



Amagi Media Labs IPO

Issue Date: 13 Jan 26 – 16 Jan 26	Sector: Software-as-a-Service (“SaaS”)
Price Range: Rs 343 to Rs 361	Location: Bengaluru
Market Lot: 41	Issue Size: 1789 Cr
Face Value: 5	

Amagi Media Labs Ltd. is engaged in cloud-based broadcast and connected TV technology. Founded in 2008 and headquartered in Bengaluru, India, Amagi provides end-to-end solutions for content creation, distribution, and monetisation across traditional TV and streaming platforms.

The company enables broadcasters, content owners, and streaming platforms to launch, manage, and monetise live linear channels on Free Ad-supported Streaming TV (FAST) platforms such as Pluto TV, Samsung TV Plus, Roku Channel, and others. Amagi's suite of products includes cloud playout, content scheduling, ad insertion, and data analytics tools.

With a strong presence in the U.S., Europe, and Asia, Amagi serves over 700 content brands and delivers more than 2,000 channel deployments across 100+ countries. Its innovative SaaS offerings have significantly reduced the infrastructure costs for media companies while increasing flexibility, scalability, and revenue opportunities.

Amagi offers a comprehensive range of cloud-based products and services designed for TV broadcasters, content owners, and streaming platforms.

1. Amagi CLOUDPORT: A cloud-based playout platform that enables broadcasters to manage and deliver linear TV channels globally without traditional infrastructure. It supports UHD/HD/SD playout with automated scheduling and media asset management.
2. Amagi PLANNER: Content blocks through an intuitive interface.
3. Amagi THUNDERSTORM: A server-side ad insertion platform that delivers personalised, targeted ads on live and on-demand content. It supports monetisation for both OTT and FAST platforms.
4. Amagi ON-DEMAND & FAST Solutions: Enables content owners to launch 24/7 channels on platforms like Samsung TV Plus, Roku, and Pluto TV. It includes channel creation, playout, and revenue-sharing partnerships with FAST platforms.

As of March 31, 2025, the company employed 884 full-time staff worldwide. Of these, 652 worked in technology and engineering at hubs in Bengaluru, the US, Croatia, and Poland. Additionally, 181 employees were in customer-facing roles, emphasising the focus on engagement, delivery, and support.

Competitive Strength:

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

Objects of the Issue

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

Amagi Media Labs Financials

Period Ended	30-Sep-25	31-Mar-25	31-Mar-24	31-Mar-23
Assets	1352.16	1425	1308.08	1405.96
Total Income	733.93	1223.31	942.24	724.72
Profit After Tax	6.47	-68.71	-245	-321.27
EBITDA	58.23	23.49	-155.53	-140.34
NET Worth	859.34	509.45	496.8	644.49
Reserves and Surplus	-25.57	227.73	-379.4	-372.68
Total Borrowing	0	0	0	0

Our Rating: 17 (Average)**Rating Procedure**

	Criteria for giving points	Points	Out Off
Business Risk	Lesser risk higher points	3	5
Financial Risk	Lesser risk higher points	3	5
Market Risk	Lesser risk higher points	3	5
Objective of IPO	Growth & expansion gets more points	3	5
Price	Fair price will get more points	5	10
Total		17	30

A	21 & Above 21	Best to apply
B	18 to 20	Good
C	15 to 17	Average

D	11 to 14	Poor
E	10 & Below 10	Very Poor

Note: The issue is aggressively priced. So, investors with risk appetite and medium to long-term view can subscribe Amagi Media Labs IPO.

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