



July 24, 2023

To,  
The Corporate Relations Department,  
BSE Limited, P] Tower, Dalal Street,  
Fort, Mumbai-400001

BSE Scrip Code:512115  
Scrip ID:ROSEMER

Dear Sir,

Sub: Intimation regarding receipt of Letter of Intent

Ref.: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We are pleased to inform you that our joint venture company (proposed) by way of acquisition of substantial shares of Fyopro Entertainment Private Limited has bagged a firm letter of intent for a premium event management, marketing, and sponsorship rights valued at Rs.9 crores from Navi Mumbai Premier League ('NMPL').

NMPL is a renowned cricket league and is drawing substantial viewership and participation from cricket enthusiasts and players alike. NMPL's vision is to promote local cricket talent, provide a platform for aspiring cricketers, and foster a strong sports culture in the community. With each passing season, NMPL has grown in popularity and significance, attracting sponsors, players, and spectators from all walks of life.

We enclose herewith the copy of letter of intent for your reference.

For **ROSE MERC LIMITED**

Nooruddin Mohammed Shaikh  
Wholetime Director  
DIN: 09660481  
Date:24-07-2023  
Place: Mumbai  
Encl: letter



# NAVI MUMBAI PREMIER LEAGUE



Mr. Bhupendra Sinha  
C.E.O  
[Navi Mumbai Premiere League]  
B-101, Bldg No.11,  
Mangalmurti Complex, Near M-G Link Road,  
Mankhurd (W), Mumbai -400043.  
Email:- [nmplt20@gmail.com](mailto:nmplt20@gmail.com)  
Mob:- 9969070869  
Date:- 21/07/2023.

Mr. Saurabh Chaudhary  
Fyopro Services Private Limited  
Oshiwara Industrial Center, B-341,  
Oshiwara, Goregaon West,  
Mumbai, Maharashtra 400104

Subject: Letter of Intent for Marketing, Sponsorship, and Event Management Rights

Dear Saurabh Chaudhary,

I hope this letter finds you well. On behalf of Navi Mumbai Premiere League, I am pleased to express our intent to enter into a partnership with Fyopro Services Private Limited, for the provision of Marketing, Sponsorship, and Event Management services for our esteemed cricket league.

Navi Mumbai Premiere League (NMPL) is a renowned cricket league and is drawing substantial viewership and participation from cricket enthusiasts and players alike. Our league's vision is to promote local cricket talent, provide a platform for aspiring cricketers, and foster a strong sports culture in the community. With each passing season, NMPL has grown in popularity and significance, attracting sponsors, players, and spectators from all walks of life.

We have thoroughly reviewed the portfolio of Fyopro Services Private Limited and have been impressed with your exceptional track record in executing successful marketing and event management initiatives. Your commitment to excellence, attention to detail, and innovative strategies align perfectly with our goals and values at Navi Mumbai Premiere League.

In light of the above, we hereby express our intention to grant Fyopro Service Private Limited the exclusive rights to manage and oversee the following key aspects of our league:



# NAVI MUMBAI PREMIER LEAGUE



**Marketing Rights:** Fyopro Services Private Limited shall have exclusive rights to market Navi Mumbai Premiere League across various media platforms, including television, print, radio, digital, and social media. Your team will be responsible for developing effective marketing campaigns, creating promotional materials, and enhancing the league's brand image.

**Sponsorship Rights:** Fyopro Services Private Limited shall be authorized to seek, negotiate, and secure sponsorship deals on behalf of Navi Mumbai Premiere League. Your expertise in identifying potential sponsors, cultivating relationships, and maximizing revenue opportunities will be invaluable to the league's financial growth and stability.

**Event Management Rights:** Fyopro Services Private Limited shall be responsible for overseeing and managing all aspects of NMPL events, which have been budgeted at a value of INR 9 crore. This includes tasks such as branding, designing, marketing, match-day arrangements, logistics, ticketing, and spectator engagement. Our team will work closely with the league's officials to ensure seamless execution and create a memorable experience for players and fans alike.

Please note that this letter of intent is not legally binding and is intended to serve as a basis for further negotiations between Navi Mumbai Premiere League and Fyopro Service Private Limited. We look forward to engaging in comprehensive discussions to finalize the terms of our partnership, including the duration of the agreement, financial arrangements, and specific responsibilities.

We are excited about the potential of this partnership and believe that together, Navi Mumbai Premiere League and Fyopro Services Private Limited can achieve new heights of success and recognition in the world of cricket and sports entertainment.

If you agree with the terms outlined in this letter of intent, we kindly request you to countersign this document and return it to us at your earliest convenience. Upon receipt of the countersigned letter, we will proceed with detailed discussions to prepare a formal agreement.

Thank you for considering our proposal. We are eager to embark on this journey together and create an unforgettable experience for cricket enthusiasts across Navi Mumbai and beyond.

Looking forward to a fruitful association.

Sincerely,

Bhupendra Sinha  
C.E.O

[Navi Mumbai Premiere League]

