



**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

October 05, 2026

To,
Corporate Relations Department,
Bombay Stock Exchange Limited
P.J. Towers, Dalal Street,
Fort, Mumbai – 400001

Fax No.:022-22722061/41/39/27

Ref: Scrip Code: 512115 Scrip ID: ROSEMER

Subject: Intimation regarding Emirates Luxury Show – Eternal Runway & Emirates Business & Real Estate Awards 2026

Dear Sir/Maam,

We wish to inform you that the **Emirates Luxury Show – Eternal Runway and Emirates Business & Real Estate Awards 2026** was successfully held on **27 September 2026 at Le Méridien Dubai**.

The event featured leading designers, celebrity showstoppers, entrepreneurs, international guests and distinguished award recipients, bringing together fashion, entertainment, technology, business and real estate.

We are enclosing the Event Highlights for your information and records.

Kindly take the above information on record.

Thanking You.

For **ROSE MERC LIMITED**

Vaishali
Parker
Kumar

Digitally signed
by Vaishali
Parker Kumar
Date: 2026.10.05
14:56:23 +05'30'

Vaishali Parker Kumar
Managing Director
DIN: 09159108

Encl.: Event Highlights



EVENT HIGHLIGHTS

Eternal Runway and Emirates Business & Real Estate Awards bring together leading designers, celebrity showstoppers, entrepreneurs and international guests

DUBAI, UAE — 27 September 2026: The Emirates Luxury Show – Eternal Runway and Emirates Business & Real Estate Awards concluded at Le Méridien Dubai with an evening combining fashion, celebrity entertainment, technology, business and real estate.

Presented by Rose Merc Limited, Emirates Holding Group, Pezon & JOJO OTT, V Tech and MOVE Events, the invitation-only event brought together designers, Bollywood personalities, models, entrepreneurs, investors, influencers, media and distinguished guests from the UAE, India and international markets.

STAR POWER ON THE ETERNAL RUNWAY

The fashion showcase featured a series of designer presentations led by prominent celebrity showstoppers, including:

- Archana Kochhar — Zarine Khan
- Manali Jagtap — Daisy Shah
- Kanchan — Terence Lewis
- Sudha Acharya — Victoria Larsen
- Modaaz Fashion — Krushna Abhishek
- Namrata — Karan Kundrra
- Lagnam — Salman Yusuff Khan
- MOM – Tara Shreshtha
- Afroz
- Neenafashion
- Sukanova
- Saif Imam – Sadiq Ahmeed

The runway brought together fashion, entertainment and couture in a high-energy presentation featuring designers, celebrities and models.



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ROBOT MAKES A FASHION STATEMENT

A futuristic highlight came when a humanoid robot took to the runway as a special showstopper.

The robot walked, danced and performed for the audience, adding an innovative technology element to the fashion presentation and creating a memorable fusion of robotics, entertainment and luxury fashion. Company name: Mongo bot.

BUSINESS & REAL ESTATE ACHIEVERS HONOURED

The Emirates Business & Real Estate Awards recognised individuals and organisations across business, entrepreneurship, real estate, innovation and professional achievement.

The 2026 awardees included:

Tony Dagher, Thomas Fahrhoefer, Cav. Salvatore Scalisi, Liubov Orlikova, Serge Conesa, Lianda Monique Leach, Ivanka Zakharchuk, Dr. Nermin Makul, Ajay Pal, Somvanshi, Green Bite, Vinay Shah & Raksha Shah, Jainam Dhiraj Jain, Jivika, Dhiraj Jain, Ilsa Fatma, Sidra Ali Mentor, Arif Abdul Latif, AB Limo, Ashok Chajjer and Mohammed Majeed Khan.

The awards segment brought together accomplished personalities from diverse sectors, highlighting the event's wider focus on business and professional excellence.

DUBAI AS THE GLOBAL MEETING POINT

The event welcomed an international audience including business leaders, investors, celebrities, influencers, diplomats, international guests and media representatives.

The organisers said the event's growing combination of fashion, entertainment, business, real estate and technology reflects their ambition to build an international platform from Dubai that connects creative and commercial communities.

HANIF SHAIKH

Hanif Shaikh, Founder & Chairman of Emirates Holding Group, said:

"The Emirates Luxury Show is a celebration of creativity, ambition, culture and international collaboration. We are grateful to every designer, celebrity, showstopper, model, awardee, partner, sponsor, media organisation and guest who contributed to this edition."

He added:

"The success of this event gives us the opportunity to build an even broader international platform connecting fashion, entertainment, business, technology and luxury from Dubai."



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VAISHALI PARKAR KUMAR

Vaishali Parkar Kumar, Managing Director of Rose Merc Limited, said:

"Eternal Runway was created to bring design, talent and innovation together on one stage. Seeing our designers, showstoppers and guests from the UAE, India and beyond unite in Dubai made this a truly special evening, and we look forward to growing it even further together."

ABOUT EMIRATES LUXURY SHOW

Emirates Luxury Show – Eternal Runway is an international fashion and lifestyle platform connecting luxury, fashion, entertainment, technology, business, real estate and culture.

The 2026 edition was presented by Rose Merc Limited, Emirates Holding Group, Pezon & JOJO OTT and MOVE Events.



Hanif Shaikh, Bu Abdullah, Archana Kochhar, Zareen Khan, Qazi Gulshan



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Hanif Shaikh, Eshwari Shelatkar (Daughter of Late Purvesh Shelatkar- Rose Merc Ltd), HH Sheikhah Somayeh Noor

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Krushna Abhishek, Show stopper for MOODAZ FASHION

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Manali Jagtap collection

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Show Stoppers of Emirates Luxury Show



Daisy Shah



Zarine Khan



Karan Kundra



Sadiq Ahmed



Terence Lewis



Salman Yusuf Khan

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Robot LUKA of Mangobot walking the Runway

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