

Shareholding Pattern**AMAGI MEDIA LABS LIMITED****General Information**

Scrip code	544679
NSE Symbol	AMAGI
MSEI Symbol	NOTLISTED
ISIN	INE121R01077
Whether company is SME	No
Class of Security	Equity Shares
Type of report	Quarterly
Quarter Ended / Half year ended/Date of Report (For Prelisting / Allotment)	30-06-2026
Shareholding pattern filed under	Regulation 31 (1) (b)
Whether the listed entity is Public Sector Undertaking (PSU)?	No

Declaration

Searial No.	Particular	Yes / No	Promoter and Promoter Group	Public shareholder	Non Promoter- Non Public
1	Whether the Listed Entity has issued any partly paid up shares?	No	No	No	No
2	Whether the Listed Entity has issued any Convertible Securities ?	No	No	No	No
3	Whether the Listed Entity has issued any Warrants ?	No	No	No	No
4	Whether Listed Entity has granted any ESOPs, which are outstanding?	Yes	No	Yes	No
5	Whether the Listed Entity has any shares against which depository receipts are issued?	No	No	No	No
6	Whether the Listed Entity has any shares in locked-in?	Yes	Yes	Yes	No
7	Whether any shares held by promoters are encumbered under 'Pledge'?	Yes	Yes		
8	Whether any shares held by promoters are encumbered under 'Non-Disposal Undertaking'?	No	No		
9	Whether any shares held by promoters are encumbered, other than by way of Pledge or NDU, if any?	No	No		
10	Whether company has equity shares with differential voting rights?	No	No	No	No
11	Whether the listed entity has any significant beneficial owner?	No			

Table I - Summary Statement holding of specified securities

Note : Data will be automatically populated from shareholding pattern sheet - Data Entry Restricted in this sheet

Category (I)	Category of shareholder (II)	Nos. Of shareholders (III)	No. of fully paid up equity shares held (IV)	No. Of Partly paid-up equity shares held (V)	No. Of shares underlying Depository Receipts (VI)	Total nos. shares held (VII) = (IV)+(V)+(VI)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (IX)			No. Of Shares Underlying Outstanding convertible securities(XA)	No. of Shares Underlying Outstanding Warrants (XB)	No. Of Outstanding ESOP Granted (XC)	No. of Shares Underlying Outstanding convertible securities, No. of Warrants and ESOP etc. (X) = (XA+XB+XC)	Total No. of shares on fully diluted basis (including warrants, ESOP, Convertible Securities etc.) (XI)= (VII+X)	Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XII)= (VII)+(X)As a % of (A+B+C2)	Number of Locked in shares (XIII)		Number of Shares pledged (XIV)		Non-Disposal Undertaking (XV)		Other encumbrances, if any (XVI)		Total Number Shares encumbered (XVII) = (XIV+XV+XVI)		
								No of Voting (XIV) Rights									Total as a % of (A+B+C)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)
								Class eg:X	Class eg:Y	Total																	
(A)	Promoter & Promoter Group	4	32284198			32284198	14.92%	32284198		32284198	14.92%				32284198	13.74%	32284198	100.00%	1000000	3.10%					1000000	3.10	
(B)	Public	15346	184054746			184054746	85.08%	184054746		184054746	85.08%		18681919	18681919	202736665	86.26%	134508525	73.08%									
(C)	Non Promoter-Non Public	0	0			0		0		0	0.00%				0												
(C1)	Shares underlying DRs	0	0			0		0		0	0.00%				0												
(C2)	Shares held by Employee Trusts	0	0			0	0.00%	0		0	0.00%				0	0.00%											
	Total	15350	216338944			216338944	100.00%	216338944		216338944	100.00%		18681919	18681919	235020863	100.00%	166792723	77.10%	1000000	0.46%					1000000	0.46	

Shareholding Pattern

Searial No.	Category & Name of the Shareholders (I)	Category	Category / More than 1 percentage	Bank Name	No of the Shareholders (III)	No.of fully paid up equity shares held (IV)	No.Of Partly paid-up equity shares held (V)	No.Of shares underlying Depository Receipts (VI)	Total nos.shares held (VII) = (IV) + (V) + (VI)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (IX)			No.Of Shares Underlying Outstanding convertible securities (XA)	No.of Shares Underlying Outstanding Warrants (XB)	No.Of Outstanding ESOP Granted (XC)	No.of Shares Underlying Outstanding convertible securities, No. of Warrants and ESOP etc. (X) = (XA+XB+XC)	Total No.of shares on fully diluted basis (including warrants, ESOP, Convertible Securities etc.) (XI)= (VII+X)	Shareholding , as a % assuming full conversion of convertible securities(as a percentage of diluted share capital) (XII)= (VII)+(X) As a % of(A+B+C2)	Number of Locked in shares (XIII))		Number of Shares pledged (XIV)		Non-Disposal Undertaking (XV)		
											No of Voting (XIV) Rights									Total as a % of Total Voting rights	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)
											Class eg:X	Class eg:Y	Total													
A	Table II - Statement showing shareholding pattern of the Promoter and Promoter Group																									
(1)	Indian																									
(a)	Individuals/Hindu undivided Family				3	28775268			28775268	13.30%	28775268		28775268	13.30%				28775268	12.24%	28775268	100.00%	0	0.00%			
	Arunachalam Srinivasan Karapattu				1	9645048			9645048	4.46%	9645048		9645048	4.46%				9645048	4.10%	9645048	100.00%	0	0.00%			
	Srividhya Srinivasan				1	9565128			9565128	4.42%	9565128		9565128	4.42%				9565128	4.07%	9565128	100.00%	0	0.00%			
	Baskar Subramanian				1	9565092			9565092	4.42%	9565092		9565092	4.42%				9565092	4.07%	9565092	100.00%	0	0.00%			
	Jayalakshmi Subramanian				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	Mahesh Subramanian				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	Vikram Baskar				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	Vivek Baskar				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	Srinivasan Ganesasundaram				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	Radhika Ramakrishnan				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	Rajalakshmi Arunachalam				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	Muralidharan Karapattu				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	Prabhakaran Karapattu				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	Avanish Srinivasan				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	Shreya Srinivasan				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	Angadipuram Venkateswaran Ramakrishnan				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	Rajeswari Ramakrishnan				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	R Suresh Kumar				0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
(b)	Central Government/ State Government(s)																									
(c)	Financial Institutions/ Banks																									
(d)	Any Other (specify)				1	3508930			3508930	1.62%	3508930		3508930	1.62%				3508930	1.49%	3508930	100.00%	1000000	28.50%			
	Vinculum Advisors LLP	Bodies Corporate			1	3508930			3508930	1.62%	3508930		3508930	1.62%				3508930	1.49%	3508930	100.00%	1000000	28.50%			
	Bhoomi India Agtech Private Limited	Bodies Corporate			0	0			0	0.00%	0		0	0.00%				0	0.00%	0	0.00%	0	0.00%			
	Sub-Total (A)(1)				4	32284198			32284198	14.92%	32284198		32284198	14.92%				32284198	13.74%	32284198	100.00%	1000000	3.10%			

Searial No.	Category & Name of the Shareholders (I)	Category	Category / More than 1 percentage	Bank Name	No of the Shareholders (III)	No.of fully paid up equity shares held (IV)	No.Of Partly paid-up equity shares held (V)	No.Of shares underlying Depository Receipts (VI)	Total nos.shares held (VII) = (IV) + (V) + (VI)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (IX)			No.Of Shares Underlying Outstanding convertible securities (XA)	No.of Shares Underlying Outstanding Warrants (XB)	No.Of Outstanding ESOP Granted (XC)	No.of Shares Underlying Outstanding convertible securities, No. of Warrants and ESOP etc. (X) = (XA+XB+XC)	Total No.of shares on fully diluted basis (including warrants, ESOP, Convertible Securities etc.) (XI)= (VII+X)	Shareholding , as a % assuming full conversion of convertible securities(as a percentage of diluted share capital) (XII)= (VII)+(X) As a % of(A+B+C2)	Number of Locked in shares (XIII))		Number of Shares pledged (XIV)		Non-Disposal Undertaking (XV)		
											No of Voting (XIV) Rights									Total as a % of Total Voting rights	No. (a)		No. (a)		No. (a)	
											Class eg:X	Class eg:Y	Total								No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)
(2)	Foreign																									
(a)	Individuals (NonResident Individuals/ Foreign Individuals)																									
(b)	Government																									
(c)	Institutions																									
(d)	Foreign Portfolio Investor																									
(e)	Any Other (specify)																									
	Sub-Total (A)(2)																									
	Total Shareholding of Promoter and Promoter Group (A)=(A)(1)+(A)(2)				4	32284198			32284198	14.92%	32284198		32284198	14.92%				32284198	13.74%	32284198	100.00%	1000000	3.10%			
B	Table III - Statement showing shareholding pattern of the Public shareholder																									
(1)	Institutions (Domestic)																									
(a)	Mutual Funds				12	33323702			33323702	15.40%	33323702		33323702	15.40%			0	0	33323702	14.18%	0	0.00%				
	SBI Small Cap Fund				1	16547374			16547374	7.65%	16547374		16547374	7.65%			0	0	16547374	7.04%	0	0.00%				
	Aditya Birla Sun Life Trustee Private Limited A/C Aditya Birla Sun Life Flexi Cap Fund				1	5139979			5139979	2.38%	5139979		5139979	2.38%			0	0	5139979	2.19%	0	0.00%				
	ICICI Prudential Technology Fund				1	3625388			3625388	1.68%	3625388		3625388	1.68%			0	0	3625388	1.54%	0	0.00%				
(b)	Venture Capital Funds				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%				
(c)	Alternate Investment Funds				8	45846803			45846803	21.19%	45846803		45846803	21.19%			0	0	45846803	19.51%	41300959	90.08%				
	PI Opportunities Fund-II				1	31309549			31309549	14.47%	31309549		31309549	14.47%			0	0	31309549	13.32%	31309549	100.00%				
	PI Opportunities Fund-I Scheme II				1	9991410			9991410	4.62%	9991410		9991410	4.62%			0	0	9991410	4.25%	9991410	100.00%				
	CIF III Scheme I				1	2856297			2856297	1.32%	2856297		2856297	1.32%			0	0	2856297	1.22%	0	0.00%				
(d)	Banks				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%				
(e)	Insurance Companies				2	1127629			1127629	0.52%	1127629		1127629	0.52%			0	0	1127629	0.48%	0	0.00%				
(f)	Provident Funds/ Pension Funds				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%				
(g)	Asset reconstruction companies				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%				
(h)	Sovereign Wealth Funds				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%				
(i)	NBFCs registered with RBI				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%				
(j)	Other Financial Institutions				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%				
(k)	Any Other (specify)				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%				
	Sub-Total (B)(1)				22	80298134			80298134	37.12%	80298134		80298134	37.12%			0	0	80298134	34.17%	41300959	51.43%				
(2)	Institutions (Foreign)																									
(a)	Foreign Direct Investment				7	83061001			83061001	38.39%	83061001		83061001	38.39%			0	0	83061001	35.34%	83061001	100.00%				

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											No of Voting (XIV) Rights									Total as a % of Total Voting rights	No. (a)		As a % of total Shares held (b)		No. (a)		As a % of total Shares held (b)	
											Class eg:X	Class eg:Y	Total								No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)		
	Norwest Venture Partners X - Mauritius				1	25885749			25885749	11.97%	25885749		25885749	11.97%			0	0	25885749	11.01%	25885749	100.00%						
	Accel India VI (Mauritius) Ltd.				1	17667542			17667542	8.17%	17667542		17667542	8.17%			0	0	17667542	7.52%	17667542	100.00%						
	General Atlantic Singapore AML Pte. Ltd.				1	17147592			17147592	7.93%	17147592		17147592	7.93%			0	0	17147592	7.30%	17147592	100.00%						
	Accel Growth VI Holdings (Mauritius) Ltd				1	9324776			9324776	4.31%	9324776		9324776	4.31%			0	0	9324776	3.97%	9324776	100.00%						
	Trudy Holdings				1	7705043			7705043	3.56%	7705043		7705043	3.56%			0	0	7705043	3.28%	7705043	100.00%						
	Pandora Holdings				1	3465351			3465351	1.60%	3465351		3465351	1.60%			0	0	3465351	1.47%	3465351	100.00%						
(b)	Foreign Venture Capital Investors				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						
(c)	Sovereign Wealth Funds				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						
(d)	Foreign Portfolio Investors Category I				20	8153703			8153703	3.77%	8153703		8153703	3.77%			0	0	8153703	3.47%	0	0.00%						
	Fidelity Funds - India Focus Fund				1	3210100			3210100	1.48%	3210100		3210100	1.48%			0	0	3210100	1.37%	0	0.00%						
(e)	Foreign Portfolio Investors Category II				3	144787			144787	0.07%	144787		144787	0.07%			0	0	144787	0.06%	0	0.00%						
(f)	Overseas Depositories (holding DRs) (balancing figure)				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						
(g)	Any Other (specify)				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						
	Sub-Total (B)(2)				30	91359491			91359491	42.23%	91359491		91359491	42.23%			0	0	91359491	38.87%	83061001	90.92%						
(3)	Central Government / State Government(s)																											
(a)	Central Government / President of India				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						
(b)	State Government / Governor				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						
(c)	Shareholding by Companies or Bodies Corporate where Central / State Government is a promoter				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						
	Sub-Total (B)(3)				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						
(4)	Non-institutions																											
(a)	Associate companies / Subsidiaries				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						
(b)	Directors and their relatives (excluding independent directors and nominee directors)				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						
(c)	Key Managerial Personnel				0	0			0	0.00%	0		0	0.00%			773890	773890	773890	0.33%	0	0.00%						
(d)	Relatives of promoters (other than 'immediate				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						

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											No of Voting (XIV) Rights									Total as a % of Total Voting rights	No. (a)		As a % of total Shares held (b)		No. (a)		As a % of total Shares held (b)	
											Class eg:X	Class eg:Y	Total								No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)		
	relatives' of promoters disclosed under 'Promoter and Promoter Group' category)																											
(e)	Trusts where any person belonging to 'Promoter and Promoter Group' category is 'trustee', 'beneficiary', or 'author of the trust'				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						
(f)	Investor Education and Protection Fund (IEPF)				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						
(g)	Resident Individuals holding nominal share capital up to Rs. 2 lakhs				14599	1474583			1474583	0.68%	1474583		1474583	0.68%			4203712	4203712	5678295	2.42%	98381	6.67%						
(h)	Resident Individuals holding nominal share capital in excess of Rs. 2 lakhs				8	890918			890918	0.41%	890918		890918	0.41%			7322309	7322309	8213227	3.49%	739977	83.06%						
(i)	Non Resident Indians (NRIs)				130	158006			158006	0.07%	158006		158006	0.07%			1841452	1841452	1999458	0.85%	0	0.00%						
(j)	Foreign Nationals				0	0			0	0.00%	0		0	0.00%			4540556	4540556	4540556	1.93%	0	0.00%						
(k)	Foreign Companies				0	0			0	0.00%	0		0	0.00%			0	0	0	0.00%	0	0.00%						
(l)	Bodies Corporate				30	9466100			9466100	4.38%	9466100		9466100	4.38%			0	0	9466100	4.03%	9308207	98.33%						
	Vida Trustees Private Limited				1	9308207			9308207	4.30%	9308207		9308207	4.30%			0	0	9308207	3.96%	9308207	100.00%						
(m)	Any Other (specify)				527	407514			407514	0.19%	407514		407514	0.19%			0	0	407514	0.17%	0	0.00%						
		LLP	Category		12	301997			301997	0.14%	301997		301997	0.14%			0	0	301997	0.13%	0	0.00%						
		HUF	Category		509	101510			101510	0.05%	101510		101510	0.05%			0	0	101510	0.04%	0	0.00%						
		Clearing Members	Category		6	4007			4007	0.00%	4007		4007	0.00%			0	0	4007	0.00%	0	0.00%						
	Sub-Total (B)(4)				15294	12397121			12397121	5.73%	12397121		12397121	5.73%			18681919	18681919	31079040	13.22%	10146565	81.85%						
	(B)=(B)(1)+(B)(2)+(B)(3)+(B)(4)				15346	184054746			184054746	85.08%	184054746		184054746	85.08%			18681919	18681919	202736665	86.26%	134508525	73.08%						
C	Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder																											
(1)	Custodian/DR Holder - Name of DR Holders (If Available)				0	0			0		0		0	0.00%					0									
(2)	Employee Benefit Trust / Employee Welfare Trust under SEBI (Share Based Employee Benefits and Sweat Equity) Regulations, 2021				0	0			0	0.00%	0		0	0.00%					0	0.00%								
	Total NonPromoter-Non Public				0	0			0		0		0	0.00%					0									

Serial No.	Category & Name of the Shareholders (I)	Category	Category / More than 1 percentage	Bank Name	No of the Shareholders (III)	No.of fully paid up equity shares held (IV)	No.Of Partly paid-up equity shares held (V)	No.Of shares underlying Depository Receipts (VI)	Total nos.shares held (VII) = (IV) + (V) + (VI)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (IX)				No.Of Shares Underlying Outstanding convertible securities (XA)	No.of Shares Underlying Outstanding Warrants (XB)	No.Of Outstanding ESOP Granted (XC)	No.of Shares Underlying Outstanding convertible securities, No. of Warrants and ESOP etc. (X) = (XA+XB+XC)	Total No.of shares on fully diluted basis (including warrants, ESOP, Convertible Securities etc.) (XI)= (VII)+X As a % of (A+B+C2)	Shareholding , as a % assuming full conversion of convertible securities(as a percentage of diluted share capital) (XII)= (VII)+(X) As a % of(A+B+C2)	Number of Locked in shares (XIII))		Number of Shares pledged (XIV)		Non-Disposal Undertaking (XV)	
											No of Voting (XIV) Rights			Total as a % of Total Voting rights							No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)
											Class eg:X	Class eg:Y	Total													
	Shareholding (C)= (C)(1)+(C) (2)																									
	Total (A+B+C2)				15350	216338944	0	0	216338944	100.00%	216338944	0	216338944	100.00%	0	0	18681919	18681919	235020863	100.00%	166792723	173.08%	1000000	3.10%	0	0%
	Total (A+B+C)				15350	216338944			216338944	100.00%	216338944		216338944	100.00%			18681919	18681919	235020863	100.00%	166792723	77.10%	1000000	0.46%		
Disclosure of notes on shareholding pattern											Textual Information(4)															
Disclosure of notes in case of promoter holding in dematerialised form is less than 100 percentage																										
Disclosure of notes in case of public share holding is less than 25 percentage																										
Disclosure of notes on shareholding pattern for company remarks explanatory																										

Text Block

[Textual Information\(4\)](#)

Under Table III Public Shareholding (2) Institutions (Foreign) (a) Foreign Direct Investment: AVP I Fund holds 18,64,948 equity shares (less than 1% of the fully diluted share capital). AVP I Fund, together with its group entity Trudy Holdings, has the right to nominate a director on the Board of the Company. Accordingly, its shareholding is disclosed under Sub-Category (i) and not shown separately under Foreign Direct Investment. Table VI Statement Showing Foreign Ownership Limits Approved Limit: # Details of Sectoral / Statutory Cap Prescribed by Government / Regulatory Authorities

Table VI - Statement showing foreign ownership limits

Particular	Approved limits(%)	Limits utilized(%)
As on shareholding date	100.00%	42.30%
As on the end of previous 1st quarter	100.00%	42.49%
As on the end of previous 2nd quarter	100.00%	49.86%
As on the end of previous 3rd quarter	100.00%	49.86%
As on the end of previous 4th quarter	100.00%	50.86%