

Amagi IPO: At a Glance



Research by Lakshmishree

This IPO analysis and recommendation is provided by the retail research division of Lakshmishree.

IPO & Company Details



IT - SaaS Sector

Amagi is identified as a company operating in the Information Technology sector with a Software as a Service business model.



Price Band: ₹343 – ₹361

The initial public offering has set a price range for its shares between ₹343 and ₹361.

Amagi IPO Notes (COMPANY BUSINESS PROFILE)

•Core Business Description:

SaaS platform enabling cloud-native video streaming, distribution, and monetisation.

•Key Services / Specialisations:

Unified Streaming Operations, Live & Linear Playout, Live Content Production, Global Content Exchange, Ad Monetisation.

•Operational Facilities / Plants:

Cloud-native software platform (no physical plants disclosed).

•Capacity Details:

Not Disclosed (software-based platform).

•Geographic Presence:

Operations across 40+ countries.

•Revenue Concentration:

America region contributed 73.2% of revenue in 1HFY26.

•Customer Segments:

Content providers, distributors (OTT/FAST/CTV), advertisers.

Amagi Media Labs Ltd is a Software-as-a-Service company providing end-to-end cloud-native solutions for modern media operations. Its platform enables content providers and distributors to upload, manage, distribute, and monetise video content across smart TVs, smartphones, OTT, FAST, and CTV platforms. The company offers integrated solutions covering live content production, streaming operations, distribution, and targeted advertising monetisation. As of September 2025, Amagi served over 400 content providers, 350 distributors, and 75 advertisers across more than 40 countries. The platform has been used for streaming marquee global events including the 2024 Paris Olympics and major international sporting and entertainment events. A significant portion of revenue is derived from the Americas region. The company operates a software-led business model without reliance on physical production facilities, catering to global media and entertainment companies transitioning from legacy infrastructure to cloud-based systems.

Amagi Media Labs Ltd IPO: Key Details at a Glance

IPO FINANCIAL OVERVIEW



₹343 - ₹361
per share
Price band for
share bidding.



Total Issue Size:
₹1,788.6 Cr
Total IPO value at the
upper price band.



Fresh Issue:
₹816.0 Cr
New shares being
issued.



Est. Market Cap:
₹7,461 - ₹7,810 Cr
Implied market capitalization
after the IPO.



Offer for Sale:
₹972.6 Cr
Existing shareholders
selling shares.



IPO Recommendation:
NEUTRAL
Official verbatim
recommendation for potential
investors.



Face Value:
₹5.0 per share
Nominal value of each equity share.

OFFERING TIMELINE & STRUCTURE

IPO Opens:
13th January
2026
First day for
subscription.



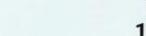
Minimum
Bid Lot:
41 Shares
Investors must apply
for multiples of 41.



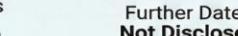
IPO Type:
Mainboard
Listing on the main
board of the stock
exchange.



IPO Closes:
16th January
2026
Final day for bid
submission.



Total Shares
Offered:
4,95,46,221
Total number of
equity shares
available.



Further Dates
Not Disclosed
Allotment, refunds,
and listing dates to
be announced.

Amagi IPO Notes (INVESTMENT RATIONALE / STRENGTHS)

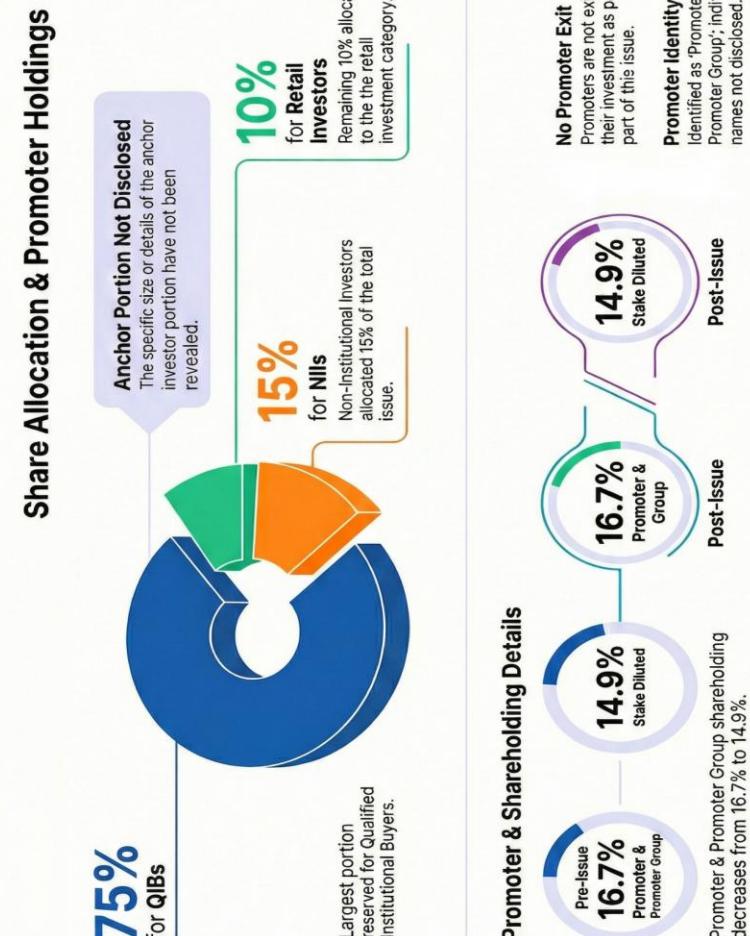
- One-stop glass-to-glass cloud-native media solutions
- Strong network effects across content providers, distributors, and advertisers
- Proprietary technology platform with AI capabilities
- Growing intellectual property portfolio with 10 granted patents
- Long-term relationships with marquee global customers
- High customer retention with no churn in top 10 customers (FY23–Sep'25)

Amagi Media Labs Ltd derives its strengths from a comprehensive cloud-native platform that addresses the full media value chain, from content preparation to distribution and monetisation. The company operates a three-sided marketplace connecting content providers, distributors, and advertisers, resulting in strong network effects that enhance platform scalability. Its proprietary technology incorporates predictive and generative artificial intelligence for content scheduling, ad monetisation, and data analytics. Continuous investments in research and development have led to the creation of multiple intellectual property assets, including granted patents. The company has established long-term relationships with leading global media and entertainment companies, with its top customers maintaining multi-year engagements and no reported churn among the top ten clients over recent years. These disclosed factors collectively highlight the company's platform-centric positioning within the global media technology ecosystem.

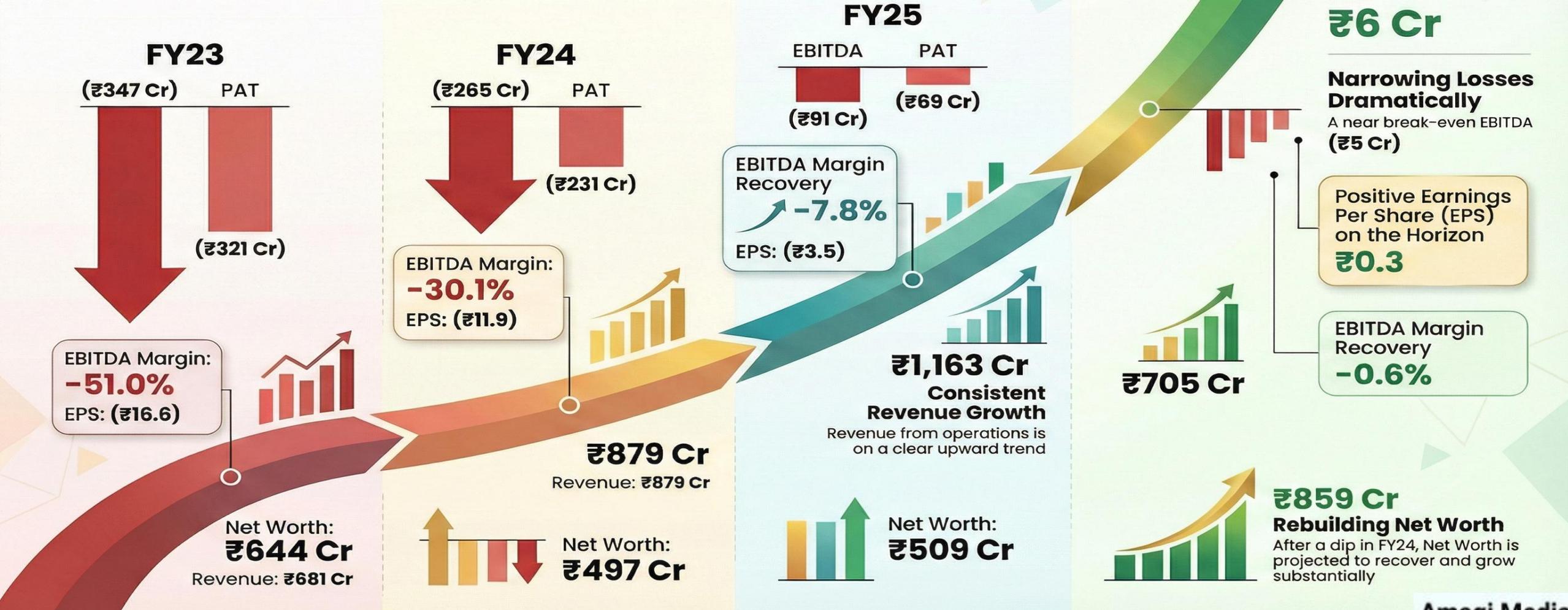
7. OBJECTS OF THE ISSUE (₹ Cr)

- Technology and Cloud Infrastructure: 550.1
- Inorganic Growth & General Corporate Purposes: 265.9
- Total Net Proceeds: 816.0

Investor Breakdown: Share Allocation & Promoter Holdings

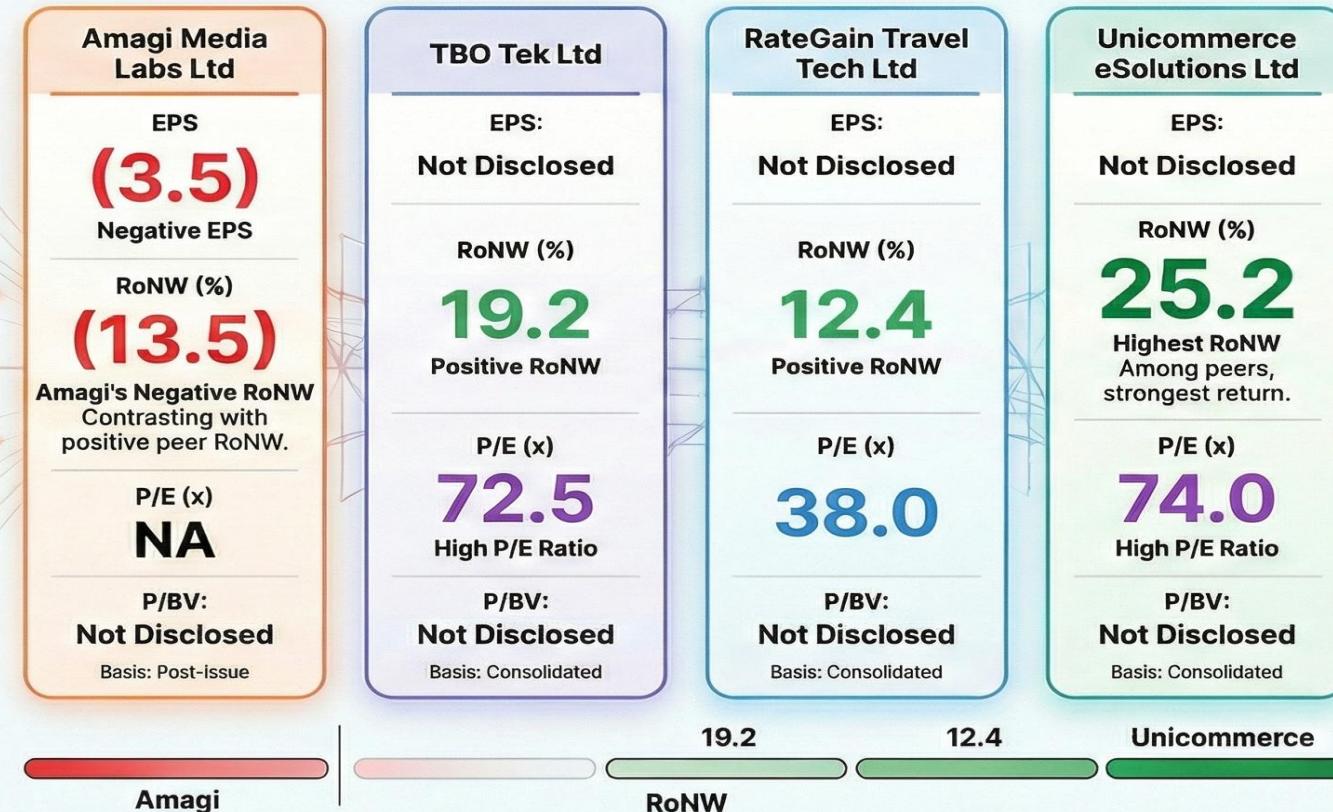


A Financial Turnaround Story: Performance Trajectory



Amagi Media Labs: FY25 Peer Comparison & Key Risks

FY25 PEER COMPARISON



KEY EXPLICIT RISKS

**Geographic Concentration Risk**

The company is exposed to risks associated with its business concentration in the America region.

**Cloud Infrastructure Dependency Risk**

A significant operational risk stems from the company's reliance on cloud infrastructure.

**Technology & Platform Availability Risk**

The company faces risks related to ensuring the consistent availability and performance of its technology platform.

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