



**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

Date: May 10, 2024

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

Kind Attention: Corporate Relationship Department

BSE Script Code: 512115; Scrip ID: ROSEMER

Subject: Intimation for Fresh Investment in M/s. Bhaktiworld Media and Entertainment Private Limited

Dear Sir/Madam,

Reference is made to the intimation filed by Rose Merc Limited ("**Rose Merc**") with the Stock Exchange on May 06, 2024, in relation to, amongst others, the acquisition by Rose Merc of 50% of the share capital of M/s. Bhaktiworld Media And Entertainment Private Limited ("**Bhaktiworld**").

We wish to inform the Stock Exchange that Bhaktiworld, as part of its fund raising activity, has received fresh infusion of funds from an investor by way of issue and allotment of certain equity shares for an aggregate amount of Rs.25,00,000 (Rupees Twenty Five Lakhs). The issue price of equity shares of Bhaktiworld for the aforesaid fund raise has been determined based the valuation report obtained by Bhaktiworld with an enterprise valuation of Bhaktiworld computed at Rs.50,00,00,000 (Rupees Fifty Crore Only).

As a consequence of the completion of the aforesaid investment in Bhaktiworld, the shareholding of Rose Merc in Bhaktiworld has been marginally diluted from 50% to 49.75%.

We request the Stock Exchange to take on record the aforesaid and acknowledge the receipt of the same.

Thanking You,
Yours Faithfully

For Rose Merc Limited

Vaishali Parkar Kumar
Executive Director
DIN: 09159108