



April 09, 2026

Re: AMAGI/SE/2026-27/6

**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 09, 2026.**

Please see enclosed the Press Release dated April 09, 2026 titled “*Amagi Unveils Agentic Capabilities Across Its Industry Cloud Platform, Enabling Autonomous Media Operations*”.

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*



**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)

## Amagi Unveils Agentic Capabilities Across Its Industry Cloud Platform, Enabling Autonomous Media Operations

*New agentic capabilities across Amagi NOW automate metadata enrichment, artwork generation, ad-break identification, captioning, and localization, putting media operations on autopilot*

**NEW YORK — April 9, 2026** — [Amagi](#), the global leader in SaaS technology for broadcast and connected TV (CTV), today announced a major expansion of its [Amagi NOW](#) platform with the introduction of **Agentic Media Operations**. By integrating reasoning agents powered by **Amagi Intelligence** across its industry cloud platform, Amagi is enabling media enterprises to break the link between content growth and operational overhead.

As content volumes surge and distribution across global platforms becomes the norm, traditional manual workflows have become a bottleneck to scaling. Amagi's move toward agentic media operations enables media teams to manage large content libraries and deliver globally without a linear increase in costs.

*"Our customers don't need another standalone AI tool; they need their existing workflows to be intelligent,"* said **Srividhya Srinivasan, Co-founder and CTO**, Amagi. *"With these new agentic capabilities, we are enabling a low-touch, high-scale operating model where AI agents handle the heavy lifting of media preparation, so customers can scale without a linear increase in cost."*

### Scaling Through Autonomous Capabilities

Amagi NOW addresses the four most labor-intensive areas of the media supply chain:

- **Metadata Enrichment:** AI agents analyze content to auto-generate deep metadata and EPG-compliant descriptions for platform distributions. With support for over 25 languages, media teams can localize metadata at scale, allowing them to launch into new international territories in days for streaming.
- **Artwork Generation:** Agents automatically generate and transform posters and key art into platform-compliant formats, including vertical formats for mobile-first distribution. By using subject-aware cropping, the agents ensure "first-time-right" delivery and eliminate common platform rejection cycles, freeing creative teams from tedious versioning tasks.
- **Ad-Break Identification:** Instead of manually placing ad breaks, reasoning agents analyze the video context to identify optimal ad break positions. This protects the viewer experience while ensuring content is monetization-ready for FAST and AVOD platforms immediately upon ingestion.
- **Localization & Captioning:** Localization agents produce high-accuracy closed captions and subtitles from audio in 29+ languages and translate them to 100+ languages. This removes external vendor dependencies and readies content at scale for a global audience.

## **The Vision: An Autonomous Media Supply Chain**

The launch of these capabilities marks a significant step toward Amagi's vision of a fully autonomous media supply chain. These agents act as virtual operators that monitor inbound files, enrich them, and flag critical issues for human review, allowing media companies to remain agile in a hyper-competitive market.

Experience Amagi's agentic capabilities for media operations at **NAB Show 2026, Booth #W2331**.

### **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.