

Date: May 16, 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: Schedule of conference call with Analysts / Investors

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, please find attached herewith Investor presentation w.r.t Analyst and Investor Meet to be held today i.e 16th May, 2024 at 7:00 P.m. at Boundary hall MCA club BKC.

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

Investor Presentation

March 2024

BSE Code: 512115

Bloomberg: RSP.IN

www.rosemerc.in



Disclaimer



Materials and information provided during this presentation may contain 'forward-looking statements'. These statements are based on current expectations, forecasts and assumptions that are subject to risks and uncertainties which could cause actual outcomes and results to differ materially from these statements. Risks and uncertainties include general industry and market conditions and general domestic and international economic conditions such as interest rate and currency exchange fluctuations. Risks and uncertainties particularly apply with respect to product-related forward-looking statements. Also, for products that are approved, there are manufacturing and marketing risks and uncertainties, which include, but are not limited, to inability to build production capacity to meet demand, unavailability of raw materials and failure to gain market acceptance.

Moving from darkness to light



Vision Statement

Our Vision is to establish ourselves as a sustainable choice for all stakeholders, generating positive impacts on human well-being through rewarding experiences. Cultivating well-being for all is our goal, as we strive to be a sustainable choice for all stakeholders, delivering fulfilling experiences that have a positive impact on people's lives



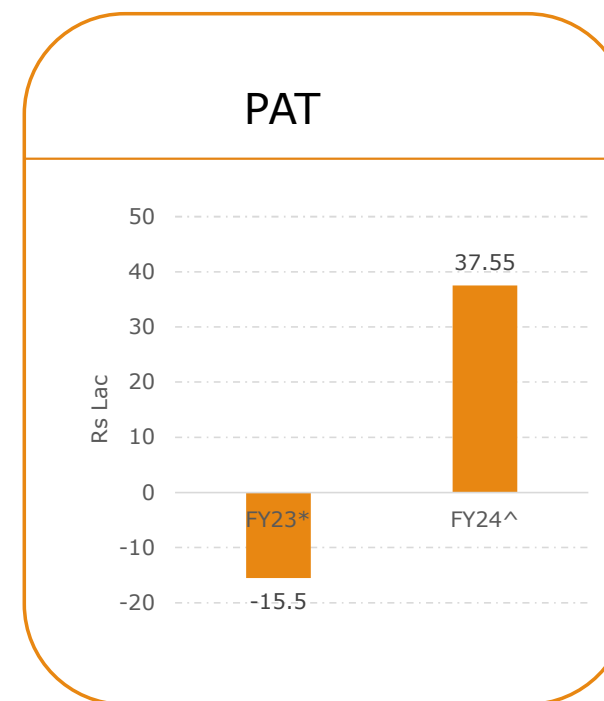
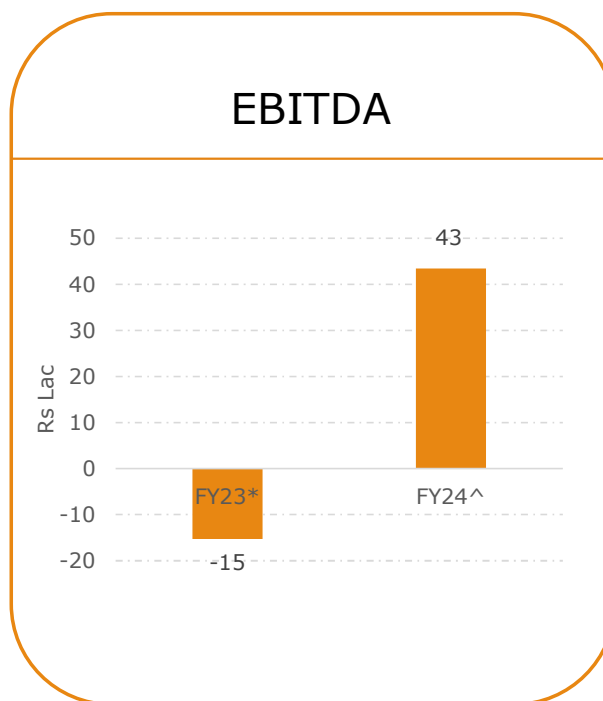
Mission Statement

We aim to develop an ecosystem that delivers appropriate solutions to all stakeholders, providing opportunities for hardworking, truthful, and ethical individuals. Our high-quality products and services assist people in making significant holistic improvements in their standard of living. We spread positivity by promoting betterment in people's well-being

Highlights of the Year

- Strong revenue growth of Rs 528 Lac in FY24 from Rs 128.2 Lac in FY23, 312% YoY growth; with profits of Rs 37.5 Lac in FY24 vs loss of Rs 15.5 Lac in FY23
- 11% proposed dividend payout for FY24
- Partnered with core 12 companies in different sectors focusing domestic consumption theme
- Strong board with 5 independent directors
- Successful Title sponsor for Navi Mumbai Premier League (NMPL) 2024 with over 6.6 lac viewership on LIVE telecast across Euro Sport, DD Sport and Fancode (Dream11 group)
- Invested in one of the pioneer event management companies 'Outcry Entertainment' which holds IP's like '31st December ticketing event'; in December 2023 more than 6000 participant attended the event in Five star hotel The Lalit, Mumbai. This was 7th successful year of this event (except Covid-19)
- Invested in LK Vet care Pvt. Ltd. a leader in artificial insemination for animal husbandry, with 5 design and 2 process patents combined with approval from National Dairy federation board NDDB
- Successfully developed an IOS and Android app for Bhaktiworld Media and Entertainment Pvt Ltd
- Invested in a company with Ms. Rahi Pakhle who won a gold medal in the 37th National Games held in Goa and the National Championship in Kerala, both in the Individual Category during the 2023-24 season in Trampoline Gymnastics
- Invested in a sport event company 'Esperer Event Management' with rising star in Lawn Tennis, Mr. Vishwajeet Sangle who holds world ranking of 717 and proudly bears the title of the first vegan tennis player from India to secure international victories. This association will lead to grow different sports and sports events along with Lawn Tennis

Financial Result FY24



*FY23 standalone nos.
^FY24 consolidated nos.

About the company



Rose Merc Ltd., is a BSE listed company that actively engages in industries, strategically generating a multitude of positive externalities. We are young company run by visionary leaderships who believes in unleashing, unseen values in private businesses. Currently we have presence in array of different industries like event and entertainment, devotional radio, products, e-commerce and financial services. As a vision we believe in creating long term economic value through strategic synergy in the businesses

Company information

Current Price / share	Rs 122.6
Market cap*	Rs 54.3 cr
Fully diluted Market Cap*^	Rs 75.3 cr
Face Value/ Share	Rs 10
No. of Equity Shares^	45.0 Lac

*As of 16th May 2024

^as per Ministry of Corporate Affairs

Management Details



Name	Profile
Mr. Kirti Savla, MD	Mr. Kirti Savla is an enthusiast businessman with more than 35 years of experience in across industries with specialisation in operations.
Ms. Vaishali Parkar Kumar, Executive Director Whole Time Director CFO	Ms. Vaishali Parkar Kumar holds Master’s Degree in Finance from Mumbai University. She is multi-disciplined professional with over 15 years of experience in the field of Investments and Equity Research specializing across multiple sectors. She worked as SEBI approved Institutional Equity Research Analyst with various Financial Institutions in India including SBI Caps, Bank of Baroda Capital Markets, BNP Sharekhan. Since 2017, she worked extensively in the area of strategy, management consulting, private equity, financials and advisory domain and sustainability projects on water, alternate energy, agro based products and others
Mr. Vivek Parulkar Executive Director	Captain Parulkar is a highly accomplished professional with a strong background in aviation and leadership. Capt. Parulkar completed his education as a commercial pilot and was trained in the United States of America. He obtained his Commercial Pilot's License in 1987, following which he went on to have a successful career in aviation. He worked with Jet Airways from 1997 until 2012, flying various aircraft, including the BOEING 737 - 300, 400, 500 series, as well as the new generation BOEING 737 - 600, 700, 800 series. In addition to his aviation background, Capt. Parulkar has also been involved in the land development and real estate business since 2012, which has further broadened his expertise in various industries
Shaikh Nooruddin Whole Time Director	Mr. Nooruddin Mlohamed Shaikh holds Bachelor degree of Arts having an experience about 30 years of service industry

Management Details



Name	Profile
Mr. Omprakash Brijnath singh Non-executive Non-Independent Director	Mr. Omprakash Brijnath Singh holds Master’s Degree in Labour Studies (MLS) from MILS, University of Bombay, India (1997) with specialization in Human Resource Development and Industrial Relation and in Finance from Mumbai University. He has a vast experience of over 25 years in the industry. He is a highly Experienced HR leader integrated with Business Knowledge and Financial Acumen capable of handling all kinds of Business Challenges. At present, he is the Consulting Partner of a Business Consultant where he supports clients on business strategies , Client acquisition , HR Operations & Processes in ITES and Energy vertical. He has also been a Director of Netco Converge Pvt. Ltd a leading national player in the arena of Shared networks for the last mileMobility (IBS) & Data (GPON) connectivity across the prominent Malls , Commercial Properties , Hospitals & Hotels in western India, NCR & Andhra Pradesh.
Mr. Sonu Surjit Vasan Director	Mr. Sonu Surjit Vasan is having experience nearly about 20 years Of Multifaceted Experience in Handling Sales, Business Development, Client Management & Marketing Activities across BFSI with well-known Companies. Channel Development, Tie ups and New Business Initiatives. An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Building and maintaining healthy business relations with high net worth, corporate & institutional clients, ensuring high customer satisfaction matrices by achieving delivery & service quality norms.

Independent Directors



Name	Profile
Mr. Uday Tardalkar Independent Director	Experienced Self Employed with a demonstrated history of working in the financial services industry over three decades. Skilled in Securities, Custodian Services, Broking, Asset Management. Strong entrepreneurship professional with a Bachelor of Laws (L.L.B.) focused in Banking, Corporate, Finance, Operations . Enterprise Risk Management from Asian Institute Manila. Trainer, Mentor and Coach in Succession planning. Member of Investors Grievances Resolution Committee of National Stock Exchange and National Commodities and Derivatives Exchange; Associate Director with The Alpha Group, a part of Noble Manhattan, a well-established leader in the coaching industry; Alpha Group facilitates entrepreneurs /Manging Directors for peer-to-peer Board Meeting level exchange to strategies their business to attain increasing profit and valuation.
Mr. Purvesh Shelatkar Chairman & Independent Director	Mr. Purvesh Shelatkar is a management graduate, with a degree in Master of Management (M.M.S.) in Finance & Economics, from the University of Mumbai. He is armed with over 30 years of rich experience in Capital Markets, ranging from Fund Management / Merchant Banking/ Research/ Finance. With a strong belief of imparting the knowledge gained over his prolific career, he is also a passionate teacher and has tutored over 5000 management students, spread across institutes, over the past few years. His experience of working across verticals (Equity Research, Banking, Asset Management, Securities, and Equity Trading), in capital markets, qualifies him to Head the Institutional Broking business at an established broking firm today.
Avinash Sonawane Independent Director	Mr. Avinash Sonawane has served with Maharashtra Police Service Commission since 1987 and retired as Deputy Superintendent of Police/ACP in January, 2019. He has been rewarded with 574 awards during his tenure. Post retirement, he had rendered his services for betterment and upliftment of Maharashtra state security corporation, Mumbai since November 2019. He has also worked Maharashtra state security corporation and contributed at the venue in tandem with reliance and MMRDA. He was spearheading the proceedings as Joint Director Operation at Maha Metro Mumbai and Mumbai Metro Rail, up until early June, 2022.

Independent Directors



Name	Profile
Adv. Shekhar Menon Independent Director	An IP & Media Lawyer, based at P & M Head-office in Mumbai having experience of more than 25 years with comprehensive exposure in legal, business, and strategic functions from Entertainment industry, Copyright Societies and Broadcasting organisations. He is a pragmatic attorney who methodically advises clients in cross-border Intellectual property transactions, negotiating complex new media contracts, sponsorship deals, financing, corporate taxation/compliances whether it be addressing the value gap, implementing blockchain, entering innovative new markets, or navigating changes to copyright legislations. He regularly acts for major record labels, artists, performers, directors, production houses, music publishers, digital companies, and OTT platforms. He brings forth considerable familiarity on the subject from one of the largest media houses – News Television India (presently STAR India), where he held the position as Company Secretary & Sr. Legal Counsel and being the Board member in holding and subsidiary companies till 2001. Presently an Advocate practicing at Bombay High Court as well as in Supreme Court of India from 2002. He is also a Fellow member of ICSI (The Institute of Company Secretaries of India)
Mr. Sumant Ghaisas, Additional Non- Executive - Independent Director	Mr. Sumant Ghaisas has done M.Sc. from University of Mumbai in Physics-Electronics and is closely associated with electronic and apparel manufacturing. He was involved in the research of epx, security alarm systems and remote-controlled devices for various home functions. He has expanded his horizon and is also associated with realty industry. Sumant Ghaisas is known name for team management and motivational aspects. Besides his professional life he is active in cooperative, political, social and charitable fields as well. Due to his passion for environment, he has been experimenting in fields of organic farming, water conservation, cattle health care and artificial insemination. A versatile Sumant Ghaisas is licensed Acupuncture therapist too

Legal and Tax Advisors



Name	Description
Mr. Prem Rajani, Managing Partner Rajani Associates	Rajani Associates is a full-service law firm based in Mumbai. Rajani Associates was established in November 1999. The Firm has been involved in domestic and international practice in nearly all fields of corporate law as well as commercial litigation and property laws. The Firm closely works alongside firms in the US, Europe, Middle East, South East Asia and Australia to meet the needs of our global clients. Specialities:- Corporate & Commercial, M&A, Banking and Finance, Capital Markets, PE, Corporate Litigation and Arbitration, Real Estate & Trusts, Projects and Project Finance, TMT and IPR, CDR, Structuring, Anti-Bribery and Corruption
Advt Shekhar Mennon	An IP & Media Lawyer, based at P & M Head-office in Mumbai having experience of more than 25 years with comprehensive exposure in legal, business, and strategic functions from Entertainment industry, Copyright Societies and Broadcasting organisations. He brings forth considerable familiarity on the subject from one of the largest media houses – News Television India (presently STAR India), where he held the position as Company Secretary & Sr. Legal Counsel and being the Board member in holding and subsidiary companies till 2001. Presently an Advocate practicing at Bombay High Court as well as in Supreme Court of India from 2002. He is also a Fellow member of ICSI (The Institute of Company Secretaries of India).
D. Kothary & Co.	D. Kothary & Co. commenced its business in 1989 under its founder Mr. Dhiren Kothary to provide Professional Service in the field of Assurance, Tax and Advisory Since inception, the firm has built its credential and knowledge with expert advisory across various sector under the guidance of their experienced partners having cumulative experience of 100 plus years. Firm has built a reputation in knowledge driven assurance & advisory service to support organisations. The firm is professionally managed having a team strength of 90 plus people.

Our Value Creation Philosophy



- A long-term approach with a focus on sustainability, coupled with a relentless dedication to compounding returns, to enhance shareholder value
- Partnering with a diverse range of businesses helps to mitigate risks while maximising reward
- Analysing business attractiveness and proposing logical solutions
- Leverage networking opportunities
- Strategic guidance for shaping a company's vision during its transformation journey
- Heavily influenced by the principles of value investing
- Proactive participation to accelerating Business Growth and Market Dominance



Our Cross-functional Expertise

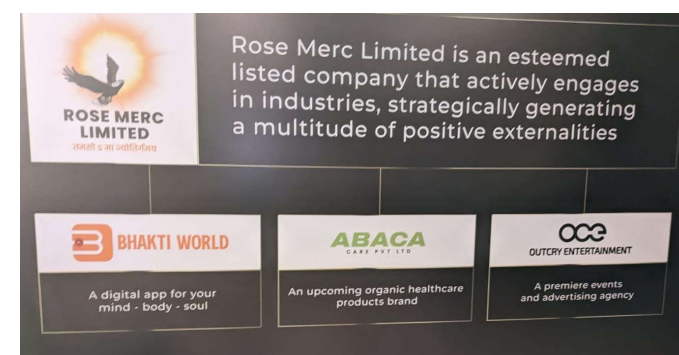
- Strategic Financing
- Marketing and promotional support
- Fund raising
- Capital Allocation
- Last mile connectivity
- E-Commerce
- Acquisitions, and Restructuring
- Advertisement and brand promotion



Mumbai Cricket Excellence Award

RML presented Mumbai Cricket Excellence Awards: Recognizing Cricket's Brightest Stars and Future Prospects

- ❑ RML presented Mumbai Cricket Excellence award, approved by MCA, initiated by Mazgaon Cricket Club and Fairplay Sports Management on 27th May 2023 at The Lalit Mumbai. This was viewed live by ~28 Lakhs viewers on Doordarshan TV channel (DD Sports LIVE)
- ❑ The main purpose of the event was to bring together cricketers, officials, and enthusiasts to honor exceptional talent, sportsmanship and contributions to the game. To promote the new talent and boost their moral.
- ❑ New Mumbai Premier League 2023 winners and Runners up were rewarded by handing over cheques worth Rs. 15 Lakh & Rs.10 Lakh respectively.
- ❑ IP for **"Mumbai Cricket Excellence award"** is a property of RML.



Doordarshan Sponsorships initiative

RML was Associate Sponsor on Doordarshan Sahyadri channel



The Live telecast program of Ashadhi Ekadashi Mahapuja on 29th June 2023



A documentary on Sawatantryaveer Savarkar, "Sahastrasurya Savarkar" on the occasion of his 140th Birth Anniversary celebrations



दूरदर्शनवर मराठी आणि हिंदी दोन्ही भाषांत सावरकरांवर सविस्तर माहितीपट प्रदर्शित होतोय येत्या २८ मे रोजी...

सहस्रसूर्य सावरकर

नक्की बघा !

शेअर करा !

संशोधन आणि लेखन - पार्थ बावस्कर

निर्मात्या - शुभांगी सावंत

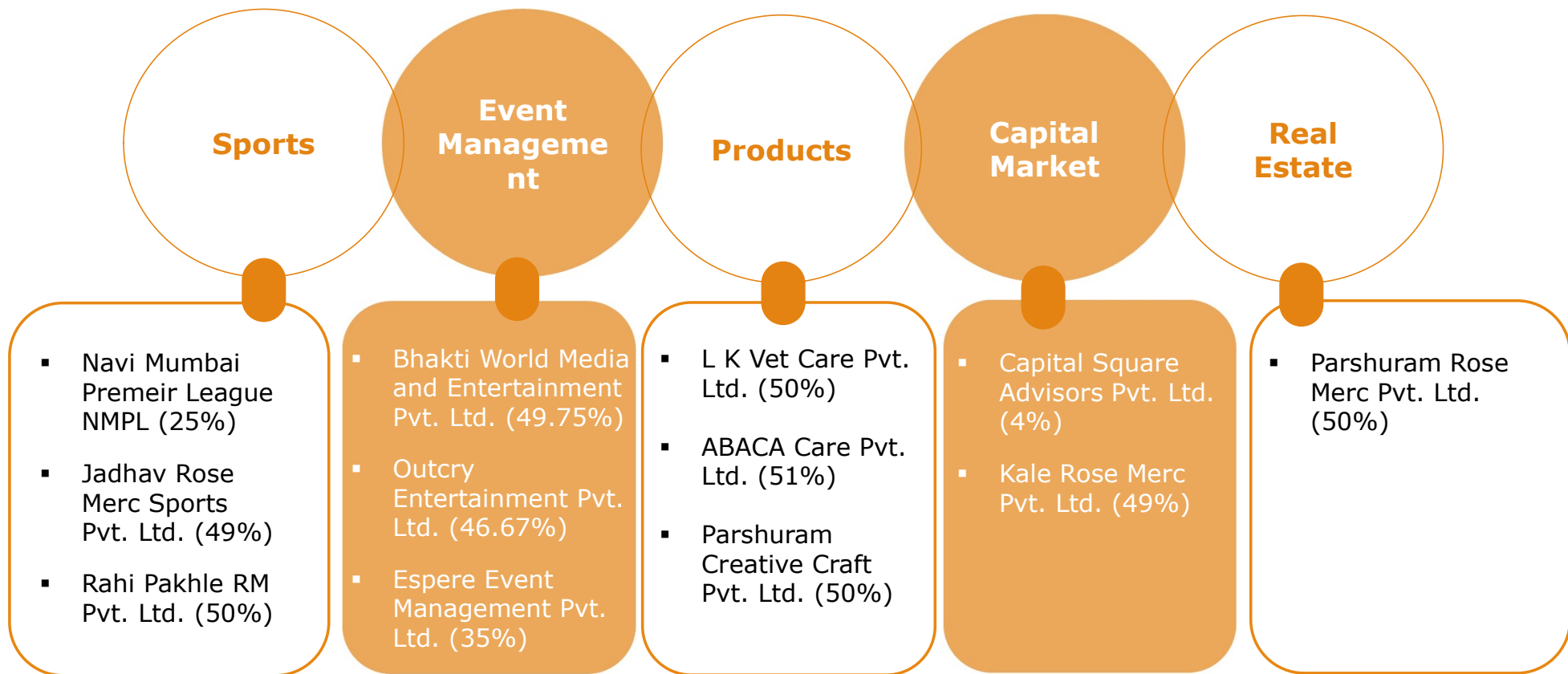
२८ मे रविवार - सायंकाळी ५ आणि

रात्री १० वाजता.

10:07 AM

Associate companies across sectors

Rose Merc Ltd.



Outcry Entertainment Pvt Ltd



OEPL is a 360 degree brand solutions agency specialized in Event, Advertising, Luxury Wedding. It's forte is to develop strategies to build brands and achieve critical business objectives

One stop solution for any event



Event Coverage	Event PR / Marketing	Stage Design	Fabrication & Decor	Invitations	Corporate Gifting	Travel Booking
Audio Visuals	Rsvp & Guestlist	Marketing & Branding	FNB	Video Production	Licensing	Artist Booking

Preferred Clientele



AND MANY MORE...

Bhaktiworld Media & Entertainment Pvt. Ltd.

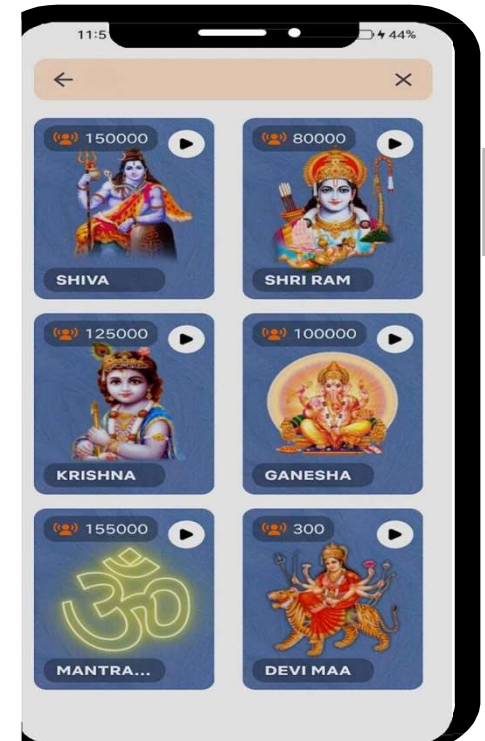


BHAKTI WORLD



Radio station that promotes devotional music and Sanskrit mantras

- ❑ The intent is to promote the Indian traditional, devotional Sanskrit mantras and stories.
- ❑ Bhaktiworld Media App offers 24X7 online streaming dedicated to Sanatan Dharma, particularly Bhakti marg, featuring devotional music and Indian spiritual philosophy. With 18 streams, it provides a wide array of devotional content, including Sanskrit, mantras, bhajans, kirtans, aartis, chants, and dhuni, catering to a diverse and enthusiastic spiritual audience.



L K Vet Care Pvt Ltd.

Manufacturing of Artificial Insemination Gun & ancillary products

- ❑ LK Vet Care has been established with a vision to provide end-to-end cutting-edge technology in dairy and animal husbandry automation, which enhances the productivity and brings transparency in the entire hierarchy
- ❑ It is primarily engaged in the business of manufacturing Veterinary Endoscope Artificial Insemination Gun and other ancillary products
- ❑ India is ranked first in milk production contributing 24.64 % of global milk production. Milk production is growing at the CAGR of 5.85% over the past 9 years
- ❑ LK Vet Care is the only company which has patent-based product



Digital Artificial Insemination Gun (DAIG)

- Helps in accurate placement of semen drop into the cervix.
- Less invasive procedure for AI.
- LED auxiliary array source with adjustable brightness
- Operates on inbuilt battery with battery charger & power bank.
- Photo-video capture facility.
- Photos, videos can be shared via WhatsApp for remote assistance.
- Cattle specific design with a speculum.



DAIG Application

Jadhav Rose Merc Sports Pvt. Ltd.

Indian style mud wrestling

- ❑ Indian style mud wrestling is being played in many other countries and the sport has been officially recognized by the United World Wrestling Association in 2023, opening its doors to the rest of the world
- ❑ Jadhav Rosemerc Pvt Ltd. Company floated with the objective to promote Indian style mud wrestling
- ❑ The company intends to promote a sport that is widely cherished across India but lacks adequate financial backing



ABACA Care Pvt Ltd.

Plant based pain relief products

- ❑ Abaca is engaged in the business of manufacturing, formulating, processing, purchasing, exporting, importing, trading in homeopathy, pharmaceutical, health care and allied products
- ❑ This company stands to benefit from our other sports ventures, particularly in addressing the crucial issue of sports personnel injuries during gameplay, as well as in other marketplaces

ABACA
CARE PRIVATE LIMITED



ORGANIC FASTER EFFECTIVE

ABACA SPRAY

EFFECTIVE IN

- JOINT PAINS
- SWELLING
- SPASM
- BRUISES
- MINOR CUTS
- ACHEs
- ITCHING
- BURNS

FOR EXTERNAL USE ONLY

- ODOURLESS
- NATURAL INGREDIENTS DERIVED FROM PLANTS AND FLOWERS
- FASTER HEALING ON OPEN WOUNDS
- NO AEROSOLS, MADE WITH PURE MEDICINE

ABACA CARE PVT LTD
EMAIL: ABACACUSTOMERCARE@GMAIL.COM

NATURAL PAIN RELIEVER

35 ML

SHAKE WELL BEFORE USE • AVOID EYE CONTACT
DISCONTINUE IN CASE OF SKIN IRRITATION / ALLERGY

Navi Mumbai Premier league Pvt. Ltd.(NMPL)

Navi Mumbai Cricket League

- ❑ India's fervent love for cricket naturally translates into a widespread enthusiasm for various cricket formats
- ❑ NMPL is the only cricket league in India after IPL which has got amazing response with the completion of two successful seasons in 2023 and 2024
- ❑ 16 professional players from IPL and Ranji Trophy has participated in NMPL league which helped in nurturing talent and applause professionalism of the league
- ❑ Navi Mumbai Premier League (NMPL) has the potential to provide a platform for talented sportsmen from grassroots levels across regions like Mira Bhayender, Shanpada, Belapur, Thane, Vashi, Kalyan, Ambarnath, and Koparkhane. This initiative can significantly contribute to the growth of cricket as a sport in these areas



Capital Square Advisors Pvt. Ltd.

Merchant and Investment banking

- ❑ Expanding business opportunities in India present substantial potential for domestically oriented companies. The current and future outlook of the Indian economy and capital markets is promising
- ❑ CapitalSquare, as a merchant banker with significant exposure to capital markets, is well-positioned to benefit from these trends
- ❑ Recognizing the positive business prospects of CapitalSquare, our company views the strategic investment in CapitalSquare as a lucrative opportunity

CAPITALSQUARE[®]
Teaming together to create value



CapitalSquare Advisors Private Limited feels delighted in sharing its continued growth trajectory, and expresses gratitude and sincere thanks to its Clients, Lenders & Associates for their continued patronage.

- One of the top 15 arrangers of PSU/Banks Bond/AT1 issuance worth INR 82,755 Cr
- Raised INR 4,724 Cr in FY 2024 and total INR 53,508 Cr since founding
- 250+ clients serviced in FY 2024
- Completed over 355 valuations in FY 2024 and more than 1800 in the last 5 years
- Handled around 130 ECM assignments in FY 2024

Recent acquisitions



**Parshuram
Rose Merc**



**Rahi Pakhle
RM**



- Support local talent in promoting Indian traditional craft products.
- Aims at generating employment opportunities as well as spread local hand made products across globe

- Promote agriculture/ animal husbandry through gaushala and other related activities
- Promote solar/wind energy

- Sports training for Lawn tennis
- Sports academies, training and events

- Promoting Gymnastics including trampoline gymnastics in India

- Financial, Technical and management consultancy

FY24 Financials



FY24 Cons. Profit and Loss

Rs Lacs	FY24 [^]	FY23 [*]	Y-o-Y
Sales	528.7	128.2	312.5
Other Income	54.8	16.2	238.4
Total Income	583.5	144.4	304.2
EBITDA	43	-15	
EBITDA margins %	7.4	-10.6	
PBT	37.5	-15.5	
Tax	-0.05	0	
Net Profit	37.5	-15.5	
Net Profit margin %	6.4	-10.7	
EPS / share (Basic)	0.86	-1.23	
EPS / share (Diluted)	0.66	-0.89	

[^]FY24 consolidated nos.

^{*}FY23 standalone nos.

FY24 Cons. Balance sheet

Rs Lacs	FY24 [^]	FY23 [*]	Y-o-Y
Fixed Assets	1.1	2.0	-42.4
Investments	1,036.7	5.0	20,551.6
Net Working Capital			
A. Inventories	81.2	187.2	-56.6
B. Receivables	93.5	0	-
C. Payables	0	0	-
Other assets & liabilities (current and non-current)*	618	262	135.7
Cash and Cash Equivalents	62.4	111.0	-43.8
Equity	1,885.4	560.2	236.6
Debt (current and non-current)	7.0	7.0	0.0
Total Net Assets	1,892	567	233.6



**ROSE MERC
LIMITED**

तमसो ऽ मा ज्योतिर्गमय

For more information please contact

Corporate Address

15/B/4, New Sion Chs Swami Vallabhdas Road, Opp
SIES College, Behind Dmart Store, Sion West
Mumbai 400022



022-35138397



info@rosemerc.in