

To,  
BSE Limited  
P.J. Towers, Dalal Street,  
Mumbai – 400 001

Date: 11.05.2026

Dear Sir/Madam,

**Sub: 7Seas Entertainment Ltd. Accelerates Expansion into AI-Powered Gaming and AI-Driven Digital Content Creation- Press Release**

Hyderabad, India – May 11, 2026 — 7Seas Entertainment Ltd. announced its strategic expansion into AI-powered game development and cinematic content creation, positioning itself among India’s early adopters of AI-driven gaming innovation.

The company is integrating AI across game design, UI/UX, 3D character creation, environment generation, animation, voice generation, automated testing, and multilingual content production. “AI will transform gaming through faster development, enhanced visuals, smarter gameplay, and immersive storytelling,” said L.M.Shankar.

**\*Early Leadership in AI-Powered Gaming\***

7Seas Entertainment Ltd. is among the early gaming companies in India to strategically enter the AI-powered gaming segment with next-generation development pipelines.

The company has integrated AI across game design, 3D character modeling, environments, NPC behavior, racing physics, voice localization, QA automation, asset generation, and personalized gameplay. According to the company, AI adoption has accelerated development timelines while enhancing realism, efficiency, scalability, and immersive player experiences.

**\*AI Gaming and AI Video Industry Growth\***

The global AI Gaming market is projected to grow from about USD 4.3 billion in 2025 to over USD 51 billion by 2033, driven by rapid advances in generative AI, automation, and immersive digital experiences.

The AI Video industry is also expected to cross USD 42 billion by 2030 as studios and creators increasingly adopt AI for video generation, animation, dubbing, editing, and storytelling. In line with these trends, 7Seas Entertainment Ltd. is exploring AI technologies across gaming, cinematic content creation, animation, voice cloning, screenwriting, and post-production.

**\*Upcoming Game Releases Before Christmas\***

As part of its expansion roadmap, the company plans to develop and release multiple new and upgraded gaming titles ahead of the Christmas holiday season.

**Treasure King** : An ambitious open-world action-adventure strategy game featuring immersive exploration, strategic gameplay, dynamic environments, and AI-enhanced storytelling.

**Formula Rush** : A next-generation car racing game designed with realistic racing physics, advanced AI opponent systems, and visually immersive racing experiences.

### **Upgraded Simulation Games**

Enhanced versions of the company's simulation gaming portfolio featuring improved graphics, AI-powered gameplay systems, smarter environments, and enhanced player engagement features.

### **\*Vision for the Future\***

7Seas Entertainment Ltd. aims to build an AI-powered entertainment ecosystem combining gaming, cinematic storytelling, AI-generated content, and immersive digital experiences for global audiences. The company stated that while AI enhances production and innovation, human creativity and storytelling will remain at the core of entertainment.

Supporting this vision, the company is expanding its technology infrastructure and specialized AI teams through phased investments. 7Seas Entertainment was also recognized at the LK International Short Film Festival 2026 for its AI short film Sand and Fire, reflecting its growing focus on AI-assisted cinematic storytelling and next-generation digital content.

### **\*About 7Seas Entertainment Ltd.\***

7Seas Entertainment Ltd. is an India-based gaming company focused on mobile games, interactive entertainment, and AI-powered digital content. The company is actively integrating AI into game development and cinematic content creation to build next-generation entertainment experiences for global audiences. For more details on the games, please visit [www.7seasent.com](http://www.7seasent.com).

Yours faithfully,  
For 7Seas Entertainment Limited



L. Maruti Sanker  
Managing Director  
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