



**ROSE MERC
LIMITED**

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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

Date: 19 March 2026

**To,
The Corporate Relations Department,
Bombay Stock Exchange Limited,
P J Tower, Dalal Street, Fort,
Mumbai – 400001**

BSE Scrip Code: 512115 Scrip ID: ROSEMER

Dear Sir/Madam,

Subject: Submission of Media Release – Rose Merc Limited Partners with Indian Cricketer and Rajasthan Royals Captain Riyan Parag

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to submit herewith a Media Release titled ***“Rose Merc Limited Partners with Indian Cricketer and Rajasthan Royals captain Riyan Parag to Display Logo on the Back of the Bat.”***

The media release pertains to the company’s recent brand association with Indian Cricketer and Rajasthan Royals captain Riyan Parag, under which the logo of Rose Merc Limited will be displayed on the back of his cricket bat. This initiative forms part of the Company’s continued focus on strengthening its presence in the sports ecosystem and enhancing brand visibility through strategic partnerships.

Kindly take the same on record.

**Thanking you,
Yours Faithfully,**

For ROSE MERC LIMITED

**Vaishali Parkar Kumar
Managing Director
DIN: 09159108**

Encl.: Press Release

MEDIA RELEASE

Rose Merc Limited Partners with Indian Cricketer and Rajasthan Royals Captain Riyan Parag to Display Logo on the Back of the Bat

Mumbai, India – March 19, 2026 – Rose Merc Limited, a diversified enterprise with interests and operations in the realms of sports, fashion, media, events, and lifestyle, and listed on the BSE, today announced its partnership with the renowned cricket player, Riyan Parag.

As a part of this partnership, the company will be displaying its logo on the back of the cricket bat of the esteemed cricket player. This will be a highly visible platform for the company, especially since the game is broadcast live and on various other media platforms.



Riyan Parag, Indian Cricketer and Rajasthan Royals captain and the dynamic young cricketer, proudly showcases his bat carrying the Rose Merc Limited logo, symbolizing confidence and a powerful sports partnership.

This initiative reflects a contemporary approach to sports branding—integrating seamlessly with the athlete’s performance while maintaining strong recall value for audiences.

Commenting on this association, Mr. Purvesh Krishna Shelatkar, Executive Director, Rose Merc Ltd., said:

“We are delighted to associate ourselves with an athlete like Riyan Parag, who embodies qualities like confidence, consistency, and forward-thinking in his approach to cricket. This association is in sync with our endeavour to create meaningful visibility in cricket while also supporting cricket talent at various levels.”

Commenting on this association, Riyan Parag said:

“What resonates with me about Rose Merc is their clear intent to strengthen the larger sports ecosystem. For me, the game goes beyond performance, it’s about consistently inspiring people to stay active, take up sport, and be part of something bigger. It’s great to partner with a brand that shares and supports that vision.”

This association also strengthens Rose Merc Limited’s presence in cricket and aligns well with their other activities, including their association with Shivaji Park Gymkhana, Navi Mumbai Premier League etc.

By engaging with new and emerging talent in sports, Rose Merc Limited continues to establish itself as a long-term player in this space. Rose Merc Ltd. extends its warmest congratulations to Riyan Parag and looks forward to many memorable moments ahead as the logo travels with him across stadiums and screens.

About Rose Merc Limited

Rose Merc Limited is a diversified BSE-listed company with interests spanning fashion, media, events, sports management, and lifestyle businesses. The company actively supports sports development, particularly grassroots cricket initiatives, with the aim of inspiring and empowering future generations. For more information about Rose Merc Ltd. and its initiatives, please visit www.rosemerc.in.

Media Contact:

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