



IPO : Amagi Media Labs Limited

January 2026

Snapshot

Amagi Media Labs Limited is a technology-led media services company specializing in advertising solutions for connected TV (CTV), linear television, and digital platforms. The company provides end-to-end services, including ad inventory management, audience targeting, analytics, and monetization for content owners and broadcasters. Leveraging proprietary data-driven technology, Amagi enables advertisers to reach relevant audiences efficiently while helping publishers maximize advertising yields. With a strong focus on innovation, automation, and scalable platforms, the company has expanded its operations across multiple geographies, including key international markets. Amagi's business model is supported by long-term client relationships, recurring revenues, and the increasing adoption of CTV and programmatic advertising globally.

Opening Date	Tuesday, January 13, 2026
Closing Date	Friday, January 16, 2026
Price Band	Rs. 343 to Rs. 361 per share
Bid Lot	41 Shares
Face Value	Rs. 5 per share
Issue Size	4,95,46,221 shares (aggregating up to Rs. 1789 Cr)
Fresh Issue	2,26,03,878 shares (aggregating up to Rs. 816 Cr)
Offer for Sale	2,69,42,343 shares (aggregating up to Rs. 973 Cr)
Registrar	MUFG Intime India Pvt.Ltd.

Company Vision

Amagi Media Labs Limited envisions becoming a global leader in data-driven advertising technology by transforming the way brands and content owners connect with audiences across connected TV and digital platforms. The company aims to build a transparent, efficient, and measurable advertising ecosystem powered by advanced analytics, automation, and proprietary technology. Its vision focuses on enabling publishers to maximize content monetization while helping advertisers achieve superior targeting and return on investment. By continuously innovating its platforms, expanding global reach, and adopting emerging media formats, Amagi seeks to shape the future of television advertising, drive sustainable growth, and create long-term value for customers, partners, and stakeholders.

Growth Prospects

Amagi Media Labs Limited has strong growth prospects driven by the rapid global shift from traditional television to connected TV and digital video advertising. Increasing demand for targeted, measurable, and programmatic advertising solutions is expanding opportunities for technology-led platforms like Amagi. The company is well positioned to benefit from rising CTV adoption, growth in streaming content, and increased advertising spends across international markets. Its scalable technology, data analytics capabilities, and recurring revenue model support sustained expansion. Continued investment in product innovation, artificial intelligence, and geographic diversification is expected to further enhance competitiveness. By strengthening relationships with global content owners and advertisers, Amagi Media Labs Limited aims to accelerate revenue growth, improve operating leverage, and reinforce its leadership position in the evolving advertising technology ecosystem.

Key Financials

Amount in cr.	30-Sep-25	FY2025	FY2024	FY 2023
Assets	1352.16	1,425.00	1,308.08	1,405.96
Total Income	733.93	1,223.31	942.24	724.72
Profit After Tax	6.47	-68.71	-245.00	-321.27
EBITDA	58.23	23.49	-155.53	-140.34
NET Worth	859.34	509.45	496.80	644.49
Reserves and Surplus	-25.57	227.73	-379.40	-372.68
Total Borrowing	-	-	-	-

Risk Assessment

Amagi Media Labs Limited faces risks related to rapid technological changes in the advertising and media ecosystem, which may require continuous investment in platform development and innovation. The company's performance is closely linked to advertising spending cycles, making revenues sensitive to economic slowdowns or reductions in marketing budgets. Intense competition from global ad-tech platforms and large technology companies could exert pricing and margin pressure. Dependence on third-party platforms, data sources, and streaming partners may impact operations. Continued investment in product innovation, artificial intelligence, and geographic diversification is expected to further enhance competitiveness. By strengthening relationships with global content owners and advertisers, Amagi Media Labs Limited aims to accelerate revenue growth, improve operating leverage, and reinforce its leadership position in the evolving advertising technology ecosystem. Additionally, scaling international operations exposes the company to foreign exchange fluctuations, execution challenges, and increased operational complexity.