



March 11, 2026

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

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

Dear Sir/ Madam,

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

Sub.: Press release

Please find attached herewith the Press Release: *“Prime Focus’ BRAHMA AI To Collaborate With Google Cloud To Scale High-Fidelity, Interactive Digital Humans for Global Enterprises”*

Kindly acknowledge the receipt and take the same on record.

Thanking You,

For Prime Focus Limited

Parina Shah
Company Secretary & Compliance Officer

Encl.: a/a

Prime Focus' BRAHMA AI To Collaborate With Google Cloud To Scale High-Fidelity, Interactive Digital Humans for Global Enterprises

Mumbai - March 11, 2026

[BRAHMA AI](#), an enterprise AI content platform backed by [Prime Focus Limited](#), and [Google Cloud](#), have announced a multi-year strategic partnership to enable high-fidelity, multilingual, interactive communication via digital humans that bridge the gap between organizations and their global audiences.

Google Cloud will partner with BRAHMA AI to advance its innovation and product lifecycle journey. The combination of Google Cloud's secure, scalable AI infrastructure and generative AI models with BRAHMA AI's industry-leading enterprise AI content platform can deliver movie-quality, interactive digital humans, or ATMANS. These are hyper-personalized digital likenesses, with multilingual audio generated through VAANI in [BRAHMA AI Studio](#), and leveraging [BRAHMA AI Core](#), an enterprise-grade data platform, making information more accessible and relatable for audiences in any language.

Speaking about the collaboration, BRAHMA AI CEO Prabhu Narasimhan said, "Artificial intelligence is fundamentally changing how organisations create and deliver content. BRAHMA AI was built as an end-to-end enterprise platform to help organisations create, manage and scale AI content across languages and global markets. From day one, we designed the platform around a strong architectural foundation of ethics, security and digital identity governance so enterprises can innovate while protecting identity, rights and intellectual property.

Our collaboration with Google Cloud validates our industry-leading AI tools, allowing us to take our high-fidelity, movie-grade digital humans (ATMAN) and make them truly interactive using Google Cloud's generative AI models. It also accelerates enterprise adoption and enables organisations across media and entertainment, sports, healthcare, advertising, and global consumer brands to deploy secure AI-driven workflows at scale, exponentially expanding BRAHMA AI's total addressable market which is currently expected to exceed \$130 billion by 2030. Together, we are co-innovating on next-generation AI technologies and bringing them to global enterprises through a joint go-to-market approach that combines BRAHMA AI's Hollywood-grade AI with Google Cloud's infrastructure and reach."

[Read the full press release from BRAHMA AI and Google Cloud](#)

<<ENDS>>

About BRAHMA AI

[BRAHMA AI](#) is an enterprise AI content platform enabling organisations to create, manage and distribute AI-driven media through BRAHMA AI Studio and BRAHMA AI Core, guided by its Mind² foundation and delivering industry-leading fidelity, trust and governance. BRAHMA AI is founded on technology which has won eight Academy Awards for Best Visual Effects, including for Interstellar, Tenet and Dune Parts One and Two. Its goal is to bring Hollywood-grade AI content to enterprise, setting the standard for quality, fidelity and trust.

About Prime Focus Limited

[Prime Focus Limited](#) (PFL) is the world's largest independent media powerhouse.

A global team of over 10,000 professionals across 23 cities, 4 continents, and 7 time zones, we power the future of storytelling with commercial focus, creative ambition, and cutting-edge technology.

Our capabilities span the entire content creation journey:

Creative Excellence - Award-winning visual effects, animation, stereo conversion, and post.

Technology Leadership - AI-first tools and cloud systems that drive production and distribution forward.

Production Intelligence - Smart financing and scalable production solutions built for next-gen filmmaking.

Listed on India's BSE and NSE and ranked on the Fortune India 500, we operate in creative hubs worldwide, from Mumbai to Montréal, London to Los Angeles. PFL is the parent company of DNEG, BRAHMA AI, and Prime Focus Studios.