



April 07, 2026

Re: AMAGI/SE/2026-27/3

**BSE Limited**

Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai – 400001, Maharashtra  
**Scrip Code – 544679**

**National Stock Exchange of India Limited**

Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400051, Maharashtra  
**Symbol – AMAGI**

Dear Sir/Madam,

**Subject: Press Release – April 07, 2026.**

Please see enclosed the Press Release on product launch dated April 07, 2026 titled “Amagi Launches Newspulse: An Agentic AI Platform That Autonomously Turns Live Newscasts into Multi-Format Digital Content”.

The details relating to the product launch as required under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and SEBI Master Circular HO/49/14/14(7)2025-CFD-POD2/1/3762/2026 dated January 30, 2026, are as follows:

S. No.	Particulars	Details
1.	Name of the product	Amagi Newspulse
2.	Date of launch	June 2026 (General Availability)
3.	Category of the product	Enterprise SaaS / Agentic AI Media Supply Chain Automation
4.	Whether caters to domestic/ international market	Both
5.	Name of the countries in which the product is launched (in case of international)	Global including United States of America and United Kingdom

**Amagi Media Labs Limited**

(formerly known as “Amagi Media Labs Private Limited”)

CIN: L73100KA2008PLC045144

Registered office: Raj Alkaa Park, Sy. No. 29/3 & 32/2,  
4<sup>th</sup> Floor, Kalena Agrahara Village, Begur Hobli,  
Bengaluru - 560076 Karnataka

P: +91 80 4663 4444 | E: [info@amagi.com](mailto:info@amagi.com) | W: [www.amagi.com](http://www.amagi.com)



This disclosure is made pursuant to the requirements under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The Press Release is also being hosted on the Company's website at <https://www.amagi.com/investors/notifications>.

We request you to please take the same on record.

Thanking you.

For and on behalf of **Amagi Media Labs Limited**

**Sridhar Muthukrishnan**

Company Secretary and Compliance Officer

Membership No.: F9606

*Encl.: As above*



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## **Amagi Launches Newspulse: An Agentic AI Platform That Autonomously Turns Live Newscasts into Multi-Format Digital Content**

*From live broadcasts and VOD libraries to social-ready clips, newscast summaries, and web articles — Newspulse is a unified Agentic AI platform that replaces fragmented point-solutions with a single, policy-driven content curation engine for the modern newsroom.*

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**NEW YORK, APRIL 7, 2026** – Amagi today launched Newspulse, an Agentic AI platform that watches live news broadcasts and scans VOD libraries, automatically identifying individual stories and packaging them as social-ready clips, vertical videos, and news bulletins.

Today, 93% of young adults (ages 18–29) get their news via digital devices, and 76% rely directly on social media for news (Pew Research Center). For traditional broadcasters, the math is simple: reach those audiences on digital platforms or lose them entirely. Yet most newsrooms still stitch together a patchwork of point solutions to repurpose broadcast content—a workflow that inflates costs and burns out editorial teams.

Newspulse eliminates this fragmented approach with a single, unified platform that handles the full pipeline—from broadcast ingest to social publishing. It scans live feeds in real time, identifies individual story segments, and converts each one into publish-ready content for digital channels.

For example, when breaking news unfolds, Newspulse instantly captures the moment and the story. Rather than applying a static centre-crop, the AI dynamically tracks on-screen subjects, lower-thirds, and graphics to intelligently reframe the video into multiple aspect ratios (16:9, 9:16, 4:5, 1:1). In parallel, it generates platform-specific captions, and post information, and publishes the tailored clips directly to the newsroom's digital end points — all within minutes, without an editor touching the timeline. The platform offers human-in-the-loop checkpoints for greater editorial control. Beyond individual clips, Newspulse can seamlessly sequence a series of these stories to generate comprehensive news bulletins of varying lengths.

Crucially, Newspulse places editorial control, brand integrity, and compliance at its core through policy-driven Agentic AI. Newsrooms define their brand voice, stylistic rules, and content priorities—such as focusing heavily on specific regional updates or local sports teams. The AI operates entirely within these guardrails, ensuring that autonomous formatting perfectly aligns with the network's unique cultural nuances, turning what is often perceived as a risky technology into a safe, competitive advantage.

"The newsroom's historical hesitation around AI has centered entirely on the fear of losing editorial control and brand integrity," said **Srividhya Srinivasan, Co-founder and CTO** at Amagi. "With Newspulse, we are changing that equation. Our policy engine ensures the AI acts strictly within the newsroom's defined guardrails, autonomously handling the heavy lifting of multi-platform formatting. This liberates journalists to focus on the story, and allows broadcasters to aggressively capture younger digital audiences without inflating their baseline production budgets."

Amagi Newspulse is currently in limited availability testing with select newsroom partners, with general availability expected in June 2026.

To learn more, visit <https://www.amagi.com/products/newspulse>

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### **About Amagi**

Founded in 2008, Amagi Media Labs Limited ([www.amagi.com](http://www.amagi.com)) is a cloud-native SaaS platform serving the global media and entertainment industry. Amagi enables media companies to launch, manage, distribute, and monetize live, linear, and on-demand content across cable, OTT, and FAST platforms without investing in traditional broadcast infrastructure. Its diversified platform, which includes Streaming Unification, Monetization & Marketplace, and Cloud Modernization, allows media companies to run end-to-end content operations, get comprehensive distribution reach, and offer monetization capabilities across streaming-led environments. Amagi is one of the few players in the media technology space that offers end-to-end, AI-enabled solutions across the video value chain. Amagi manages 9,000+ channel deliveries across 300+ distributors in 40+ countries, helping media companies build audience value using its cloud-native platform.