



Date: 07 July, 2025

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

BSE Scrip Code: 512115
Scrip ID: ROSEMER

Subject: Media Release “Emirates luxury Show - Eternal Runway” Makes a Bold & Beautiful Debut in Dubai, Organized by Emirates Holding Group, Moda Orama Ventures Private Ltd and Rose Merc Ltd.

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

Dear Sir/Madam,

We are pleased to inform you that Emirates Holding Group and Moda Orama Ventures Pvt. Ltd. launched the ‘Emirates Luxury Show - Eternal Runway’ on July 4th at the Marriott Al Jaddaf, Dubai. This inaugural event, more than just a fashion show, aimed to create a movement. Curated by Emirates Holding in collaboration with MOVE Events and supported by Rose Merc Ltd, the event showcased global fashion leaders, innovative entrepreneurs, and prominent names in real estate.

Attached herewith are some key highlights and images from the event.

Thank you for your continued support.

Yours faithfully,
For ROSE MERC LIMITED

Vaishali Parkar Kumar
Executive Director
DIN: 09159108

Media Release

‘Emirates Luxury Show - Eternal Runway’ Makes a Bold & Beautiful Debut in Dubai

**Emirates Luxury Show – Eternal Runway | Emirates Business Awards | Emirates Real Estate Awards 2025
Organized by Emirates Holding Group, Moda Orama Ventures and Rose Merc Ltd.**



“A moment of glamour and grace as designer Ms. Rosy Ahluwalia confidently walks the ramp with the iconic Mr. Madhur Bhandarkar, embodying the spirit of elegance and creativity in fashion.”

Dubai, July 5, 2025 — on July 4th, held at the elegant Marriott Al Jaddaf, Dubai. With its international debut, MOVE made one thing clear — this is not just another fashion show; it is a movement. Curated by Emirates Holding Group in collaboration with MOVE Events and supported by Rose Merc Ltd, the three-part celebration brought together global fashion powerhouses, visionary entrepreneurs, and the most dynamic names in real estate under one roof.

In a world where most fashion events chase glamour, Eternal Runway stood out by championing inclusivity, age diversity, and sustainability — all without compromising on style or substance. One of the most talked-about segments of the evening featured senior models (aged 50 and above) owning the runway with grace and confidence. This conscious decision was aimed at redefining beauty standards and proving that fashion is truly ageless. In another standout moment, a designer presented collections made from pre-loved denims and upcycled fabrics, making a strong case for sustainable fashion without losing aesthetic appeal.

The invite-only audience; an elite mix of fashion buyers, bloggers, influencers, and press, was deeply moved by the message and the medium alike. The audience also included a stellar lineup of chief guests, including Dr. Mohd Saeed Al Kindi (Former Federal Minister of Environment & Water, UAE), Yaqoob Al Ali (from the office of His Highness Sheikh Juma bin Maktoum Al Maktoum); Bu Abdullah (Chairman of Bu Abdulla Group); and Rizwan Sajan (Founder and Chairman of Danube Group), among others.

Honouring the occasion with their presence as Guests of Honour were:

Uday Tardalkar, Vaishali Parkar Kumar, Ghayyour Ahmed Khan, Rohan Pradhan (DIP), Mr. Aditya Sule, Mr. Priyesh Khirad, Ashish Das, Majid Khan, Harjyot Oberoi Bohra, Thanveer Aboobaker, Sherif Thomas, Rami Mahmoud, Aziz Zee, and other distinguished dignitaries.

The Driving Force behind the Vision

A show of this magnitude, and this direction, wouldn't have been possible without the vision, backing, and strategic insight of Mr. Purvesh Shelatkar, Executive Director of Rose Merc Ltd., which holds a 50% stake in MOVE.

It was Mr. Shelatkar's unwavering belief in the brand's potential, coupled with his deep understanding of scalable business models and marketing strategy, that enabled MOVE to launch internationally within its very first year of incorporation. From mobilizing key stakeholders to personally mentoring the team through challenges, his involvement was not just supportive—it was instrumental.

Curated with impeccable taste and vision, *Emirates Luxury Show - Eternal Runway* showcased an extraordinary line-up of collections by leading Indian and international designers:

- Designer: Rosy Ahluwalia
Celebrity Showstopper: Madhur Bhandarkar
Senior Citizen Celebrity Showstopper: Garuda Ram
- Designer: Mona Al Mansoury
- Designer: Shunyaa
Celebrity Showstoppers: Sadiq Ahmed & Sudhir Padiyar
- Designer: MOM (Mirror Of Magazine)
Celebrity Showstopper: Eijaz Khan
- Designer: Nandini Gupta
Celebrity Showstopper: Shibani Kashyap
- Designer: Zayna
Celebrity Showstopper: Parth Samthaan
- Designer: Pallavi Jaipur
Celebrity Showstopper: Lekha Prajapati
- Designer: Ken Ferns
Celebrity Showstoppers: Nia Sharma & Karan Kundra

Emirates Holding Group, through their production arm, ensured a flawless execution, ensuring world-class production and execution from start to finish, while MOVE's vision of offering a more meaningful platform to deserving talent truly came alive on stage. From show quality to backstage experience, Eternal Runway raised the bar for fashion events across the GCC.

With this successful debut, MOVE has already announced plans to take Eternal Runway to other GCC cities — building it into a globally respected platform for conscious fashion.

Emirates Business Awards 2025

Recognizing leadership, innovation, and global impact, the Emirates Business Awards honoured some of the world's most influential changemakers:

- Her Royal Majesty Queen Vickylextar
- SVP Owen SP Sanchez
- Spiro Pappas
- Romain Gerardin Fresse
- Serge Conesa
- Tamilla Fischer & Anna Marnaia
- Sunil Gohin
- Gavin Whyte
- Ralph Clemens Martin
- Dr. Dominic Oduro-Antwi
- Afsari Masaud Karmadi
- ETG (EnergyTechGreen)
- Amit Singh

Emirates Real Estate Awards 2025

Celebrating innovation and excellence in real estate and architectural development, the Emirates Real Estate Awards honoured the following global visionaries:

- Erick Van Egeraat
- Aquino Plotado
- Nazir Isakhel
- Umair Khan
- Kailash Gowary
- Amol Shinde
- Dr. Suyog Dongare



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

GSTIN : 27AACCR3663B1ZM
CIN : L93190MH1985PLC035078

- Mahnoor Baloch
- Emil Bedretdinov
- JPrime Buildcon
- Mr. Kudzi M

Organisers Hanif Shaikh (Founder & Chairman: Emirates Holding Group) and Sudhir Padiyar (Founder: Moda Orama Ventures) delivered a show that many attendees hailed as ‘historic’. With over 80% of the elite fashion crowd — including Arabs, Europeans, and global tastemakers — calling it better than established fashion shows in Dubai, the impact was undeniable.

The event was proudly presented in partnership with Khaleej Times and J Prime Buildcon, whose support helped elevate the platform to a global stage.

Following the overwhelming success of the Dubai edition, Emirates Holding Group is proud to announce the launch of the Emirates Luxury Show Middle East Tour, with upcoming editions planned in Oman, Qatar, Bahrain, Kuwait, and Saudi Arabia — further expanding the reach of regional talent and global collaborations.

Sudhir Padiyar, Founder – MOVE: “This show eventually turned out to be much bigger than initially envisioned. This was our way of showing how inclusivity, sustainability, and artistry can co-exist in the world of fashion. From showcasing talent that often gets overlooked, to featuring age-diverse models and responsible design practices, we wanted to build more than a show — we wanted to build a statement. The response has been overwhelming and humbling.”

Haanif Shaikh, Founder – Emirates Holding Group: “Partnering with MOVE for this debut was a natural fit. Emirates Luxury Show - Eternal Runway is exactly the kind of progressive IP that the fashion industry in the GCC has been waiting for. The event’s production, vision, and messaging were all world-class, and we’re proud to have executed such a meaningful and impactful show.”

Purvash Shelatkar, Executive Director – Rose Merc Ltd.: “Eternal Runway was never just about putting on a show — it was about setting a precedent. I’ve been closely involved at every step, from shaping the narrative to ensuring execution matched the vision. This show has established MOVE as a serious force in the global fashion industry. We’re proud, but more importantly, we’re just getting started.”

Vaishali Parkar Kumar, Executive Director – Rose Merc Ltd.: “At Rose Merc, we have always believed in supporting ventures that are future-facing and rooted in values. Both our investee companies, Emirates Holding Group and Moda Orama Ventures, have proven that fashion can be inclusive, impactful, and commercially exciting. With the success of this show, we see great potential for this to become a globally respected platform.”

About:

Moda Orama Ventures Pvt. Ltd.(MOVE), the fashion and lifestyle division of Rose Merc India, is dedicated to curating transformative experiences that blend creativity, culture, and innovation. In partnership with Emirates Holding Group, MOVE aims to redefine luxury and celebrate excellence on a global stage.

Emirates Holding Group is a leading conglomerate committed to fostering innovation and excellence across diverse sectors, including fashion, real estate, and business development.



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Rose Merc Limited Rose Merc India is a dynamic organization driving innovation in fashion, lifestyle, and business, with a vision to create impactful platforms like Eternal Runway.



"Celebrating a milestone in fashion! Mr. Sudhir Padiyar, Founder of MOVE, and Mr. Purvesh Shelatkar, Executive Director of Rose Merc Ltd, Mr. Haanif Shaikh, Founder of Emirates Holding Group marking the success of the inaugural 'Emirates Luxury Show - Eternal Runway' with a cake cutting ceremony. Here's to innovation and elegance in the fashion industry!"



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“Capturing a moment of brilliance from left to right: Mr. Haanif Shaikh, Founder of Emirates Holding Group, the dazzling celebrity showstopper Mr. Parth Samthaan, talented Designer Ms. Zayna, Mr. Sudhir Padiyar, Founder of MOVE, and Mr. Purvesh Shelatkar, Executive Director of Rose Merc Ltd. A celebration of creativity and star power!”

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“A stunning display of fashion and creativity as models showcase the latest designs by Mr.Ken Ferns. The runway came alive with energy and style!”



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“An unforgettable moment on the runway as Mr.Ken Ferns presents his latest creations, featuring the dazzling Ms. Nia Sharma and Mr.Karan Kundra, joined by Mr.Sudhir Padiyar, Founder of MOVE.”

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“Ms.Harshee Haria, Director of Rahi Pakhle RM Private Limited, proudly receives the award from Mr. Haanif Shaikh, Founder of Emirates Holding Group, Mr. Sudhir Padiyar, Founder of MOVE, Mr. Purvesh Shelatkar, Executive Director of Rose Merc Ltd”