



September 06, 2024

To,
The Corporate Relations Department,
BSE Limited,
PJ Tower, Dalal Street,
Fort, Mumbai – 400001

BSE Scrip Code: 512115 Scrip ID: ROSEMER

Dear Sir,

Sub: Intimation regarding receipt of Letter of Intent

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

We are pleased to inform you that ROSE MERC LIMITED has secured the contract to host Season 3 of the Navi Mumbai Premier League's T20 cricket tournament, scheduled for January 2025. The event budget is approximately Rs 10 crore.

Following the successful execution of Season 2 of the NMPL T20 event in February 2024, and garnering over 6.6 lakh viewers on the LIVE telecast across Euro Sport and DD Sport, the Navi Mumbai Premier League (NMPL) has firmly established itself as the leading regional cricket tournament in Maharashtra.

NMPL is a renowned cricket league and is drawing substantial viewership and participation from cricket enthusiasts and players alike. NMPL's vision is to promote local cricket talent, provide a platform for aspiring cricketers, and foster a strong sports culture in the community. With each passing season, NMPL has grown in popularity and significance, attracting sponsors, players, and spectators from all walks of life.

We enclose herewith the copy of letter of intent for your reference.

Thanking you

For ROSE MERC LIMITED

Vaishali Parkar Kumar
Executive Director
DIN: 09159108



NAVI MUMBAI PREMIER LEAGUE PRIVATE LIMITED

5 September, 2024

To,
Ms. Vaishali Parkar Kumar
Executive Director,

Rose Merc Ltd,
15/B/4, New Sion Chs,
Swami Vallabhdas Road,
Sion West,
Mumbai 400022.

Dear Madam,

Subject: Letter of Intent for Marketing, Sponsorship, and Event Management Rights for 3rd season NMPL t20 event to be held on January 2025.

On behalf of the Navi Mumbai Premier League (NMPL) under approval of Mumbai Cricket Association and management of Mazgaon cricket association, I am delighted to convey our intention to continue our successful partnership with Rose Merc Ltd and your subsidiary Outcry Media Solutions Pvt Ltd (formerly known as Fyopro Services Pvt Ltd), for the comprehensive management of event planning, marketing, and sponsorship procurement for our esteemed league, Navi Mumbai Premier League (NMPL) T20.

The event budget is valued at up to Rs. 10 crores. NMPL has garnered significant viewership, including 7 lakh live TV viewers on EuroStar and DD Sports, in addition to access to crores of users on FanCode worldwide. This growing popularity among cricket enthusiasts and players underscores our league's impact and potential. We have successfully held matches between 8 Navi Mumbai teams consisting of 176 players.

We are pleased with the outstanding success we achieved previously with Rose Merc Limited and Outcry Media Solutions Pvt Ltd, who delivered a world-class event in February 2024. Your commitment to excellence, meticulous attention to detail, and innovative strategies resonate perfectly with our vision and values at Navi Mumbai Premier League.

In light of the above, we hereby express our intent to grant Rose Merc Limited and Outcry Media Solutions Pvt Ltd exclusive rights to manage and oversee the following pivotal aspects of our league:

****Marketing Rights:**** Rose Merc Limited and Outcry Media Solutions Pvt Ltd will have exclusive rights to market Navi Mumbai Premier League across various media platforms, including television, print, radio, digital, and social media. Your team will lead the development of impactful marketing campaigns, create promotional materials, and elevate the league's brand identity.



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Kharghar, Kalamoli Node, Panvel, Raigarh
(MH)- 410218, Maharashtra



nmplt20ltd@gmail.com



NAVI MUMBAI PREMIER LEAGUE PRIVATE LIMITED

****Sponsorship Rights:**** Rose Merc Limited and Outcry Media Solutions Pvt Ltd will be authorized to solicit, negotiate, and secure sponsorship agreements on behalf of Navi Mumbai Premier League. Your expertise in identifying prospective sponsors, nurturing relationships, and maximizing revenue opportunities will significantly contribute to the league's financial growth and stability.


****Event Management Rights:**** Rose Merc Limited and Outcry Media Solutions Pvt Ltd will oversee all facets of NMPL events, including match-day arrangements, logistics, ticketing, spectator engagement, and celebrity engagements on the opening and/or final day of the event. Working closely with league officials, your team will ensure seamless execution and deliver an unforgettable experience for players and fans alike.

We are enthusiastic about the potential of this partnership and are confident that together, Navi Mumbai Premier League and Outcry Media Solutions Pvt Ltd can achieve unprecedented success and recognition in the realm of cricket and sports entertainment.

If you agree with the terms outlined in this letter of intent, we kindly request you to countersign this document and return it to us at your earliest convenience. Upon receipt of the countersigned letter, we will proceed with detailed discussions to formalize our agreement.

Thank you for considering our proposal. We eagerly anticipate embarking on this collaborative journey and creating a memorable experience for cricket enthusiasts throughout Navi Mumbai and beyond.

With Warm regards,
For Navi Mumbai Premier League Pvt Ltd


Bhupendra R Sinha
C.E.O. NMPL



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