



Date: May 09, 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 pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, in relation to the proposed acquisition of shares

Dear Sir/Madam,

We wish to inform the Stock Exchange that Rose Merc is proposing to acquire by way of subscribing to share capital of new companies to be incorporated under the name and style of M/S. Kaale And Rose Merc Advisors Private Limited and M/S. Esperer Event Management Private Limited

We have set out the requisite disclosures in relation to the acquisition in **Annexure A**.

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

Annexure A

Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023.

Particulars	Details	Details
Name of the Target Entity, details in brief such as size, turnover etc.	Kaale And Rose Merc Advisors Private Limited Kaale And Rose Merc Advisors Private Limited is not yet incorporated hence details of Size, Turnover is not available	Esperer Event Management Private Limited Esperer Event Management Private Limited is not yet incorporated hence details of Size, Turnover is not available
Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ promoter group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length".	Not a related party transaction. The Promoter/ Promoter Group/Group Companies do not have any interest in proposed entity to be incorporated under the name and style of M/S. Kaale And Rose Merc Advisors Private Limited	Not a related party transaction. The Promoter/ Promoter Group/Group Companies do not have any interest in proposed entity to be incorporated under the name and style of M/S. Esperer Event Management Private Limited
Industry to which the entity being acquired belongs	Financial, Technical and management consultancy	Sports training and events
Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of Target Entity, if its business is outside the	Kaale And Rose Merc Advisors Private Limited is proposed to be formed to tap expanding business opportunities in India with financial and investment advisory. This will give professional services like consultancy in various fields, general administrative, secretarial,	With the growing craze for sports and events, Esperer Event Management Private Limited is proposed to be formed to tap different forms of sports, sports academies, training and events.



ROSE MERC LIMITED

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15/B/4, New Sion Chs Swami Vallabhdas Road,
Opp SIES College, Behind Dmart Store,
Sion West, Mumbai-22.

GSTIN : 27AACCR3663B1ZM
CIN : L93190MH1985PLC035078

Particulars	Details	Details
main line of business of the listed entity)	commercial, financial legal, economic, labour, industrial, public relations, scientific, technical, direct and indirect taxation and other levies, statistical, accountancy, quality control and data processing.	
Brief details of any governmental or regulatory approvals required for the acquisition	Nil	Nil
Indicative time period for completion of the acquisition	NA	NA
Nature of consideration - whether cash consideration or share swap and details of the same	Cash Consideration	Cash Consideration
Cost of acquisition or the price at which the shares are acquired	Rs. 49,000	Rs. 35,000
Percentage of shareholding/control acquired and/or number of shares acquired	49%	35%

Particulars	Details	Details
Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover	<p>To act as financial consultants, management consultants, and provide advice, services, consultancy in various fields, general administrative, secretarial, commercial, financial legal, economic, labour, industrial, public relations, scientific, technical, direct and indirect taxation and other levies, statistical, accountancy, quality control and data processing. To carry on the business of financial and investment consultants, Commission agent, consulting about various financial products/instruments, third party services and allied consulting activities.</p> <p>To advisory and consultancy services in the fields of investment, finance, management, secretarial, legal, real estate asset ,administrative including economic, industrial and taxation</p>	<p>1. To establish, set up, buy, sell, acquire, manage, run, operate sports clubs on outright basis or in joint venture or under franchisee basis or in partnership or under any other kind of contract or arrangement for sharing of profits sports teams and sports players, own teams, set up manage and operate sports academy; promote, develop and manage sports talent, organize, manage, sponsor, host sports tournaments, sports programmes, talent hunt programmes, sports quiz programmes, sport related chat shows and entertainment events, set up facilities for training sports talents; to provide career management services to sportspersons, build, maintain, manage, operate sports complexes, stadiums, to acquire sponsorship rights, telecast rights, radio broadcasting rights, advertisement rights of all kinds of sporting events and to sell, give on hire or otherwise assign and commercially exploit all such rights.</p> <p>2. To carry on in India or elsewhere, the business of promoting, establishing, developing and improving all kinds of sports and games, including football, Cricket etc and owning, either singly or jointly with others, managing and operating teams, players, franchisees, leagues, clubs, groups,</p>



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Particulars	Details	Details
		boards, bodies, associations, doing business of all types of sports and games and related coaching camps and conducting, participating, organizing, managing and sponsoring all kinds of matches, competitions, tournaments and similar events at domestic, state, regional, national and international levels, both indoor and outdoor of all kinds of sports and games and to award, receive, pay, provide, distribute prizes, medals, cups, trophies, certificates, awards, cash awards or such things and to provide all facilities and make all arrangements as are required for the said purposes and to provide, deal, manage, organize, sponsor all types of advertising through various means, media rights including broadcasting, telecasting, relaying, transmitting or distributing in any manner, in India or abroad, through audio, video, mobile, internet or any other electronic media or otherwise including but not limited to digital broadcast, satellite broadcast and broadcast by any medium now known or that may be developed in the future all events connected with sports and games, all types of hoardings and to provide, deal, trade, manufacture, manage, organize sponsorships for all events, materials, equipment, tools, accessories, gadgets, ornaments, playthings, programs,



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Particulars	Details	Details
		entertainments, lightings, illuminations, decorations, music, orchestra, eateries, food canteens, including uniform sponsorships, gate collections and all other related activities for all kinds of sports and games.



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Particulars	Details	Details
Country in which the acquired entity has presence and any other significant information	India	India