



September 23, 2026

To,
National Stock Exchange of India Limited
Listing Department,
Exchange Plaza,
Bandra Kurla Complex, Bandra East,
Mumbai - 400 051
Fax Nos.: 26598237 I 26598238

To,
BSE Limited
Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai - 400 001
Fax Nos.: 22723121/2037/2039

Ref.: Scrip Code: BSE - 532748/ NSE - PFOCUS

Sub.: Press Release

Dear Sir/ Madam,

Please find attached herewith the Press Release: “**PRIME FOCUS-BACKED BRAHMA AI RAISES \$150 MILLION AT \$2 BILLION VALUATION**”.

Kindly take the above on your record and acknowledge receipt of the same.

Thanking You.

For **Prime Focus Limited**

Parina Shah
Company Secretary & Compliance Officer
Encl.: a/a

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PRIME FOCUS-BACKED BRAHMA AI RAISES \$150 MILLION AT \$2 BILLION VALUATION

Mumbai, 23rd Sep' 2026 – Prime Focus Limited ("PFL") today announced that Prime Focus-backed Brahma AI has raised \$150 million through equity issuance led by Multiples, at a \$2 billion post-money valuation. Brahma AI has also received a further \$100 million of investor demand and will evaluate an upsize of the round to accommodate some or all of that interest.

Brahma AI is an AI-native enterprise technology company focused on audiovisual content across media & entertainment, sports, healthcare and advertising. Its technology spans enterprise content intelligence, visual AI and digital humans, and it works with leading global enterprises including Warner Bros, the NBA and Mayo Clinic, alongside strategic relationships with Google, Hakuhodo and DNEG.

Prime Focus and DNEG are widely recognised as the world's leading visual effects and animation company. With its latest financing, Brahma AI has the capital and independence to accelerate the development and global commercialisation of its AI-native enterprise platform. This creates a fundamentally different growth profile for the PFL Group. DNEG provides PFL with a global leadership position in VFX, animation and high-end content creation, while Brahma AI gives the Group significant economic exposure to a rapidly scaling enterprise AI technology platform addressing markets far beyond traditional media and entertainment.

Following the financing, Prime Focus Limited will continue to be the largest economic shareholder of Brahma AI, holding through its subsidiary DNEG, approximately c.66% of its economic ownership post dilution on account of fund-raise, ESOP pool and Founder equity holding. Brahma AI is and will continue to be operated as an independent company, led by Founder & CEO Prabhu Narasimhan, with its own governance framework, board and management structure. The transaction is subject to customary approvals.

Namit Malhotra, Founder & CEO of Prime Focus, said:

PFL now enters a bold new phase of growth with two major growth engines: DNEG as the global leader in premium visual effects and animation, and Brahma AI as a global enterprise AI platform

Brahma AI began with Prabhu's bold idea: to bring together the technology stacks and capabilities developed across DNEG, Metaphysic and Prime Focus Technologies and create a new, independent technology company built for the AI era. What he and his team have built from those foundations in such a short period of time has been remarkable.

Prabhu Narasimhan, Founder & CEO of Brahma AI, said:

We have built an exceptional technology platform, assembled a world-class team and earned the trust of some of the largest enterprises in the world. Our ambition is much bigger: to build the AI-native technology platform through which the world's leading enterprises manage, understand, create and transform their audiovisual assets.

We are shortly launching interactive digital humans, we are building Brahma to be model agnostic and we are taking our

technology into entirely new use cases across sports, healthcare and advertising. We now have the firepower to invest aggressively in all of this, build out our presence in the Bay Area and significantly expand our global go-to-market organisation.

About Prime Focus Limited

Prime Focus Limited is a global integrated media and entertainment company spanning creative services, technology and production. Listed on the BSE and NSE, Prime Focus operates through a global ecosystem of businesses at the intersection of creativity and technology.

About Brahma AI

Brahma AI is a Prime Focus-backed, independently operated AI-native enterprise technology company focused on audiovisual content. Its technology spans enterprise content intelligence, visual AI and digital humans across media & entertainment, sports, healthcare and advertising.