Date: 22.07.2026

To

| | |
|---|---|
| The National Stock Exchange of India Limited (NSE),<br>Exchange Plaza, Bandra Kurla Complex, Bandra (East),<br>Mumbai -400051<br>Symbol: GRADIENTE | The Listing Department,<br>The Calcutta Stock Exchange Ltd,<br>7 Lyons Range, Dalhousie, Kolkata-700001,<br>(CSE Scrip Code: 10032161) |

**Subject: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Commencement of Production and Phased release of the "100 Vertical Series" and "100 Music Videos".**

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), we wish to inform the Stock Exchanges that Gradiente Infotainment Limited ("the Company") has initiated a significant content production initiative as part of its strategic roadmap in the media and entertainment sector.

The Company has commenced the production and phased release plan for approximately **"100 Vertical Series" and "100 Music Videos"** as part of its content creation and digital entertainment strategy. In this regard, production activities for certain music tracks have already commenced, while development and production activities for additional projects are currently underway.

The Company has estimated a **production cost of approximately ₹10 Crore (Rupees Ten Crore only) towards the making and creation of Music Videos** and a **production cost of approximately ₹10 Crore (Rupees Ten Crore only) towards the development and production of Vertical Series**.

Based on the Company's current business assessment, market strategy, and expected monetization opportunities, the Company anticipates an estimated revenue potential of approximately **₹17 Crore (Rupees Seventeen Crore only) from the Music Videos** and approximately **₹17 Crore (Rupees Seventeen Crore only) from the Vertical Series**.

Further, the Company has already completed and released nearby **10 (ten) Music Videos**, which are available across leading digital platforms including **YouTube, Jio-Saavn, Apple Music/itunes, Spotify, and Amazon Music**,

VIMAL RAJ MATHUR Digitally signed by VIMAL RAJ MATHUR Date: 2026.07.22 17:23:07 +05'30' and others thereby strengthening the Company's presence in the digital entertainment ecosystem.

Through these initiatives, the Company aims to strengthen its content portfolio, enhance its reach across digital platforms, and create long-term value through original entertainment content.

The above disclosure is being made pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, for the information of the Stock Exchanges, shareholders, and the investing public.

The details as required under Regulation 30 of the SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 (as amended from time to time) are enclosed as **Annexure-A.**

Kindly take the same on record.

Yours truly

For **Gradiente Infotainment Limited**

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Gradiente Infotainment Limited Hyd.

**Vimal Raj Mathur**
**Managing Director**
**(DIN-03138072)**

**Date: 22-07-2026**
**Place: Hyderabad**

## ANNEXURE – A

The details as required under Regulation 30 of the SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 (as amended from time to time) are as follows:

| Sr No | Particulars | Details |
|---|---|---|
| 1 | Name of the Product | "100 Vertical Series" and "100 Music Videos" |
| 2 | Date of Launch | The Company has commenced the phased release of the content. Certain Music Videos have already been released on digital platforms, and the remaining Music Videos and Vertical Series are proposed to be released in a phased manner over the upcoming period. |
| 3 | Category of the Product | Media broadcasting/ Digital Entertainment |
| 4 | Whether it caters to domestic market/ International market | BOTH |
| 5 | Name of the Platforms in which the product is launched? | The "Music Videos" are availablep globally on YouTube, Jio-Saavn, Apple Music/itunes, Spotify, Amazon Music and other Platforms, strengthening digital accessibility and international audience engagement.<br><br>The "Vertical series" are proposed to be to be released globally on the OMNI-PRIME OTT Platform and others if any, strengthening digital accessibility and international audience engagement. |

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| 6 | Brief description/ Objective of Launch | The objective of this initiative is to strengthen Company's presence in the media and entertainment sector by creating and developing original digital content, including Vertical Series and Music Videos, for distribution across multiple digital platforms. |
| 7 | Estimated Production Cost: | Estimated cost for the production and release is at ₹10 Crore (Rupees Ten Crore only) for Music Videos and ₹10 Crore (Rupees Ten Crore only) for Vertical Series. |
| 8 | Estimated Production Revenue: | Estimated Revenue for the production and release is at ₹17 Crore (Rupees Seventeen Crore only) from Music Videos and ₹17 Crore (Rupees Seventeen Crore only) from Vertical Series. |
| 7 | Any other specific details | Through the production and phased release of original entertainment content, the Company intends to create additional monetization opportunities and enhance long-term value for its stakeholders. |

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