



**Date: September 23, 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 MoU Signed Between Rose Merc Limited and SAM Corporate.**

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 strategic Memorandum of Understanding (MoU) with SAM Corporate, a global FinTech leader in AI-powered ESG reporting and sustainability solutions.

This partnership aims to facilitate collaboration between the two companies to explore synergies in client introductions, strategic networking, and capital market-related activities, with the broader goal of accelerating innovation and business expansion.

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

**SAM Corporate and Rose Merc Limited** Enter Strategic MoU for rolling out AI driven solutions for ESG for corporates.

**Mumbai, India – September 23, 2025** – SAM Corporate, a global FinTech leader in award winning AI-driven ESG reporting and sustainability solutions, and Rose Merc Limited (BSE: 512115), actively engaging in event and entertainment, sports league as well as financial services today announced the signing of a Memorandum of Understanding (MoU) to foster mutual collaboration.

This partnership aims to leverage each company's strengths in client introductions, strategic networking, and capital market activities to accelerate business expansion and innovation.

Under the MoU, the two companies will collaborate on:

- Facilitating targeted introductions to prospective clients and key decision-makers to build new business relationships.
- Joint promotional engagements to enhance visibility and engagement in relevant markets.
- Supporting fund-raising efforts, including preparation of investment documents and introductions through its associate companies like Capital Square Advisors Pvt Ltd to High Net-Worth Individuals (HNIs), Venture Capitalists (VCs), Family Offices, and Strategic Investors.

This MOU sets the foundation for deeper cooperation. Dr. Sunil Kumar K, Managing Director of SAM Corporate, commented: "We are excited to partner with Rose Merc Limited, whose expertise in capital markets and diverse network complements our mission to make ESG reporting simple, compliant, and credible. This collaboration will open new avenues for growth, particularly in fund-raising and client acquisition, as we continue to expand our award winning and AI-powered sustainability solutions across six key geographies."

**Uday Tardalkar, Chairman of Rose Merc Limited, added:** "SAM Corporate has innovative AI-driven ESG solutions for corporates to fulfil their annual ESG compliance, including Business Responsibility and Sustainability Reporting (BRSR), and to track ESG footprint on a regular quarterly/annual basis. This MoU will enable us to introduce SAM to our extensive investor and client network, fostering mutual success in emerging markets."

SAM Corporate, with its SAMEESG suite of products, has large corporates as its clients across the globe. The company projects an order book worth \$4.6 million by year-end, fueled by its focus on AI-enabled SaaS products for enterprises, SMEs, and regulators.

This partnership underscores both companies' dedication to innovation and sustainable business practices.



## About SAM Corporate

SAM Corporate is a leading FinTech company specialising in Corporate Performance Management (CPM) solutions, including budgeting, consolidation, ESG reporting via SAMESG®, and IFRS compliance, with a focus on digital transformation for global clients.

Headquartered in Dubai, UAE, the ISO-certified firm (9001:2015, 27001:2022, 20000-1:2018) operates through offices in the UK, Spain, US, India, and Singapore, supported by a symbiotic ecosystem of partners worldwide.

Founded in 2014 by Marc Gillis (CEO), Dr. Sunil Kumar K (Managing Director), and Sanjay Teli, SAM Corporate emphasizes core values of quality, innovation, openness, and customer satisfaction.

The company's expert team delivers advisory, implementation, and support services across industries like manufacturing, healthcare, and finance, leveraging advanced tools for risk management and financial analytics.

With a passion-driven approach, SAM Corporate collaborates with renowned vendors to provide seamless, cost-effective solutions that mitigate risks and align with strategic business objectives.

## 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, 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 organiser), and presence in the Fashion and event management industry 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.

### For media inquiries:

SAM Corporate: [touchbase@samcorporate.com](mailto:touchbase@samcorporate.com)

Rose Merc Limited: [info@rosemerc.in](mailto:info@rosemerc.in)