

Date: 18 August, 2025

To,
BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400001

BSE Scrip Code: 512115
Scrip ID: ROSEMER

Subject: Launch of Inter Office (Corporate) Cricket League – 2025.

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

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that Rose Merc Limited, under the aegis of the **Mumbai Cricket Association (MCA)** through Mazgaon Cricket Club, is launching the **Inter Office (Corporate) Cricket League – 2025**.

The **Corporate Cricket League** is poised to become Mumbai's next exciting phenomenon—where passion for cricket meets the pulse of corporate life. In a city where cricket is almost a religion, this league offers companies a chance to engage employees beyond the boardroom and showcase their culture in a unique, high-energy environment. For corporates, the ROI goes much wider than the scoreboard: it reinforces team spirit, deepens employee cohesion, lessens workplace stress, and creates a sense of belonging that is converted into productivity.

The Corporate Cricket League – 2025 will be open to corporates across the entire jurisdiction of the Mumbai Cricket Association (MCA), which oversees cricketing activities in:

- **Mumbai** (city & suburbs)
- **Thane District** (including Thane city, Badlapur, Wada, etc.)
- **Navi Mumbai** (including Kharghar and adjoining areas)
- Regions extending up to **Dahanu (West)** and **Badlapur** (Central Suburbs)

From a business perspective, the league doubles up as a powerful branding and networking platform. With media visibility, cross-industry participation, and opportunities to connect with decision-makers in a relaxed setting, companies stand to gain both internal goodwill and external recognition. In essence, the Corporate Cricket League is not just about cricket—it's about culture, collaboration, and creating a winning edge for your brand in Mumbai's dynamic corporate ecosystem

Salient Features of the Tournament:

The tournament will be conducted under the aegis of MCA with corporate teams and players registered directly with MCA. The tournament would be held under two stages as per below mentioned:

Stage 1: Knockout matches involving over 100+ corporate teams (non-affiliated corporates). Winners will receive a trophy, and one player from each team will be shortlisted.



**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

Stage 2: Selected players, along with MCA-affiliated corporate players, will form an auction pool. From this pool, 8 teams will be created to play in a league format.

Matches will be conducted at prominent venues such as **Wankhede, Azad Maidan, and Kalamboli** Grounds (all venues tentative).

The tournament will culminate with **semi-finals** and a **grand finale**, and the **winning franchise will be awarded the 2025 Corporate Cricket League Trophy along with a cash prize.**

The tournament is scheduled to commence in **early November 2025**, beginning with knockout rounds, followed by the league stage.

We are enclosing herewith the following documents for your information and records:

- 1)Registration Form for participating corporates.
- 2)Detailed Presentation Deck about the tournament.

This intimation is being submitted for your information and records only.

We request you to kindly take the above information on record.

Thanking you,

Yours faithfully,

For ROSE MERC LIMITED

Vaishali Parkar Kumar
Executive Director
DIN: 09159108

Enclosure.:

1. Registration Form
2. Detailed Presentation Deck



INTER OFFICE CRICKET LEAGUE TOURNAMENT- 2025



UNDER THE AEGIS



REGISTRATION FORM



TO BE FILLED BY PARTICIPATING COMPANY:

DATE OF REGISTRATION:

CORPORATE NAME

REGISTRATION NUMBER

REGISTRATION PLACE OF THE COMPANY

ADDRESS

CONTACT NUMBER

EMAIL ID

REGISTRATION FEE : INR 1.25 LACS ONLY
PLEASE MAKE THE PAYMENT TO THE FOLLOWING ACCOUNT:

ACCOUNT NAME: ROSE MERC LIMITED INV

BANK NAME: HDFC BANK

ACCOUNT NUMBER: 50200106950684

IFSC CODE: HDFC0000060

BRANCH: FORT, MUMBAI- 400001

FOR ANY QUERIES CONTACT US AT: corporateleague@rosemerc.in

NOTE: WE RESERVE THE RIGHT TO ACCEPT/REJECT THE APPLICATION

करे वही जो खिलाड़ियों के लिए सही ।

CORPORATE CRICKET LEAGUE 2025

PRESENTED BY



**ROSE MERC
LIMITED**
cricket's at work®-india

UNDER THE AEGIS OF



INITIATIVE OF



MAZGAON
Cricket Club
ASSOCIATED TO
MAHARASHTRA CRICKET ASSOCIATION



INDEX

STAGE 1

STAGE 2



STAGE 1

- ★ 100+ non-affiliated corporate teams play knockout matches.
- ★ 1 player from each team will be selected for the auction.
- ★ Winners of knockout matches also get a trophy.

TOURNAMENT FLOW [STAGE 1]

- ★ MCA Nomination Letters
- ★ Non-MCA Corporate Registration Fee: ₹1,25,000 per Team
- ★ Knockout Matches for Approx 100+ Teams
- ★ 100 players selected through knockout matches by a selection committee



A PREMIUM, MCA AFFILIATED CORPORATE CRICKET LEAGUE

- ★ Professional excellence meets cricketing passion
- ★ Top players from corporate India competing in a grand league format
- ★ Matches live broadcast for maximum reach & visibility
- ★ League ownership opportunities for brands/sponsors like yours



SALIENT FEATURES

Powered by Rose Merc with MCA backing via
Mazgaon Cricket Club



Showcase cricket talent from both
MCA-affiliated and non-affiliated corporates



Offer brands a unique platform for visibility,
engagement, and ownership



Celebrate corporate excellence through the
spirit of cricket





LEAGUE FORMAT



MCA AFFILIATED COMPANIES

77 COMPANIES

×

**2 TOP PLAYERS
EACH**

=

154 PLAYERS

APPROX 100+ NON AFFILIATED CORPORATE TEAMS

₹1.25 LAKH REGISTRATION FEES PER TEAM

PARTICIPATE IN KNOCKOUT ROUNDS

1 PLAYER WILL BE SELECTED FROM EACH TEAM



160 PLAYERS
ACQUIRED FROM AUCTION POOL
OF 254+ , FORMING 8 TEAMS.





**A GRAND ENTRY POINT FOR
APPROX 100+ NON MCA
CORPORATES INTO THE
LEAGUE**

**TEAMS WILL BATTLE IT OUT
IN AN INTENSE MULTI DAY
KNOCKOUT TOURNAMENT**

THE ROAD TO GLORY

KNOCKOUTS FOR THE APPROX 100+ CORPORATE TEAMS





**KNOCKOUT WINNERS WILL
BE AWARDED A
PRESTIGIOUS TROPHY,
CELEBRATING THEIR
TRIUMPH IN THE SERIES**

TOP 100 PLAYERS SELECTED NOT JUST ON STATS, BUT ALSO:

- ★ Team spirit
- ★ Match-winning impact
- ★ Overall gameplay quality
- ★ 100 players criteria – Performance



STAGE 2

- ★ Player auction.
- ★ Team formation (8 teams).
- ★ League matches → Semi-final → Final.

TOURNAMENT FLOW [STAGE 2]

- ★ **Player Pool Created** (154 MCA Affiliated corporates players + 100 Non-Affiliated corporates players)
- ★ **Franchise Auction** (8 Teams)
- ★ **Player Auction**
- ★ **League Matches**
- ★ **Semi-Finals & Grand Finale**



BE THE FACE OF A POWERHOUSE

- ★ 8 unique teams
- ★ Corporate/sponsor can bid to own these teams
- ★ Appointing coaches, staff
- ★ Jersey
- ★ Team presentation and media presence
- ★ Sponsorship revenue from your own team

FORMAT AND MATCH STRUCTURE

- ★ T20 Format (MCA regulations)
- ★ 8 Franchise Teams
- ★ Round-robin League Stage
- ★ Points: Win = 2, No Result = 1, Loss = 0
- ★ Ranking: By points, NRR for ties
- ★ Top 4 → Semi-finals → Final
- ★ Venues*: Wankhede, Azad Maidan, Kalamboli (Tentative)
- ★ Broadcast: National TV, YouTube



LIGHTS. CAMERA. **CRICKET.**

- ★ National TV + YouTube coverage
- ★ Match highlights, reels, promos
- ★ Influencer integration, player content
- ★ Press & Digital banners
- ★ Massive exposure across corporate and public audiences





WHY OWN A TEAM

- ★ Own a high-visibility, professionally run team
- ★ National media exposure
- ★ Authority over team branding, activations
- ★ Access to player shoots, content rights
- ★ Brand equity through sports

STRATEGIC BRAND PARTNERSHIPS

- ★ Title Sponsor
- ★ Powered By Sponsor
- ★ Team Sponsor
- ★ Co-Sponsor
- ★ Associate Sponsor
- ★ Digital Media Partner
- ★ Trophy & Award Partner
- ★ Hospitality & Fan Engagement Partner



WHAT YOU GET



BRANDING ACROSS

FRONT OF JERSEY



BRANDING ACROSS

BACK OF JERSEY



BRANDING ACROSS

TROUSER



BRANDING ACROSS

COIN TOSS, DUGOUTS, MOM PRESENTATIONS



MEDIA

SOCIAL MEDIA SHOUTOUTS

CELEBRITY, PLAYER BYTES WITH BRANDING

PRESS EVENTS



MATCHDAY

ON GROUND ACTIVATIONS

SPONSOR BOOTHS, STANDEES, FLAGS

MEET AND GREET OPTIONS



360° MARKETING IMPACT

- ★ YouTube Shorts + Pre-roll Ads
- ★ Instagram Collabs & Player Reels
- ★ WhatsApp Campaigns
- ★ Influencer-driven promos



WHY PARTNER WITH US

Hyper-targeted exposure to working professionals

MCA-backed tournament

Opportunity to activate your brand live, on-field, and online

Media-rich content library for your brand's use

CSR + employee engagement + sports + visibility = Win-Win

LET'S CREATE SPORTING HISTORY

CONTACT US ON

corporateleague@rosemerc.in

+91-845299-3505 (Call between 10:00 A.M -06:00 P.M IST)

Get in touch to book a team, sponsor
a package or co-create content!

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