



**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

December 7, 2023

To,

The Corporate Relations Department,
BSE Limited, P] Tower, Dalal Street,
Fort, Mumbai-400001

BSE Scrip Code:512115 Scrip ID:ROSEMER

Dear Sir,

Sub: Rose Merc Ltd. to produce Mumbai's largest and most elite New Year Festival

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

Rose Merc Ltd (RML) is pleased to announce the production of Mumbai's largest and most elite New Year festival, through its joint venture(proposed) by way of acquisition of substantial shares of Outcry Media Solutions Pvt Ltd.

The proposed event will be hosted at The Lalit, one of the biggest 5 Star Hotel properties in Mumbai, which will be converted into a themed festival with 5 different zones offering a larger-than-life experience.

Amongst some of the key highlights of the event are: 5 zones in 5 different venues within the hotel premises, midnight pool party, 5 hours of nonstop entertainment, 4 live bands and 7 bollywood DJs, unlimited 7-course meals and serving of imported liquor as well as mocktails and cocktails, VIP private rooms, dedicated kid zone, activity stalls, grand LED setups etc. Tickets start from Rs.3,999 per head (for the Gold package) and goes all the way up to Rs. 29,999 per couple (for the VIP couple table package).



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Speaking on this development, Ms Vaishali Parkar Kumar, Executive Director of Rose Merc Ltd. said “We are super thrilled to announce the production of this New Year Festival. This will be amongst the most anticipated events of 2023. Outcry Entertainment (Outcry Media Solutions Pvt Ltd), has been successfully conducting this event at The Lalit for the past few years now and has managed to establish its identity in the event management circles. With meticulous attention to detail and a keen understanding of their target audience, Outcry Entertainment has seamlessly blended innovation, entertainment, and luxury to create an experience that captivated the hearts and minds of revelers over the past few years. With the outreach and synergies that we (Rose Merc Ltd.) bring to the table, we expect the 2023 New Year event to be much bigger and grander than those held earlier. Despite a huge capacity of 6000 pax that the festival can cater to, I won’t be surprised if the event will be presold because of the grandeur planned at the event.”

Speaking on this development, Mr. Saurabh Chaudhary, Director of Outcry Media Solutions Pvt Ltd. said “As the countdown to a new year begins, we are thrilled to announce the grandest celebration of 2023 with this highly anticipated event. The city will come alive as we usher in the New Year with a night of unparalleled entertainment, dazzling performances, and unforgettable moments. Large format event management has always been our forte. Commitment to creating unparalleled events has earned us a reputation for excellence, and the New Year Festival is sure to surpass all expectations. We aim to make this event truly spectacular.”

We shall keep the exchange informed of any further development on this front.

Name: Vaishali Parkar Kumar

Designation: Executive Director

DIN: 09159108

We enclosed herewith snapshot of the proposed events below.



**MUMBAI'S BIGGEST
NEW YEAR CELEBRATION!**

1 Festival - 5 Venues - 11 Artists

The Lawn | Ballroom | Pool Party | Lounge | Boulevard

**31ST DEC
2023**

**9 PM
ONWARDS**

**THE LALIT
MUMBAI**

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