



**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 : L93190MH1985PLC035078

October 30, 2023

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

BSE Scrip Code: 512115
Scrip ID: ROSEMER

Dear Sir,

Sub: Rose Merc Ltd. to Produce Mumbai's 1st Bollywood Multi-Celebrity Live Concert, 'Stardom'

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

Rose Merc Ltd (RML) is pleased to announce the production of Mumbai's first Bollywood multi-celebrity live concert, 'Stardom,' through its proposed to be associate (JV) company, Outcry Media Solutions Private Limited.

'Stardom' is proposed to be a multi-city event, Mumbai has been chosen as the first city where 'Stardom' will be launched. This will make 'Stardom' the first live Bollywood entertainment format. With top celebrities like Shahid Kapoor, Nora Fatehi, Malaika Arora, Sunil Grover, and prominent singers, 'Stardom' promises a power-packed entertainment experience for the audience.

'Stardom' will be showcased in Mumbai on January 20, 2024.

Speaking on this development, Mrs. Vaishali Parkar Kumar of Rose Merc Ltd. said, "We are thrilled to announce the production of 'Stardom.' We have been planning this for a while now and will spare no effort to make this an impressive experience for the audience. We have all grown up watching major Bollywood award shows and events and have always desired to witness these extravaganzas in person. However, such events are typically reserved for the film fraternity or the privileged few who manage to secure access. The general public, especially Bollywood fans, have always been deprived of such experiences. With this in mind, we wanted to create an event accessible to the general public. Mumbai, being the hub of the film and entertainment industry, was a natural choice for our inaugural event. India boasts a vast number of Bollywood fans, and we intend to take this entertainment format to other cities in the coming months. With a collective social media following of over 200 million, between the already signed-up celebrities, we have no doubt that our tickets will sell out quickly. Although we could accommodate a larger audience at the event, we have chosen to limit it to 15,000 fans to maintain the exclusivity experience we want to provide our patrons."



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Speaking on this development, Mr. Saurabh Chaudhary, Director of Outcry Media Solutions Private Limited said, "We immediately resonated with the idea. Large-format event management, especially in the entertainment sector, has always been our forte. We are well aware of the strengths we bring to the table, including celebrity engagement, outdoor marketing, digital marketing, and on-ground experience. We have done it all. We aim to make this event truly spectacular. Additionally, with our expertise in PR, outdoor marketing, and digital engagement, we aim to generate significant sponsor interest, which should make the inaugural event profitable for the company."

Rose Merc had informed the Stock Exchange through an intimation filed on September 4, 2023, about the execution of the Share Purchase Agreement dated September 02, 2023 (SPA), executed between Saurabh Chaudhary (Seller), Rose Merc Limited and Outcry Media Solutions Private Limited (*formerly known as Fyopro Services Private Limited*). Pursuant to the SPA, Rose Merc proposes to acquire from the Seller, 4,667 equity shares of Outcry Media Solutions Private Limited, constituting 46.67% share capital of Outcry, on the terms and conditions set out therein. Subsequent to the completion of the transactions contemplated under the SPA, Outcry Media Solutions Private Limited will become an associate (JV) company of Rose Merc.

We will keep the exchange informed of any further developments on this front.

FOR ROSE MERC LIMITED
Vaishali Parkar Kumar

Executive Director
DIN: 09159108
Encl: Letter