



Date: 28th September 2026

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

BSE Script Code: 512115;
Scrip ID: ROSEMER

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Emirates Luxury Show – Eternal Runway Season 2 and Emirates Business Awards.

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that **Emirates Luxury Show – Eternal Runway, Season 2, along with the Emirates Business Awards, was successfully conducted on 27th September 2026 at Le Meridien Dubai.**

The event was presented by **Rose Merc Limited, Emirates Holding Group, Moda Orama Ventures Pvt. Ltd. (MOVE) and Pezon**, and brought together leading personalities from the fashion, entertainment, business, lifestyle and luxury sectors.

The event featured prominent designers, celebrity showstoppers, distinguished dignitaries, business leaders and award recipients, with the Emirates Business Awards recognising achievements across various sectors.

The Company is pleased to share the attached **Media Release** containing the key highlights of the event for dissemination to the Stock Exchange and for the records of the Company.

We request to kindly take the same on record.

Thanking You,
Yours Faithfully,
For Rose Merc Limited

Vaishali
Parker
Kumar

Digitally signed
by Vaishali Parker
Kumar
Date: 2026.09.28
19:29:03 +05'30'

Vaishali Parker Kumar
Managing Director
DIN: 09159108

Encl: Media Release



MEDIA RELEASE

EMIRATES LUXURY SHOW – ETERNAL RUNWAY | SEASON 2 & EMIRATES BUSINESS AWARDS

PRESENTED BY | ROSE MERC LIMITED • EMIRATES HOLDING GROUP • MOVE • PEZON

Emirates Luxury Show – Eternal Runway Season 2 and Emirates Business Awards Bring Together Fashion, Entertainment, Business Excellence and Global Recognition

Emirates Luxury Show – Eternal Runway returned for its second season alongside the Emirates Business Awards, conducted by Rose Merc Limited, Emirates Holding Group, Moda Orama Ventures Pvt. Ltd. (MOVE) and Pezon. Together, the two pillars of the event brought together a compelling convergence of fashion, entertainment, business, luxury and recognition of excellence. Building on the foundation established by its inaugural edition in Dubai in 2025, Season 2 expanded the platform's celebration of creativity and excellence with a distinguished line-up of designers, celebrity showstoppers, dignitaries, industry leaders and award recipients.

Two Distinct Experiences, One Global Platform

The Emirates Luxury Show – Eternal Runway provided the stage for celebrated designers, celebrity showstoppers and fashion-led creative expression, while the Emirates Business Awards recognised outstanding achievement across business, real estate, technology, social impact, mobility, infrastructure, international business and other sectors. Together, the two experiences created a platform that connected style, substance, leadership and achievement.

A Star-Studded Runway

The runway featured prominent personalities from Bollywood and television alongside leading designers.

- Designer: Manali Jagtap
Celebrity Showstopper: Daisy Shah
- Designer: Archana Kochhar
Celebrity Showstopper: Zareen Khan
- Designer: Namratha Jauni
Celebrity Showstopper: Karan Kundra
- Designer: Arif Khan
Celebrity Showstopper: Salman Yusuf Khan
Collection: Lagnam
- Designer: Kanchan Abhishek
Celebrity Showstopper: Terence Lewis
- Designer: Moodaz Fashion
Celebrity Showstopper: Krushna Abhishek

Distinguished Dignitaries and Guests

The event was graced by many distinguished dignitaries, guests of honour and chief guests, Mr. Uday Tardalkar, Vaishali Parkar Kumar, Padmaja Ambekar, Bijal Gandhi, Nipa Haria, Dr. Salem Jumah Mohammed Belhaj Al Marashdeh, Sheikah Somayeh Noor, Ahmad AL Marzooqi, Nousheen Mukhtar and Udai Kumar along with other eminent guests and industry representatives.

Emirates Business Awards – Celebrating Excellence Across Sectors

A key highlight of the Emirates Business Awards was the recognition of accomplished individuals across diverse fields. The awards celebrated achievements spanning global property investment, real estate development, social work, luxury mobility, sustainable engineering, international business, township development, music video direction, construction and enterprise technology-driven growth.

Awardee	Award / Recognition
Mona Jalota	Global Property Investment & Wealth Creation Excellence Award
Arif Abdul Latif	Promising Developer Of the Year
Mariyam Bibi Jumma Al Hilal	Social Work
Ab Limo	Excellence In Luxury Mobility
Engr. Jeffrey San Juan	Excellence in Built Environment Infrastructure & Sustainable Engineering
Cav. Salvatore Scalisi	Excellence in Shaping & Advancing Global Business Connection
Ashok Chajjer	Villa Living Township
Ayman Sayyed	Best Music Video Director – 'Aye Wataan' Song
Saudie Reyes	Excellence in International Business & Global Partnership
Mohammed Majeed Khan	Premium Developers & Constructions
Aditi Trivedi	Excellence in Enterprise Technology-Driven Business Growth

The Vision Behind Eternal Runway

Season 2 continued the platform's ambition to create a meaningful intersection between fashion, entertainment, entrepreneurship and global business. The event brought together established names and emerging voices while creating a premium environment for creative expression, recognition and collaboration.

Rose Merc Limited continues to support ventures and platforms that are future-facing and capable of creating wider opportunities across fashion, lifestyle and business. Eashwari Shelatkar, Executive Director of Rose Merc Limited, represents the company's leadership in this phase of the platform's journey.

Vaishali Parakar Kumar, Managing Director, Rose Merc Limited

"Season 2 reflects our vision of bringing together luxury, creativity and business excellence on a distinguished platform. The combination of Eternal Runway and the Emirates Business Awards celebrates both artistic talent and remarkable achievements across industries. We are proud to support a platform that creates meaningful opportunities for recognition and collaboration."

Uday Tardikar, Chairman & Independent Director, Rose Merc Limited

“The second season marks an important milestone in the continued growth of the Emirates Luxury Show and Emirates Business Awards. It is encouraging to see accomplished personalities, creative talent and business leaders come together on one platform. We look forward to supporting the continued development of this international platform and its future editions.”

Sudhir Padiyar, Founder — MOVE: “Season 2 takes the vision of Eternal Runway to a broader level by bringing together fashion, entertainment and business excellence. The combination of the luxury show and Emirates Business Awards creates a platform that celebrates both creativity and achievement. We are delighted to see this vision continue to grow.”

Hanif Shaikh, Founder — Emirates Holding Group: “The second season marks another significant step in our vision of creating a platform that connects luxury, fashion and business. With distinguished personalities, designers and achievers coming together, the event celebrates excellence across industries. We look forward to building this platform further in the years ahead.”

Amit Singh, Pezon: “We are delighted to be associated with Season 2 as a presenting partner. The event brings together fashion, luxury, business and entrepreneurship while recognising individuals for their achievements. Our association reflects our support for platforms that encourage innovation, enterprise and meaningful business engagement.”

About Moda Orama Ventures Pvt. Ltd. (MOVE)

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 collaboration with Emirates Holding Group and presenting partners such as Pezon, MOVE aims to create distinctive platforms that celebrate excellence and connect talent with global audiences.

About Emirates Holding Group

Emirates Holding Group is a diversified group focused on innovation and excellence across sectors including fashion, real estate and business development.

About Pezon

Pezon is the flagship fintech brand of Virtual Gain Technologies Private Limited, a technology-driven financial solutions company focused on enabling secure, scalable and convenient digital payment services for merchants, enterprises and businesses. Through its technology platform and FIU-approved Technical Service Provider framework, Pezon aims to simplify digital financial transactions and support businesses with innovative, technology-led payment infrastructure.

About Rose Merc Limited

Rose Merc Limited is an organization focused on building and supporting businesses and platforms across fashion, lifestyle and business-led experiences, with a vision to create impactful and scalable ventures.



**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



***Hanif Shaikh, Founder — Emirates Holding Group:and Eshwari Shelatkar, Executive Director, Rose Merc Limited,
presenting an award to Guest of Honour Nicole Rodrigues at the Emirates Business Awards.***



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Karan Kundrra and Krushna Abhishek brought their charisma and entertainment flair to the Emirates Luxury Show – Eternal Runway, adding star power to the celebration of fashion, creativity and luxury.



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Daisy Shah and Zareen Khan brought elegance and star power to the Emirates Luxury Show – Eternal Runway, captivating the audience as showstoppers for designers Manali Jagtap and Archana Kochhar respectively.



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Celebrated choreographer Terence Lewis brought his signature elegance and dynamic presence to the Emirates Luxury Show – Eternal Runway as the showstopper for Meyaa by Kanchan Abhishek.