

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

Date: 03.07.2024

Dear Sir/Madam,

Sub: 7Seas Entertainment Limited Leverages Next-Generation AI Technologies in Game Development.

Unit: 7Seas Entertainment Limited (Scrip Code: 540874)

7Seas Entertainment Limited (BSE:7SEASL), India's first Independent Gaming Development company has taken a significant step forward by establishing a dedicated AI division to enhance its game development capabilities. This new division, named 7SEAS AI, will steer the design of an AI-based gaming tool from the ground up. With a team of exceptionally talented individuals, 7SEAS AI has already commenced its work, focusing on integrating AI technologies into game development.

This strategic move is expected to significantly enhance the productivity and quality of game development, enabling 7Seas to deliver a higher volume of top-tier games to a global audience more efficiently. Integrating AI into game development will streamline the entire process, from the initial game concept to the final creation. With these advanced technologies, 7Seas achieves remarkable outcomes in a shorter time frame, reducing the man-hours required and simplifying the overall workflow.

Commenting on the announcement, **Mr. L. Maruti Sanker, CEO of 7Seas Entertainment Limited**, said, "According to Bain & Company, gaming industry executives believe that **over the next 5 to 10 years, AI will contribute to more than half of the video game development process**. At 7Seas, we are excited to be at the forefront of this transformation, leveraging AI to enhance our creative capabilities and deliver exceptional gaming experiences."

In addition to integrating AI into game development, 7Seas is also focused on developing a comprehensive AI gaming tool. This innovative software platform will include features such as image creation, asset generation, graphic generation, and animation generation. Initially, this tool will be used exclusively for the company's game development projects. However, 7Seas plans to monetize the AI tool by out-licensing it to other users, generating additional revenue through royalty payments.



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7SEAS
ENTERTAINMENT LTD

About 7Seas Entertainment Limited

7Seas Entertainment Limited (BSE –7Seas, scrip code 540874), is an independent, IP-based game development company. The company has many award-winning games in its portfolio with an unmatched, wide spectrum of genres. For more details on the games, please visit www.7seasent.com.

Yours faithfully,
For 7Seas Entertainment Limited



L. Maruti Sanker
Managing Director
(DIN: 01095047)

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