



**ROSE MERC
LIMITED**

तमसो ऽ मा ज्योतिर्गमय



15/B/4, New Sion Chs Swami Vallabhdas Road,
Opp SIES College, Behind Dmart Store,
Sion West, Mumbai-22.

GSTIN : 27AACCR3663B1ZM
CIN : L24110MH1985PLC035078

August 25, 2023

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

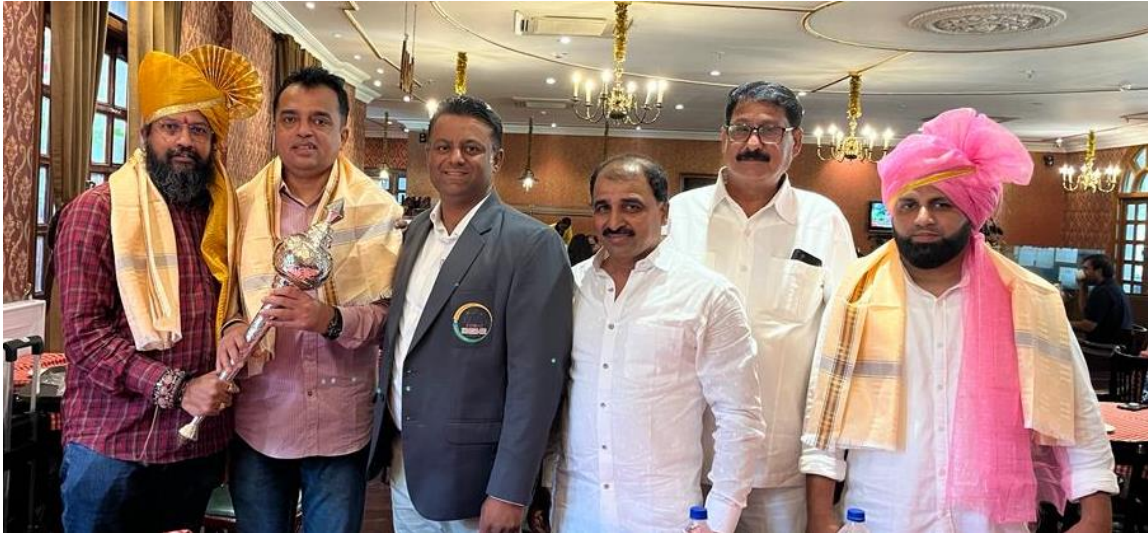
BSE Scrip Code:512115Scrip ID:ROSEMER

Dear Sir,

Sub: Ongoing discussion with Hind Kesari (Indian Style Wrestling Championship Title)

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

This is to keep the exchange informed that the Directors of Rose Merc Ltd. met with the key officials of Traditional Wrestling Title “Hind Kesari” to explore joint venture / association opportunities (through our associate company, Jadhav Rose Merc Sports Pvt. Ltd.) with the board of directors.



From Left to Right: Mr. Purvesh Shelatkar: Independent Director and Chairman (Rose Merc Ltd), Mr. Dattratray Jadhav: Director (Jadhav Rose Merc Sports Pvt Ltd), Mr. Gaurav Roshan Lal Sachdeva: Secretary General (Indian Style Wrestling Association of India), Mr. Mohan Khopade: General Secretary (Maharashtra State Indian Style wrestling Association), Mr. Juginder Pal Chakarvati: Adviser (World federation of Indian Style Wrestling), Mr. Qazi Abdul Matheen: Sports Enthusiast (Dubai)



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The “Hind Kesari” title is the Biggest & Renowned wrestling (Kushti) title of India, established in 1958, held every year with big names arriving to fight for the title. Hind Kesari is affiliated to ISWAI (Indian Style Wrestling Association of India).

The Indian Style Wrestling or Kushti is a traditional indigenous sport attracting thousands of viewers at the matches to view the traditional Wrestling (Akhara) at the venue. The sport is played on mud, unlike professional wrestling, which is contested on the mat.

Speaking on this development, Mr. Dattatray Jadhav of Jadhav Rose Merc Sports Pvt. Ltd. said “We are in deep awe of the sport and have been exploring opportunities in the sport for a while now. With Hind Kesari being the largest title in the sport, it was only natural of us to approach them to discuss various avenues available to popularise the sport further. Our meet with the federation officials of Hind Kesari was very fruitful and several things were discussed, JV and event management being one of them.”

Speaking on this development, Mr. Purvesh Shelatkar, Independent Director of Rose Merc Ltd. said “We see immense opportunities in the sports industry, especially those which are relatively unexplored. It is with this precise thought we had formed our associate company, Jadhav Rose Merc Sports Pvt. Ltd. and I’m happy with the pace of progress in this direction. We are keen to be associated with a title, as iconic as “Hind Kesari”, and the sport that it is associated with. Though the sport is popular in the country and some neighbouring countries, we believe there is immense scope to popularise the sport further and, as an organisation, we can add a lot of value in this direction.”

We shall keep the exchange informed of any further development on this front

For Rose Merc Limited

NOORUDDIN MOHAMMED SHAIKH

Director

DIN: 09660481

Encl: letter