markets India Private Limited**

1202, 12th Floor, First International Financial Center  
G-Block, Bandra Kurla Complex  
Bandra East, Mumbai - 400 051  
Maharashtra, India

**Avendus Capital Private Limited**

901, Platina, 9th Floor  
Plot No. C-59, Bandra Kurla Complex  
Bandra (E), Mumbai - 400 051  
Maharashtra, India

**Goldman Sachs (India) Securities Private Limited**

9<sup>th</sup> and 10<sup>th</sup> Floor, Ascent-Worli  
Sudam Kalu Ahire Marg  
Worli, Mumbai – 400 025  
Maharashtra, India

**IIFL Capital Services Limited (Formerly known as IIFL Securities Limited)**

24th Floor, One Lodha Place  
Senapati Bapat Marg, Lower Parel (W)  
Mumbai – 400 013  
Maharashtra, India

(Kotak Mahindra Capital Company Limited, Citigroup Global Markets India Private Limited, Avendus Capital Private Limited, Goldman Sachs (India) Securities Private Limited, IIFL Capital Services Limited (Formerly known as IIFL Securities Limited) and any other book running lead managers appointed by the Company are collectively referred to as the “**Book Running Lead Managers**” or the “**BRLMs**”)

**Sub: Proposed initial public offering of equity shares of Amagi Media Labs Limited (the “Company”) (“Equity Shares”) by way of a fresh issue of Equity Shares (the “Fresh**

# Accel India VI (Mauritius) Ltd.

5<sup>th</sup> Floor, Ebene Esplanade 24 Bank Street, Cybercity, Ebene, Mauritius  
Tel: (+230) 401 2300 Fax: (+230) 401 2301

---

**Issue") and/ or an offer for sale by certain existing shareholders of the Company (the "Selling Shareholders" and such offer for sale, the "Offer for Sale", together with Fresh Issue, the "Offer")**

Dear Sir/Madam,

## Corporate Information

We, Accel India VI (Mauritius) Ltd., are a company incorporated under the laws of Mauritius, and have our registered office/ corporate office at 5th Floor, Ebene Esplanade, 24 Bank Street, Cybercity, Ebene, Mauritius.

We have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "**Fresh Issue**") by the Company and an offer for sale of Equity Shares (the "**Offer for Sale**") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "**Offer**"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("**SEBI ICDR Regulations**"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

We hereby consent to the inclusion of up to 50,72,582 Equity Shares ("**Offered Shares**") held by us in the Company as part of the Offer for Sale, subject to the terms of the Offer and the approval of any other regulatory authority, if required, as mentioned in the red herring prospectus (the "**RHP**") and the prospectus (the "**Prospectus**" and together with the RHP and Prospectus, the "**Offer Documents**") which the Company intends to register with the Registrar of Companies, Karnataka at Bengaluru (the "**RoC**") and thereafter file with Securities and Exchange Board of India ("**SEBI**") and any relevant stock exchange(s) where the Equity Shares are proposed to be listed (the "**Stock Exchanges**") and any other regulatory authority as may be required and transaction agreements executed in relation to the Offer.

We hereby consent to the inclusion of our name as a selling shareholder and any other information as a selling shareholder required under the SEBI ICDR Regulations and other applicable laws in the Offer Documents and other Offer related documents.

We authorize the Company to deliver a copy of this letter of consent to the RoC, pursuant to Section 26 and 32 of the Companies Act, 2013, and the rules and regulations thereunder, each as amended, SEBI, the Stock Exchanges and any other regulatory authority as may be required in relation to the Offer and in accordance with applicable law.

We confirm that we will communicate any changes in writing in the above information to the Company and the BRLMs until the date when the Equity Shares sold pursuant to the Offer are listed and commence trading on the Stock Exchanges. In the absence of any such communication it may be assumed that there is no change to the above information until the Equity Shares sold pursuant to the Offer commence trading on the Stock Exchanges.

We undertake that the above information is true and correct.

This consent letter is for information of, and may be relied upon by the Company, BRLMs and the legal advisors to each of the Company and the BRLMs in respect of the Offer. We hereby consent to this letter being disclosed by the BRLMs, if required by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, and/or for the records to be maintained by the BRLMs and in accordance with applicable law.

## **Accel India VI (Mauritius) Ltd.**

5<sup>th</sup> Floor, Ebene Esplanade 24 Bank Street, Cybercity, Ebene, Mauritius  
Tel: (+230) 401 2300 Fax: (+230) 401 2301

---

The terms capitalized but not defined herein, shall have the meaning ascribed to them in the Offer Documents.

For and on behalf of Accel India VI (Mauritius) Ltd.

Designation: Director

Name: Aslam Koomar

Date: January 7, 2026

Cc:

**Legal Counsel to the Company as to Indian Law**

**Cyril Amarchand Mangaldas**

3<sup>rd</sup> Floor, Prestige Falcon Towers 19

Brunton Road

Bengaluru - 560 025

Karnataka, India

**Legal Counsel to the Book Running Lead Managers as to Indian Law**

**Trilegal**

7th Floor, Marksquare

61, St. Marks Road

Bengaluru – 560 001

Karnataka, India

**International Legal Counsel to the Book Running Lead Managers**

**Sidley Austin LLP**

Level 31

6 Battery Road

Singapore 049909

## PI Opportunities Fund II

### CONSENT LETTER

**Date:** January 7, 2026

To,

**The Board of Directors**

**Amagi Media Labs Limited**

Raj Alkaa Park, Sy. No. 29/3 & 32/2  
4th floor, Kalena Agrahara Village, Begur Hobli  
Bengaluru – 560 076  
Karnataka, India

**Kotak Mahindra Capital Company Limited**

27BKC, 1st Floor, Plot No. C-27  
"G" Block, Bandra Kurla Complex  
Bandra (East), Mumbai – 400 051  
Maharashtra, India

**Citigroup Global Markets India Private Limited**

1202, 12th Floor, First International Financial Center  
G-Block, Bandra Kurla Complex  
Bandra East, Mumbai - 400 098  
Maharashtra, India

**Avendus Capital Private Limited**

901, Platina, 9th Floor  
Plot No. C-59, Bandra Kurla Complex  
Bandra (E), Mumbai - 400 051  
Maharashtra, India

**Goldman Sachs (India) Securities Private Limited**

9<sup>th</sup> and 10<sup>th</sup> Floor, Ascent-Worli  
Sudam Kalu Ahire Marg  
Worli, Mumbai – 400 025  
Maharashtra, India

**IIFL Capital Services Limited (Formerly known as IIFL Securities Limited)**

24th Floor, One Lodha Place  
Senapati Bapat Marg, Lower Parel (W)  
Mumbai – 400 013  
Maharashtra, India

(*Kotak Mahindra Capital Company Limited, Citigroup Global Markets India Private Limited, Avendus Capital Private Limited, Goldman Sachs (India) Securities Private Limited, IIFL Capital Services Limited (Formerly known as IIFL Securities Limited) and any other book running lead managers appointed by the Company are collectively referred to as the "Book Running Lead Managers" or the "BRLMs"*)

**Sub: Proposed initial public offering of equity shares of Amagi Media Labs Limited (the "Company") ("Equity Shares") by way of a fresh issue of Equity Shares (the "Fresh**

## PI Opportunities Fund II

**Issue") and/ or an offer for sale by certain existing shareholders of the Company (the "Selling Shareholders" and such offer for sale, the "Offer for Sale", together with Fresh Issue, the "Offer")**

Dear Sir/Madam,

### Corporate Information

We, PI Opportunities Fund-II, a Category I Alternative Investment Fund registered with Securities and Exchange Board of India (Alternative Investment Funds) Regulations, 2012, and have our registered office/ corporate office at 134, Next to Wipro Corporate Office, Doddakannelli, Sarjapur Road, Bengaluru - 560 035, Karnataka, India.

We have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "**Fresh Issue**") by the Company and an offer for sale of Equity Shares (the "**Offer for Sale**") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "**Offer**"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("**SEBI ICDR Regulations**"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

We hereby consent to the inclusion of up to 34,11,792Equity Shares (including, where applicable, any such Equity Shares arising upon conversion of CCPS) ("**Offered Shares**") held by us in the Company as part of the Offer for Sale, subject to the terms of the Offer and the approval of any other regulatory authority, if required, as mentioned in the red herring prospectus (the "**RHP**") and the prospectus (the "**Prospectus**" and together with the RHP and Prospectus, the "**Offer Documents**") which the Company intends to register with the Registrar of Companies, Karnataka at Bengaluru (the "**RoC**") and thereafter file with Securities and Exchange Board of India ("**SEBI**") and any relevant stock exchange(s) where the Equity Shares are proposed to be listed (the "**Stock Exchanges**") and any other regulatory authority as may be required and transaction agreements executed in relation to the Offer.

We hereby consent to the inclusion of our name as a selling shareholder and any other information as a selling shareholder required under the SEBI ICDR Regulations and other applicable laws in the Offer Documents and other Offer related documents.

We authorize the Company to deliver a copy of this letter of consent to the RoC, pursuant to Section 26 and 32 of the Companies Act, 2013, and the rules and regulations thereunder, each as amended, SEBI, the Stock Exchanges and any other regulatory authority as may be required in relation to the Offer and in accordance with applicable law.

We confirm that we will communicate any changes in writing in the above information to the Company and the BRLMs until the date when the Equity Shares sold pursuant to the Offer are listed and commence trading on the Stock Exchanges. In the absence of any such communication it may be assumed that there is no change to the above information until the Equity Shares sold pursuant to the Offer commence trading on the Stock Exchanges.

We undertake that the above information is true and correct.

This consent letter is for information of, and may be relied upon by the Company, BRLMs and the legal advisors to each of the Company and the BRLMs in respect of the Offer. We hereby consent to this letter being disclosed by the BRLMs, if required by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, and/or for the records to be maintained by the BRLMs and in accordance with applicable law.

The terms capitalized but not defined herein, shall have the meaning ascribed to them in the Offer Documents.

For and on behalf of PI Opportunities Fund-II

**Designation:** Authorized Signatory

**Name:** Vardaan Ahluwalia

**Date:** January 7, 2026



**Cc:**

**Legal Counsel to the Company as to Indian Law**

**Cyril Amarchand Mangaldas**

3<sup>rd</sup> Floor, Prestige Falcon Towers 19

Brunton Road

Bengaluru - 560 025

Karnataka, India

**Legal Counsel to the Book Running Lead Managers as to Indian Law**

**Trilegal**

7th Floor, Marksquare

61, St. Marks Road

Bengaluru – 560 001

Karnataka, India

**International Legal Counsel to the Book Running Lead Managers**

**Sidley Austin LLP**

Level 31

6 Battery Road

Singapore 049909

# **Norwest Venture Partners X - Mauritius**

6th Floor, Two Tribeca, Tribeca Central, Trianon 72261, Mauritius  
Tel: (230) 467 3000 Fax: (230) 467 4000

## **CONSENT LETTER**

**Date:** January 7, 2026

To,

**The Board of Directors**

**Amagi Media Labs Limited**

Raj Alkaa Park, Sy. No. 29/3 & 32/2  
4th floor, Kalena Agrahara Village, Begur Hobli  
Bengaluru – 560 076  
Karnataka, India

**Kotak Mahindra Capital Company Limited**

27BKC, 1st Floor, Plot No. C-27  
"G" Block, Bandra Kurla Complex  
Bandra (East), Mumbai – 400 051  
Maharashtra, India

**Citigroup Global Markets India Private Limited**

1202, 12th Floor, First International Financial Center  
G-Block, Bandra Kurla Complex  
Bandra East, Mumbai - 400 051  
Maharashtra, India

**Avendus Capital Private Limited**

901, Platina, 9th Floor  
Plot No. C-59, Bandra Kurla Complex  
Bandra (E), Mumbai - 400 051  
Maharashtra, India

**Goldman Sachs (India) Securities Private Limited**

9<sup>th</sup> and 10<sup>th</sup> Floor, Ascent-Worli  
Sudam Kalu Ahire Marg  
Worli, Mumbai – 400 025  
Maharashtra, India

**IIFL Capital Services Limited (Formerly known as IIFL Securities Limited)**

24th Floor, One Lodha Place  
Senapati Bapat Marg, Lower Parel (W)  
Mumbai – 400 013  
Maharashtra, India

*(Kotak Mahindra Capital Company Limited, Citigroup Global Markets India Private Limited, Avendus Capital Private Limited, Goldman Sachs (India) Securities Private Limited, IIFL Capital Services Limited (Formerly known as IIFL Securities Limited) and any other book running lead managers appointed by the Company are collectively referred to as the "Book Running Lead Managers" or the "BRLMs")*

**Sub: Proposed initial public offering of equity shares of Amagi Media Labs Limited (the "Company") ("Equity Shares") by way of a fresh issue of Equity Shares (the "Fresh Issue") and/ or an offer for sale by certain existing shareholders of the Company (the**

# **Norwest Venture Partners X - Mauritius**

6th Floor, Two Tribeca, Tribeca Central, Trianon 72261, Mauritius

Tel: (230) 467 3000 Fax: (230) 467 4000

**“Selling Shareholders” and such offer for sale, the “Offer for Sale”, together with Fresh Issue, the “Offer”)**

Dear Sir/Madam,

## **Corporate Information**

We, Norwest Venture Partners X - Mauritius, are a company incorporated under the laws of Mauritius, and have our registered office/ corporate office at 6th Floor, Two Tribeca, Tribeca Central, Trianon 72261, Mauritius.

We have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the “**Fresh Issue**”) by the Company and an offer for sale of Equity Shares (the “**Offer for Sale**”) by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the “**Offer**”), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (“**SEBI ICDR Regulations**”), the Companies Act, 2013 and rules made thereunder and other applicable laws.

We hereby consent to the inclusion of up to 33,81,721 Equity Shares (including, where applicable, any such Equity Shares arising upon conversion of CCPS held by us) (“**Offered Shares**”) held by us in the Company as part of the Offer for Sale, subject to the terms of the Offer and the approval of any other regulatory authority, if required, as mentioned in the red herring prospectus (the “**RHP**”) and the prospectus (the “**Prospectus**” and together with the RHP and Prospectus, the “**Offer Documents**”) which the Company intends to register with the Registrar of Companies, Karnataka at Bengaluru (the “**RoC**”) and thereafter file with Securities and Exchange Board of India (“**SEBI**”) and any relevant stock exchange(s) where the Equity Shares are proposed to be listed (the “**Stock Exchanges**”) and any other regulatory authority as may be required and transaction agreements executed in relation to the Offer.

We hereby consent to the inclusion of our name as a selling shareholder and any other information as a selling shareholder required under the SEBI ICDR Regulations and other applicable laws in the Offer Documents and other Offer related documents.

We authorize the Company to deliver a copy of this letter of consent to the RoC, pursuant to Section 26 and 32 of the Companies Act, 2013, and the rules and regulations thereunder, each as amended, SEBI, the Stock Exchanges and any other regulatory authority as may be required in relation to the Offer and in accordance with applicable law.

We confirm that we will communicate any changes in writing in the above information to the Company and the BRLMs until the date when the Equity Shares sold pursuant to the Offer are listed and commence trading on the Stock Exchanges. In the absence of any such communication it may be assumed that there is no change to the above information until the Equity Shares sold pursuant to the Offer commence trading on the Stock Exchanges.

We undertake that the above information is true and correct.

This consent letter is for information of, and may be relied upon by the Company, BRLMs and the legal advisors to each of the Company and the BRLMs in respect of the Offer. We hereby consent to this letter being disclosed by the BRLMs, if required by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, and/or for the records to be maintained by the BRLMs and in accordance with applicable law.

The terms capitalized but not defined herein, shall have the meaning ascribed to them in the Offer Documents.

For and on behalf of **Norwest Venture Partners X - Mauritius**



**Designation:** Director  
**Name:** Kristee Bhurtun-Jokhoo  
**Date:** January 7, 2026

**Cc:**

**Legal Counsel to the Company as to Indian Law**

**Cyril Amarchand Mangaldas**  
3<sup>rd</sup> Floor, Prestige Falcon Towers 19  
Brunton Road  
Bengaluru - 560 025  
Karnataka, India

**Legal Counsel to the Book Running Lead Managers as to Indian Law**

**Trilegal**  
7th Floor, Marksquare  
61, St. Marks Road  
Bengaluru – 560 001  
Karnataka, India

**International Legal Counsel to the Book Running Lead Managers**

**Sidley Austin LLP**  
Level 31  
6 Battery Road  
Singapore 049909

Signature page to the consent of selling shareholder

# Trudy Holdings

## CONSENT LETTER

**Date:** January 7, 2026

To,

**The Board of Directors**  
**Amagi Media Labs Limited**  
Raj Alkaa Park, Sy. No. 29/3 & 32/2  
4th floor, Kalena Agrahara Village, Begur Hobli  
Bengaluru – 560 076  
Karnataka, India

**Kotak Mahindra Capital Company Limited**  
27BKC, 1st Floor, Plot No. C-27  
"G" Block, Bandra Kurla Complex  
Bandra (East), Mumbai – 400 051  
Maharashtra, India

**Citigroup Global Markets India Private Limited**  
1202, 12th Floor, First International Financial Center  
G-Block, Bandra Kurla Complex  
Bandra East, Mumbai - 400 051  
Maharashtra, India

**Avendus Capital Private Limited**  
901, Platina, 9th Floor  
Plot No. C-59, Bandra Kurla Complex  
Bandra (E), Mumbai - 400 051  
Maharashtra, India

**Goldman Sachs (India) Securities Private Limited**  
9<sup>th</sup> and 10<sup>th</sup> Floor, Ascent-Worli  
Sudam Kalu Ahire Marg  
Worli, Mumbai – 400 025  
Maharashtra, India

**IIFL Capital Services Limited (Formerly known as IIFL Securities Limited)**  
24th Floor, One Lodha Place  
Senapati Bapat Marg, Lower Parel (W)  
Mumbai – 400 013  
Maharashtra, India

*(Kotak Mahindra Capital Company Limited, Citigroup Global Markets India Private Limited, Avendus Capital Private Limited, Goldman Sachs (India) Securities Private Limited, IIFL Capital Services Limited (Formerly known as IIFL Securities Limited) and any other book running lead managers appointed by the Company are collectively referred to as the “Book Running Lead Managers” or the “BRLMs”)*

**Sub: Proposed initial public offering of equity shares of Amagi Media Labs Limited (the “Company”) (“Equity Shares”) by way of a fresh issue of Equity Shares (the “Fresh Issue”) and/ or an offer for sale by certain existing shareholders of the Company (the**

# Trudy Holdings

**“Selling Shareholders” and such offer for sale, the “Offer for Sale”, together with Fresh Issue, the “Offer”)**

Dear Sir/Madam,

## Corporate Information

We, Trudy Holdings, are a company incorporated under the laws of Mauritius, and have our registered office at Apex House, 6th Floor, Two Tribeca, Tribeca Central, Trianon, 72261, Mauritius.

We have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the “**Fresh Issue**”) by the Company and an offer for sale of Equity Shares (the “**Offer for Sale**”) by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the “**Offer**”), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (“**SEBI ICDR Regulations**”), the Companies Act, 2013 and rules made thereunder and other applicable laws.

We hereby consent to the inclusion of up to 5,072,582 Equity Shares (including, where applicable, any such Equity Shares arising upon conversion of CCPS held by us) (“**Offered Shares**”) held by us in the Company as part of the Offer for Sale, subject to the terms of the Offer and the approval of any other regulatory authority, if required, as mentioned in the red herring prospectus (the “**RHP**”), and the prospectus (the “**Prospectus**” and together with the RHP and Prospectus, the “**Offer Documents**”) which the Company intends to register with the Registrar of Companies, Karnataka at Bengaluru (the “**RoC**”) and thereafter file with Securities and Exchange Board of India (“**SEBI**”) and any relevant stock exchange(s) where the Equity Shares are proposed to be listed (the “**Stock Exchanges**”) and any other regulatory authority as may be required and transaction agreements executed in relation to the Offer.

We hereby consent to the inclusion of our name as a selling shareholder and any other information as a selling shareholder required under the SEBI ICDR Regulations and other applicable laws in the Offer Documents and other Offer related documents.

We authorize the Company to deliver a copy of this letter of consent to the RoC, pursuant to Section 26 and 32 of the Companies Act, 2013, and the rules and regulations thereunder, each as amended, SEBI, the Stock Exchanges and any other regulatory authority as may be required in relation to the Offer and in accordance with applicable law.

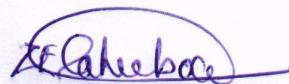
We confirm that we will communicate any changes in writing in the above information to the Company and the BRLMs until the date when the Equity Shares sold pursuant to the Offer are listed and commence trading on the Stock Exchanges. In the absence of any such communication it may be assumed that there is no change to the above information until the Equity Shares sold pursuant to the Offer commence trading on the Stock Exchanges.

We undertake that the above information is true and correct.

This consent letter is for information of, and may be relied upon by the Company, BRLMs and the legal advisors to each of the Company and the BRLMs in respect of the Offer. We hereby consent to this letter being disclosed by the BRLMs, if required by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, and/or for the records to be maintained by the BRLMs and in accordance with applicable law.

The terms capitalized but not defined herein, shall have the meaning ascribed to them in the Offer Documents.

For and on behalf of Trudy Holdings



Designation: Director

Name: Zahira Elaheebocus-Chady

Date: January 7, 2026

Cc:

**Legal Counsel to the Company as to Indian Law**

**Cyril Amarchand Mangaldas**

3<sup>rd</sup> Floor, Prestige Falcon Towers 19  
Brunton Road  
Bengaluru - 560 025  
Karnataka, India

**Legal Counsel to the Book Running Lead Managers as to Indian Law**

**Trilegal**

7th Floor, Marksquare  
61, St. Marks Road  
Bengaluru – 560 001  
Karnataka, India

**International Legal Counsel to the Book Running Lead Managers**

**Sidley Austin LLP**

Level 31  
6 Battery Road  
Singapore 049909

# PI Opportunities Fund I

## CONSENT LETTER

Date: July 23, 2025

To,

**The Board of Directors**

**Amagi Media Labs Limited**

Raj Alkaa Park, Sy. No. 29/3 & 32/2  
4th floor, Kalena Agrahara Village, Begur Hobli  
Bengaluru – 560 076  
Karnataka, India

**Kotak Mahindra Capital Company Limited**

27BKC, 1st Floor, Plot No. C-27  
"G" Block, Bandra Kurla Complex  
Bandra (East), Mumbai – 400 051  
Maharashtra, India

**Citigroup Global Markets India Private Limited**

1202, 12th Floor, First International Financial Center  
G-Block, Bandra Kurla Complex  
Bandra East, Mumbai - 400 051  
Maharashtra, India

**Avendus Capital Private Limited**

901, Platina, 9th Floor  
Plot No. C-59, Bandra Kurla Complex  
Bandra (E), Mumbai - 400 051  
Maharashtra, India

**Goldman Sachs (India) Securities Private Limited**

9<sup>th</sup> and 10<sup>th</sup> Floor, Ascent-Worli  
Sudam Kalu Ahire Marg  
Worli, Mumbai – 400 025  
Maharashtra, India

**IIFL Capital Services Limited (Formerly known as IIFL Securities Limited)**

24th Floor, One Lodha Place  
Senapati Bapat Marg, Lower Parel (W)  
Mumbai – 400 013  
Maharashtra, India

(*Kotak Mahindra Capital Company Limited, Citigroup Global Markets India Private Limited, Avendus Capital Private Limited, Goldman Sachs (India) Securities Private Limited, IIFL Capital Services Limited (Formerly known as IIFL Securities Limited) and any other book running lead managers appointed by the Company are collectively referred to as the "Book Running Lead Managers" or the "BRLMs"*)

# PI Opportunities Fund I

**Sub: Proposed initial public offering of equity shares of Amagi Media Labs Limited (the “Company”) (“Equity Shares”) by way of a fresh issue of Equity Shares (the “Fresh Issue”) and/ or an offer for sale by certain existing shareholders of the Company (the “Selling Shareholders” and such offer for sale, the “Offer for Sale”, together with Fresh Issue, the “Offer”)**

Dear Sir/Madam,

## Corporate Information

We, PI Opportunities Fund-I, a Category II Alternative Investment Fund registered with Securities and Exchange Board of India (Alternative Investment Funds) Regulations, 2012, and have our registered office/ corporate office at 134, Next to Wipro Corporate Office, Doddakannelli, Sarjapur Road, Bengaluru – 560 035, Karnataka, India.

We have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the “**Fresh Issue**”) by the Company and an offer for sale of Equity Shares (the “**Offer for Sale**”) by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the “**Offer**”), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (“**SEBI ICDR Regulations**”), the Companies Act, 2013 and rules made thereunder and other applicable laws.

We hereby consent to the inclusion of up to 9,889,646 Equity Shares (including, where applicable, any such Equity Shares arising upon conversion of CCPS) (“**Offered Shares**”) held by us in the Company as part of the Offer for Sale, subject to the terms of the Offer and the approval of any other regulatory authority, if required, as mentioned in the draft red herring prospectus (the “**DRHP**”), the red herring prospectus (the “**RHP**”), the prospectus (the “**Prospectus**” and together with the DRHP, RHP and Prospectus, the “**Offer Documents**”) which the Company intends to register with the Registrar of Companies, Karnataka at Bengaluru (the “**RoC**”) and thereafter file with Securities and Exchange Board of India (“**SEBI**”) and any relevant stock exchange(s) where the Equity Shares are proposed to be listed (the “**Stock Exchanges**”) and any other regulatory authority as may be required and transaction agreements executed in relation to the Offer.

We hereby consent to the inclusion of our name as a selling shareholder and any other information as a selling shareholder required under the SEBI ICDR Regulations and other applicable laws in the Offer Documents and other Offer related documents.

We authorize the Company to deliver a copy of this letter of consent to the RoC, pursuant to Section 26 and 32 of the Companies Act, 2013, and the rules and regulations thereunder, each as amended, SEBI, the Stock Exchanges and any other regulatory authority as may be required in relation to the Offer and in accordance with applicable law.

We confirm that we will communicate any changes in writing in the above information to the Company and the BRLMs until the date when the Equity Shares sold pursuant to the Offer are listed and commence trading on the Stock Exchanges. In the absence of any such communication it may be assumed that there is no change to the above information until the Equity Shares sold pursuant to the Offer commence trading on the Stock Exchanges.

We undertake that the above information is true and correct.

This consent letter is for information of, and may be relied upon by the Company, BRLMs and the legal advisors to each of the Company and the BRLMs in respect of the Offer. We hereby consent to this letter being disclosed by the BRLMs, if required by reason of any law, regulation or order of a court or

## PI Opportunities Fund I

by any governmental or competent regulatory authority, and/or for the records to be maintained by the BRLMs and in accordance with applicable law.

The terms capitalized but not defined herein, shall have the meaning ascribed to them in the Offer Documents.

For and on behalf of PI Opportunities Fund-I

**Designation:** Authorized Signatory

**Name:** Vardaan Ahluwalia

**Date:** July 23, 2025



**Cc:**

**Legal Counsel to the Company as to Indian Law**

**Cyril Amarchand Mangaldas**

3<sup>rd</sup> Floor, Prestige Falcon Towers 19

Brunton Road

Bengaluru - 560 025

Karnataka, India

**Legal Counsel to the Book Running Lead Managers as to Indian Law**

**Trilegal**

7th Floor, Marksquare

61, St. Marks Road

Bengaluru – 560 001

Karnataka, India

**International Legal Counsel to the Book Running Lead Managers**

**Sidley Austin LLP**

Level 31

6 Battery Road

Singapore 049909

**KOLLENGODE RAMANATHAN LAKSHMINARAYANA**

**Address:** 68/1, Rainbow Drive, Doddakkannelli, Sarjapur Road, Bangalore – 560035, Karnataka

**CONSENT LETTER**

Date: January 06, 2026

To,

**The Board of Directors**

**Amagi Media Labs Limited**

Raj Alkaa Park, Sy. No. 29/3 & 32/2  
4th floor, Kalena Agrahara Village, Begur Hobli  
Bengaluru – 560 076  
Karnataka, India

**Kotak Mahindra Capital Company Limited**

27BKC, 1st Floor, Plot No. C-27  
"G" Block, Bandra Kurla Complex  
Bandra (East), Mumbai – 400 051  
Maharashtra, India

**Citigroup Global Markets India Private Limited**

1202, 12th Floor, First International Financial Center  
G-Block, Bandra Kurla Complex  
Bandra East, Mumbai - 400 051  
Maharashtra, India

**Goldman Sachs (India) Securities Private Limited**

9<sup>th</sup> and 10<sup>th</sup> Floor, Ascent-Worli  
Sudam Kalu Ahire Marg  
Worli, Mumbai – 400 025  
Maharashtra, India

**IIFL Capital Services Limited (*Formerly known as IIFL Securities Limited*)**

24th Floor, One Lodha Place  
Senapati Bapat Marg, Lower Parel (W)  
Mumbai – 400 013  
Maharashtra, India

**Avendus Capital Private Limited**

901, Platina, 9th Floor  
Plot No. C-59, Bandra Kurla Complex  
Bandra (E), Mumbai - 400 051  
Maharashtra, India

(*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, and any other book running lead managers appointed by the Company are collectively referred to as the “Book Running Lead Managers” or the “BRLMs”*)

**Sub: Proposed initial public offering of equity shares of Amagi Media Labs Limited (the “Company”) (“Equity Shares”) by way of a fresh issue of Equity Shares (the “Fresh Issue”) and/ or an offer for sale by certain existing shareholders of the Company (the “Selling Shareholders” and such offer for sale, the “Offer for Sale”, together with Fresh Issue, the “Offer”)**

Dear Sir/Madam,

I, Kollengode Ramanathan Lakshminarayana, residing at 68/1, Rainbow Drive, Doddakkannelli, Sarjapur Road, Bangalore – 560035, Karnataka.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the “**Fresh Issue**”) by the Company and an offer for sale of Equity Shares (the “**Offer for Sale**”) by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the “**Offer**”), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (“**SEBI ICDR Regulations**”), the Companies Act, 2013 and rules made thereunder and other applicable laws.

I hereby consent to the inclusion of 18,495 Equity Shares held by me in the Company as part of the Offer for Sale, subject to the terms of the Offer and the approval of any other regulatory authority, if required, as mentioned in the red herring prospectus (the “**RHP**”), the prospectus (the “**Prospectus**” and together with the RHP and Prospectus, the “**Offer Documents**”) which the Company intends to register with the Registrar of Companies, Karnataka at Bengaluru (the “**RoC**”) and thereafter file with Securities and Exchange Board of India (“**SEBI**”) and any relevant stock exchange(s) where the Equity Shares are proposed to be listed (the “**Stock Exchanges**”) and any other regulatory authority as may be required and transaction agreements executed in relation to the Offer.

I hereby consent to the inclusion of my/our name as a selling shareholder and any other information as a selling shareholder required under the SEBI ICDR Regulations and other applicable laws in the Offer Documents and other Offer related documents.

I authorize the Company to deliver a copy of this letter of consent to the RoC, pursuant to Section 26 and 32 of the Companies Act, 2013, and the rules and regulations thereunder, each as amended, SEBI, the Stock Exchanges and any other regulatory authority as may be required in relation to the Offer and in accordance with applicable law.

I confirm that I will communicate any changes in writing in the above information to the Company and the BRLMs until the date when the Equity Shares sold pursuant to the Offer are listed and commence trading on the Stock Exchanges. In the absence of any such communication it may be assumed that there is no change to the above information until the Equity Shares sold pursuant to the Offer commence trading on the Stock Exchanges.

I undertake that the above information is true and correct.

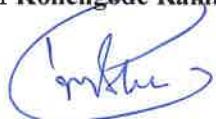
This consent letter is for information of, and may be relied upon by the Company, BRLMs and the legal advisors to each of the Company and the BRLMs in respect of the Offer. I hereby consent to this letter being disclosed by the BRLMs, if required by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, and/or for the records to be maintained by the BRLMs and in accordance with applicable law.

The terms capitalized but not defined herein, shall have the meaning ascribed to them in the Offer Documents.

Yours faithfully,

Signed by

For and on behalf of **Kollengode Ramanathan Lakshminarayana**

  
M. G. S. Prabhu

Name: Prabhu Mamidi holding power of attorney for Kollengode Ramanathan Lakshminarayana

**Cc:**

**Legal Counsel to the Company as to Indian Law**

**Cyril Amarchand Mangaldas**  
3<sup>rd</sup> Floor, Prestige Falcon Towers 19  
Brunton Road  
Bengaluru - 560 025  
Karnataka, India

**Legal Counsel to the Book Running Lead Managers as to Indian Law**

**Trilegal**  
7th Floor, Marksquare  
61, St. Marks Road  
Bangalore – 560 001  
Karnataka, India

**International Legal Counsel to the Book Running Lead Managers**

**Sidley Austin LLP**  
Level 31  
6 Battery Road  
Singapore 049909

**PREM GUPTA**

**Address:** 120, Phase 3B/1, SAS Nagar, Mohali, Punjab – 160059

**CONSENT LETTER**

Date: January 06, 2026

To,

**The Board of Directors**

**Amagi Media Labs Limited**

Raj Alkaa Park, Sy. No. 29/3 & 32/2  
4th floor, Kalena Agrahara Village, Begur Hobli  
Bengaluru – 560 076  
Karnataka, India

**Kotak Mahindra Capital Company Limited**

27BKC, 1st Floor, Plot No. C-27  
"G" Block, Bandra Kurla Complex  
Bandra (East), Mumbai – 400 051  
Maharashtra, India

**Citigroup Global Markets India Private Limited**

1202, 12th Floor, First International Financial Center  
G-Block, Bandra Kurla Complex  
Bandra East, Mumbai - 400 051  
Maharashtra, India

**Goldman Sachs (India) Securities Private Limited**

9<sup>th</sup> and 10<sup>th</sup> Floor, Ascent-Worli  
Sudam Kalu Ahire Marg  
Worli, Mumbai – 400 025  
Maharashtra, India

**IIFL Capital Services Limited (*Formerly known as IIFL Securities Limited*)**

24th Floor, One Lodha Place  
Senapati Bapat Marg, Lower Parel (W)  
Mumbai – 400 013  
Maharashtra, India

**Avendus Capital Private Limited**

901, Platina, 9th Floor  
Plot No. C-59, Bandra Kurla Complex  
Bandra (E), Mumbai - 400 051  
Maharashtra, India

(*Kotak Mahindra Capital Company Limited, Citigroup Global Markets India Private Limited, Avendus Capital Private Limited, Goldman Sachs (India) Securities Private Limited, IIFL Capital Services Limited (Formerly known as IIFL Securities Limited) and Avendus Capital Private Limited, and any other book running lead managers appointed by the Company are collectively referred to as the "Book Running Lead Managers" or the "BRLMs"*)

**Sub: Proposed initial public offering of equity shares of Amagi Media Labs Limited (the "Company") ("Equity Shares") by way of a fresh issue of Equity Shares (the "Fresh**

**Issue") and/ or an offer for sale by certain existing shareholders of the Company (the "Selling Shareholders" and such offer for sale, the "Offer for Sale", together with Fresh Issue, the "Offer")**

Dear Sir/Madam,

I, Prem Gupta, residing at 120, Phase 3B/1, SAS Nagar, Mohali, Punjab – 160059.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "**Fresh Issue**") by the Company and an offer for sale of Equity Shares (the "**Offer for Sale**") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "**Offer**"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("**SEBI ICDR Regulations**"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

I hereby consent to the inclusion of 10,000 Equity Shares held by me in the Company as part of the Offer for Sale, subject to the terms of the Offer and the approval of any other regulatory authority, if required, as mentioned in the red herring prospectus (the "**RHP**"), the prospectus (the "**Prospectus**" and together with the RHP and Prospectus, the "**Offer Documents**") which the Company intends to register with the Registrar of Companies, Karnataka at Bengaluru (the "**RoC**") and thereafter file with Securities and Exchange Board of India ("**SEBI**") and any relevant stock exchange(s) where the Equity Shares are proposed to be listed (the "**Stock Exchanges**") and any other regulatory authority as may be required and transaction agreements executed in relation to the Offer.

I hereby consent to the inclusion of my/our name as a selling shareholder and any other information as a selling shareholder required under the SEBI ICDR Regulations and other applicable laws in the Offer Documents and other Offer related documents.

I authorize the Company to deliver a copy of this letter of consent to the RoC, pursuant to Section 26 and 32 of the Companies Act, 2013, and the rules and regulations thereunder, each as amended, SEBI, the Stock Exchanges and any other regulatory authority as may be required in relation to the Offer and in accordance with applicable law.

I confirm that I will communicate any changes in writing in the above information to the Company and the BRLMs until the date when the Equity Shares sold pursuant to the Offer are listed and commence trading on the Stock Exchanges. In the absence of any such communication it may be assumed that there is no change to the above information until the Equity Shares sold pursuant to the Offer commence trading on the Stock Exchanges.

I undertake that the above information is true and correct.

This consent letter is for information of, and may be relied upon by the Company, BRLMs and the legal advisors to each of the Company and the BRLMs in respect of the Offer. I hereby consent to this letter being disclosed by the BRLMs, if required by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, and/or for the records to be maintained by the BRLMs and in accordance with applicable law.

The terms capitalized but not defined herein, shall have the meaning ascribed to them in the Offer Documents.

Yours faithfully,

Signed by

For and on behalf of **Prem Gupta**

  
M.G.S. *Prabhu*

Name: **Prabhu Mamidi, holding power of attorney for Prem Gupta**

Cc:

**Legal Counsel to the Company as to Indian Law**

**Cyril Amarchand Mangaldas**  
3<sup>rd</sup> Floor, Prestige Falcon Towers 19  
Brunton Road  
Bengaluru - 560 025  
Karnataka, India

**Legal Counsel to the Book Running Lead Managers as to Indian Law**

**Trilegal**  
7th Floor, Marksquare  
61, St. Marks Road  
Bangalore – 560 001  
Karnataka, India

**International Legal Counsel to the Book Running Lead Managers**

**Sidley Austin LLP**  
Level 31  
6 Battery Road  
Singapore 049909

**RAHUL GARG**

**Address:** A-503, UKN Esperanza Tubarahalli, Varthur Road, Whitefield, Bangalore 560066

**CONSENT LETTER**

Date: January 06, 2026

To,

**The Board of Directors**

**Amagi Media Labs Limited**

Raj Alkaa Park, Sy. No. 29/3 & 32/2  
4th floor, Kalena Agrahara Village, Begur Hobli  
Bengaluru – 560 076  
Karnataka, India

**Kotak Mahindra Capital Company Limited**

27BKC, 1st Floor, Plot No. C-27  
"G" Block, Bandra Kurla Complex  
Bandra (East), Mumbai – 400 051  
Maharashtra, India

**Citigroup Global Markets India Private Limited**

1202, 12th Floor, First International Financial Center  
G-Block, Bandra Kurla Complex  
Bandra East, Mumbai - 400 051  
Maharashtra, India

**Goldman Sachs (India) Securities Private Limited**

9<sup>th</sup> and 10<sup>th</sup> Floor, Ascent-Worli  
Sudam Kalu Ahire Marg  
Worli, Mumbai – 400 025  
Maharashtra, India

**IIFL Capital Services Limited (*Formerly known as IIFL Securities Limited*)**

24th Floor, One Lodha Place  
Senapati Bapat Marg, Lower Parel (W)  
Mumbai – 400 013  
Maharashtra, India

**Avendus Capital Private Limited**

901, Platina, 9th Floor  
Plot No. C-59, Bandra Kurla Complex  
Bandra (E), Mumbai - 400 051  
Maharashtra, India

(*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, and any other book running lead managers appointed by the Company are collectively referred to as the "Book Running Lead Managers" or the "BRLMs"*)

**Sub: Proposed initial public offering of equity shares of Amagi Media Labs Limited (the “Company”) (“Equity Shares”) by way of a fresh issue of Equity Shares (the “Fresh Issue”) and/ or an offer for sale by certain existing shareholders of the Company (the “Selling Shareholders” and such offer for sale, the “Offer for Sale”, together with Fresh Issue, the “Offer”)**

Dear Sir/Madam,

I, Rahul Garg residing at A-503, UKN Esperanza Tubarahalli, Varthur Road, Whitefield, Bangalore 560066.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the “**Fresh Issue**”) by the Company and an offer for sale of Equity Shares (the “**Offer for Sale**”) by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the “**Offer**”), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (“**SEBI ICDR Regulations**”), the Companies Act, 2013 and rules made thereunder and other applicable laws.

I hereby consent to the inclusion of 60,000 Equity Shares held by me in the Company as part of the Offer for Sale, subject to the terms of the Offer and the approval of any other regulatory authority, if required, as mentioned in the red herring prospectus (the “**RHP**”), the prospectus (the “**Prospectus**” and together with the RHP and Prospectus, the “**Offer Documents**”) which the Company intends to register with the Registrar of Companies, Karnataka at Bengaluru (the “**RoC**”) and thereafter file with Securities and Exchange Board of India (“**SEBI**”) and any relevant stock exchange(s) where the Equity Shares are proposed to be listed (the “**Stock Exchanges**”) and any other regulatory authority as may be required and transaction agreements executed in relation to the Offer.

I hereby consent to the inclusion of my/our name as a selling shareholder and any other information as a selling shareholder required under the SEBI ICDR Regulations and other applicable laws in the Offer Documents and other Offer related documents.

I authorize the Company to deliver a copy of this letter of consent to the RoC, pursuant to Section 26 and 32 of the Companies Act, 2013, and the rules and regulations thereunder, each as amended, SEBI, the Stock Exchanges and any other regulatory authority as may be required in relation to the Offer and in accordance with applicable law.

I confirm that I will communicate any changes in writing in the above information to the Company and the BRLMs until the date when the Equity Shares sold pursuant to the Offer are listed and commence trading on the Stock Exchanges. In the absence of any such communication it may be assumed that there is no change to the above information until the Equity Shares sold pursuant to the Offer commence trading on the Stock Exchanges.

I undertake that the above information is true and correct.

This consent letter is for information of, and may be relied upon by the Company, BRLMs and the legal advisors to each of the Company and the BRLMs in respect of the Offer. I hereby consent to this letter being disclosed by the BRLMs, if required by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, and/or for the records to be maintained by the BRLMs and in accordance with applicable law.

The terms capitalized but not defined herein, shall have the meaning ascribed to them in the Offer Documents.

Yours faithfully,

Signed by

For and on behalf of **Rahul Garg**

  
M. G. S. Mamidi

Name: **Prabhu Mamidi, holding power of attorney for Rahul Garg**

**Cc:**

**Legal Counsel to the Company as to Indian Law**

**Cyril Amarchand Mangaldas**

3<sup>rd</sup> Floor, Prestige Falcon Towers 19

Brunton Road

Bengaluru - 560 025

Karnataka, India

**Legal Counsel to the Book Running Lead Managers as to Indian Law**

**Trilegal**

7th Floor, Marksquare

61, St. Marks Road

Bangalore – 560 001

Karnataka, India

**International Legal Counsel to the Book Running Lead Managers**

**Sidley Austin LLP**

Level 31

6 Battery Road

Singapore 049909

**RAJAT GARG**

**Address:** A-503, UKN Esperanza Tubarahalli, Varthur Road, Whitefield, Bangalore 560066

**CONSENT LETTER**

Date: January 06, 2026

To,

**The Board of Directors**

**Amagi Media Labs Limited**

Raj Alkaa Park, Sy. No. 29/3 & 32/2  
4th floor, Kalena Agrahara Village, Begur Hobli  
Bengaluru – 560 076  
Karnataka, India

**Kotak Mahindra Capital Company Limited**

27BKC, 1st Floor, Plot No. C-27  
"G" Block, Bandra Kurla Complex  
Bandra (East), Mumbai – 400 051  
Maharashtra, India

**Citigroup Global Markets India Private Limited**

1202, 12th Floor, First International Financial Center  
G-Block, Bandra Kurla Complex  
Bandra East, Mumbai - 400 051  
Maharashtra, India

**Goldman Sachs (India) Securities Private Limited**

9<sup>th</sup> and 10<sup>th</sup> Floor, Ascent-Worli  
Sudam Kalu Ahire Marg  
Worli, Mumbai – 400 025  
Maharashtra, India

**IIFL Capital Services Limited (*Formerly known as IIFL Securities Limited*)**

24th Floor, One Lodha Place  
Senapati Bapat Marg, Lower Parel (W)  
Mumbai – 400 013  
Maharashtra, India

**Avendus Capital Private Limited**

901, Platina, 9th Floor  
Plot No. C-59, Bandra Kurla Complex  
Bandra (E), Mumbai - 400 051  
Maharashtra, India

(*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, and any other book running lead managers appointed by the Company are collectively referred to as the "Book Running Lead Managers" or the "BRLMs"*)

**Sub: Proposed initial public offering of equity shares of Amagi Media Labs Limited (the “Company”) (“Equity Shares”) by way of a fresh issue of Equity Shares (the “Fresh Issue”) and/ or an offer for sale by certain existing shareholders of the Company (the “Selling Shareholders” and such offer for sale, the “Offer for Sale”, together with Fresh Issue, the “Offer”)**

Dear Sir/Madam,

I, Rajat Garg, am residing at A-503, UKN Esperanza Tubarahalli, Varthur Road, Whitefield, Bangalore 560066.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the “**Fresh Issue**”) by the Company and an offer for sale of Equity Shares (the “**Offer for Sale**”) by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the “**Offer**”), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (“**SEBI ICDR Regulations**”), the Companies Act, 2013 and rules made thereunder and other applicable laws.

I hereby consent to the inclusion of 22,725 Equity Shares held by me in the Company as part of the Offer for Sale, subject to the terms of the Offer and the approval of any other regulatory authority, if required, as mentioned in the red herring prospectus (the “**RHP**”), the prospectus (the “**Prospectus**” and together with the RHP and Prospectus, the “**Offer Documents**”) which the Company intends to register with the Registrar of Companies, Karnataka at Bengaluru (the “**RoC**”) and thereafter file with Securities and Exchange Board of India (“**SEBI**”) and any relevant stock exchange(s) where the Equity Shares are proposed to be listed (the “**Stock Exchanges**”) and any other regulatory authority as may be required and transaction agreements executed in relation to the Offer.

I hereby consent to the inclusion of my/our name as a selling shareholder and any other information as a selling shareholder required under the SEBI ICDR Regulations and other applicable laws in the Offer Documents and other Offer related documents.

I authorize the Company to deliver a copy of this letter of consent to the RoC, pursuant to Section 26 and 32 of the Companies Act, 2013, and the rules and regulations thereunder, each as amended, SEBI, the Stock Exchanges and any other regulatory authority as may be required in relation to the Offer and in accordance with applicable law.

I confirm that I will communicate any changes in writing in the above information to the Company and the BRLMs until the date when the Equity Shares sold pursuant to the Offer are listed and commence trading on the Stock Exchanges. In the absence of any such communication it may be assumed that there is no change to the above information until the Equity Shares sold pursuant to the Offer commence trading on the Stock Exchanges.

I undertake that the above information is true and correct.

This consent letter is for information of, and may be relied upon by the Company, BRLMs and the legal advisors to each of the Company and the BRLMs in respect of the Offer. I hereby consent to this letter being disclosed by the BRLMs, if required by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, and/or for the records to be maintained by the BRLMs and in accordance with applicable law.

The terms capitalized but not defined herein, shall have the meaning ascribed to them in the Offer Documents.

Yours faithfully,

Signed by

For and on behalf of **Rajat Garg**

 M. G. S. *Prabhu*

Name: **Prabhu Mamidi**, holding power of attorney for **Rajat Garg**

Cc:

**Legal Counsel to the Company as to Indian Law**

**Cyril Amarchand Mangaldas**  
3<sup>rd</sup> Floor, Prestige Falcon Towers 19  
Brunton Road  
Bengaluru - 560 025  
Karnataka, India

**Legal Counsel to the Book Running Lead Managers as to Indian Law**

**Trilegal**  
7th Floor, Marksquare  
61, St. Marks Road  
Bangalore – 560 001  
Karnataka, India

**International Legal Counsel to the Book Running Lead Managers**

**Sidley Austin LLP**  
Level 31  
6 Battery Road  
Singapore 049909

## RAJESH RAMAIAH

**Address:** 601, Embassy Tranquil, 22, 8th Main, 3rd Block, Koramangala, Bangalore 560034, Karnataka

## CONSENT LETTER

Date: January 06, 2026

To,

**The Board of Directors**

**Amagi Media Labs Limited**

Raj Alkaa Park, Sy. No. 29/3 & 32/2  
4th floor, Kalena Agrahara Village, Begur Hobli  
Bengaluru – 560 076  
Karnataka, India

**Kotak Mahindra Capital Company Limited**

27BKC, 1st Floor, Plot No. C-27  
"G" Block, Bandra Kurla Complex  
Bandra (East), Mumbai – 400 051  
Maharashtra, India

**Citigroup Global Markets India Private Limited**

1202, 12th Floor, First International Financial Center  
G-Block, Bandra Kurla Complex  
Bandra East, Mumbai - 400 051  
Maharashtra, India

**Goldman Sachs (India) Securities Private Limited**

9<sup>th</sup> and 10<sup>th</sup> Floor, Ascent-Worli  
Sudam Kalu Ahire Marg  
Worli, Mumbai – 400 025  
Maharashtra, India

**IIFL Capital Services Limited (Formerly known as IIFL Securities Limited)**

24th Floor, One Lodha Place  
Senapati Bapat Marg, Lower Parel (W)  
Mumbai – 400 013  
Maharashtra, India

**Avendus Capital Private Limited**

901, Platina, 9th Floor  
Plot No. C-59, Bandra Kurla Complex  
Bandra (E), Mumbai - 400 051  
Maharashtra, India

(*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, and any other book running lead managers appointed by the Company are collectively referred to as the “Book Running Lead Managers” or the “BRLMs”*)

**Sub: Proposed initial public offering of equity shares of Amagi Media Labs Limited (the “Company”) (“Equity Shares”) by way of a fresh issue of Equity Shares (the “Fresh**

**Issue") and/ or an offer for sale by certain existing shareholders of the Company (the "Selling Shareholders" and such offer for sale, the "Offer for Sale", together with Fresh Issue, the "Offer")**

Dear Sir/Madam,

I, Rajesh Ramaiah, residing at 601, Embassy Tranquil, 22, 8th Main, 3rd Block, Koramangala, Bangalore 560034, Karnataka.

I have been informed by the Company of the proposed initial public offering of its Equity Shares, which includes a fresh issue of Equity Shares (the "**Fresh Issue**") by the Company and an offer for sale of Equity Shares (the "**Offer for Sale**") by certain existing shareholders of the Company (the Fresh Issue together with the Offer for Sale, the "**Offer**"), through the book building process in accordance with the provisions of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended ("**SEBI ICDR Regulations**"), the Companies Act, 2013 and rules made thereunder and other applicable laws.

I hereby consent to the inclusion of 2,800 Equity Shares held by me in the Company as part of the Offer for Sale, subject to the terms of the Offer and the approval of any other regulatory authority, if required, as mentioned in the red herring prospectus (the "**RHP**"), the prospectus (the "**Prospectus**" and together with the RHP and Prospectus, the "**Offer Documents**") which the Company intends to register with the Registrar of Companies, Karnataka at Bengaluru (the "**RoC**") and thereafter file with Securities and Exchange Board of India ("**SEBI**") and any relevant stock exchange(s) where the Equity Shares are proposed to be listed (the "**Stock Exchanges**") and any other regulatory authority as may be required and transaction agreements executed in relation to the Offer.

I hereby consent to the inclusion of my/our name as a selling shareholder and any other information as a selling shareholder required under the SEBI ICDR Regulations and other applicable laws in the Offer Documents and other Offer related documents.

I authorize the Company to deliver a copy of this letter of consent to the RoC, pursuant to Section 26 and 32 of the Companies Act, 2013, and the rules and regulations thereunder, each as amended, SEBI, the Stock Exchanges and any other regulatory authority as may be required in relation to the Offer and in accordance with applicable law.

I confirm that I will communicate any changes in writing in the above information to the Company and the BRLMs until the date when the Equity Shares sold pursuant to the Offer are listed and commence trading on the Stock Exchanges. In the absence of any such communication it may be assumed that there is no change to the above information until the Equity Shares sold pursuant to the Offer commence trading on the Stock Exchanges.

I undertake that the above information is true and correct.

This consent letter is for information of, and may be relied upon by the Company, BRLMs and the legal advisors to each of the Company and the BRLMs in respect of the Offer. I hereby consent to this letter being disclosed by the BRLMs, if required by reason of any law, regulation or order of a court or by any governmental or competent regulatory authority, and/or for the records to be maintained by the BRLMs and in accordance with applicable law.

The terms capitalized but not defined herein, shall have the meaning ascribed to them in the Offer Documents.

Yours faithfully,

Signed by

For and on behalf of **Rajesh Ramaiah**



Name: **Prabhu Mamidi, holding power of attorney for Rajesh Ramaiah**

**Cc:**

**Legal Counsel to the Company as to Indian Law**

**Cyril Amarchand Mangaldas**  
3<sup>rd</sup> Floor, Prestige Falcon Towers 19  
Brunton Road  
Bengaluru - 560 025  
Karnataka, India

**Legal Counsel to the Book Running Lead Managers as to Indian Law**

**Trilegal**  
7th Floor, Marksquare  
61, St. Marks Road  
Bangalore – 560 001  
Karnataka, India

**International Legal Counsel to the Book Running Lead Managers**

**Sidley Austin LLP**  
Level 31  
6 Battery Road  
Singapore 049909