



Date: September 24, 2025

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

BSE Scrip Code: 512115
Scrip ID: ROSEMER

Subject: Intimation regarding Strategic Partnership with Falcon Cup LLC-FZ to Expand Falcon Cup Inter-Corporate Golf Tournament and Explore Sports and Fashion Events.

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

Dear Sir/Madam,

We wish to inform you that Rose Merc Limited has entered into a Memorandum of Understanding (MoU) with Falcon Cup LLC-FZ, a Dubai-based company specializing in organizing corporate golf and sports events.

This strategic partnership aims to expand the Falcon Cup Inter-Corporate Golf Tournament into India and explore joint opportunities across sports events, fashion shows, and real estate in regions including the GCC, India, Mauritius, Europe, and Africa. The collaboration also includes sponsorship of the upcoming Falcon Cup Tournament in the UAE and initiatives in wealth and asset management.

Please find enclosed the detailed Media Release for your reference and records.

We request the Stock Exchange to take on record the aforesaid and acknowledge the receipt of the same.

Thanking You,
Yours Faithfully

For Rose Merc Limited

Vaishali Parkar Kumar
Executive Director
DIN: 09159108

Media Release

Rose Merc Ltd. Announces Strategic Partnership with Falcon Cup LLC-FZ to Expand Falcon Cup Inter-Corporate Golf Tournament and Explore Sports and Fashion Events.

Mumbai, India – September 24, 2025 -Rose Merc Ltd. (BSE: 512115), a BSE-listed diversified company, today announced the signing of a Memorandum of Understanding (MOU) with Falcon Cup LLC-FZ, a Dubai-based Free Zone Limited Liability Company specializing in corporate golf events. The **2025 Falcon Cup Inter-Corporate Golf Tournament** will be hosted at premier UAE golf courses, including Emirates Golf Club, Jumeirah Golf Estates, and Yas Links. This non-binding MOU establishes a strategic partnership aimed at expanding the Falcon Cup Inter-Corporate Golf Tournament into India and exploring collaborative opportunities in sports events, fashion shows, real estate across the GCC, India, Mauritius, Europe, and Africa.

Under the terms of the MOU, Rose Merc will serve as the primary strategic partner for the Falcon Cup's expansion into India and participate in sponsoring the tournament in the UAE. The collaboration will focus on planning and executing events in sports such as cricket, golf, tennis, badminton, football, trampoline, and mud wrestling, with a particular emphasis on organizing fashion shows. Ms. Tara Laxmi Shreshta will act as a brand ambassador for both Falcon Cup and Rose Merc in upcoming fashion events in Bahrain, Saudi Arabia, and other GCC regions. Rose Merc will also explore opportunities for organizing a Cricket Premier League in Mauritius. The partnership will leverage synergies in real estate, wealth, and asset management, including cross-selling services to broaden clientele and enhance revenues.

Uday Tardalkar, Chairman of Rose Merc Ltd., stated: "This partnership with Falcon Cup LLC-FZ is a significant step in our diversification strategy, combining our expertise in sports sponsorships, media, and finance with Falcon Cup's event management capabilities. We look forward to bringing the Falcon Cup to India and collaborating on sports and fashion events to create value for our stakeholders."

Vijay Acharya, Founder & CEO of Falcon Cup LLC-FZ, said: "Partnering with Rose Merc Ltd. aligns with our vision to expand the Falcon Cup globally, starting with India in 2025. This collaboration will enable us to explore new opportunities in sports, fashion, and wealth management, delivering value to corporate leaders and clients worldwide."

Ms. Tara Laxmi Shreshta, Brand Ambassador, added: "I am honored to represent Falcon Cup and Rose Merc in this partnership. The opportunity to promote fashion and sports events across the GCC and beyond is exciting, and I look forward to contributing to its success."

About Rose Merc Limited

Rose Merc Limited is a BSE-listed diversified company (Scrip: 512115) actively engaging in event and entertainment, devotional radio, products, financial services, owning cricket sports leagues, and maintaining a presence in the fashion industry, generating positive externalities through visionary leadership and strategic synergies. As a key investor in Navi Mumbai Premier League Pvt. Ltd. (an MCA/BCCI-approved cricket league), Moda Orama Ventures (a leading fashion show organizer), and through its subsidiary Emirates Holdings FZ LLC, it fosters long-term economic value and sustainable well-being for stakeholders via high-quality solutions and rewarding experiences. With a mission to build an ethical ecosystem promoting holistic improvements in living standards, Rose Merc is positioned for growth, including entry into the thriving GCC market.

About Falcon Cup LLC-FZ

Falcon Cup LLC-FZ is a Free Zone Limited Liability Company based in Dubai, United Arab Emirates, founded by Vijay Acharya, a wealth management veteran with a DFSA license and experience as a Managing Director in leading financial institutions. Specializing in the Falcon Cup Inter-Corporate Golf Tournament, the company brings together corporate leaders for competitive tournaments at prestigious UAE venues like Emirates Golf Club, Jumeirah Golf Estates, and Yas Links, promoting employee morale, corporate visibility, networking, and global sportsmanship. With expertise in event management, real estate through Taram Real Estate, and asset management via EAM External Asset Management, Falcon Cup is set to launch its inaugural season from October 2025 to February 2026, with plans for expansion starting in India.

For media inquiries:

Falcon Cup LLC-FZ: falconcupllcfz@gmail.com

Rose Merc Limited: info@rosemerc.in