



E2E Networks Limited

CIN- L72900DL2009PLC341980

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Mathura Road, New Delhi-110044, Phone No. +91-11-4084-4964

Email : cs@e2enetworks.com, **website** <https://www.e2enetworks.com/>

Date: May 1, 2025

Listing & Compliance Department
The National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai, Maharashtra-400051

Ref: NSE Symbol- E2E

Sub: Press Release

Dear Sir/Madam,

This is with reference to the captioned subject, please find attached herewith a press release titled “**AI is the New Director: E2E Cloud’s TIR AI/ML Platform Empowers the Media & Entertainment Industry with GenAI Tools Made in India**”, being issued by the Company. This is for the information of the Exchange and the members.

Kindly take this on record.

Thanking You,

Yours faithfully,

For E2E Networks Limited

Ronit
Company secretary & Compliance Officer
ICSI M. No.: A59215



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AI is the New Director: E2E Cloud's TIR AI/ML Platform Empowers the Media & Entertainment Industry with GenAI Tools Made in India

Mumbai, India, 1st May 2025 — E2E Cloud is extending an open invitation to professionals and CXOs in the media and entertainment (M&E) industry to experience India's homegrown TIR AI/ML Platform—a powerful GenAI ecosystem built to simplify and supercharge every stage of content creation.

From script writing, animation, and 3D rendering, to image generation and text-to-video testing, TIR enables studios, creators, and production houses to work faster, smarter, and at scale. *“AI is no longer an option — it's the creative partner every M&E professional needs. With TIR, we offer a plug-and-play AI stack for various open-source models, enabling studios to build their own AI agents, from ideation to post-production. It's made in India, built for scale, and ready for the future of content creation,”* said Tarun Dua, Managing Director of E2E Networks.

To mark the occasion, E2E Cloud is offering exclusive free credits and discounts to all Media & Entertainment professionals attending WAVES 2025. Whether you're a VFX artist, studio executive, ad film producer, or content creator, this is your chance to test-drive the TIR playground — an intuitive environment to explore the best open-source GenAI models, deploy them with tokens, or bring your models.

“At NVIDIA, we're fueling the next era of storytelling through AI, and platforms like TIR show just how transformative that can be. With NVIDIA GPUs at its core, TIR gives M&E professionals in India and beyond the power to accelerate every stage of production, from ideation to final render. It's dynamic and scalable, unlocking new creative frontiers faster than ever before.” — **Richard Kerris, VP of Media & Entertainment at NVIDIA**

Trusted by creative studios and digital agencies across the country, TIR is already driving real impact. *“With TIR, we've unlocked creative workflows we couldn't even imagine before. It's like having an AI assistant for every stage of the content pipeline — from ideation to final render. It's fast, flexible, and surprisingly easy to use — especially for a team that's always racing against deadlines”*- **Arpit, Co-Founder, Mango Creators**

The M&E industry is changing, with GenAI at its helm. With TIR, creators and studios no longer need to struggle with infrastructure bottlenecks or complicated model deployment processes. The platform makes it easy to access, scale, and integrate powerful AI models, so professionals can focus on what matters most: creating.

About E2E Cloud

E2E Cloud is a leading Indian public cloud company focused on powering AI workloads. With a Sovereign Cloud Platform and advanced GPU infrastructure including [NVIDIA Hopper GPUs](#), and [NVIDIA L40S](#), E2E Cloud is empowering the next generation of developers, researchers, and creatives through its TIR AI/ML platform.

To claim your free credits and start experimenting with GenAI for content creation, visit: www.e2enetworks.com/tir
