



**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

**March 14, 2024**

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

**BSE Scrip Code: 512115      Scrip ID: ROSEMER**

**Subject: Press Release**

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

**Dear Sir/ Madam,**

Rose Merc Ltd is pleased to announce that it has signed a subscription agreement to acquire 50% stake in LK Vet Care (P) Ltd to enter into rural B2C market with animal husbandry sector and today a Press Release is issued for the same.

Attached herewith is our release of the aforementioned transaction.

Please take the same on your record and acknowledge receipt of the same.

**Thanking You,  
Yours faithfully,**

**For ROSE MERC LIMITED**

**Vaishali Parkar Kumar  
Executive Director  
DIN: 09159108**



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## Media Release

### **Rose Merc Ltd has signed a subscription agreement to acquire 50% stake in LK Vet Care (P) Ltd to enter into rural B2C market with animal husbandry sector**

Rose Merc Ltd is pleased to announce that it has signed a subscription agreement to acquire 50% stake in LK Vet Care (P) Ltd. This said acquisition will enable the company to enter into Rural B2C market with presence in ever increasing Animal Husbandry sector related to Artificial Insemination with the market size of ~Rs 600cr.

LK Vet Care was established with a vision to provide end-to-end cutting-edge technology in dairy and animal husbandry automation, which enhances productivity & brings transparency in the animal husbandry industry. The company is present in 1) Digital Artificial Insemination Technology, 2) e-Connected Veterinary Laboratory, 3) Mobile Veterinary Diagnostic Vans.

The company owns 2 patents and 5 design registrations on Digital Artificial Insemination Technology and utility process. The company has supplied these innovative products as an OEM to customers like Amul, BAIF, various state animal husbandry departments and private field veterinary practitioners (AIT, LSS, MAITRI etc), augmenting the existing manual operations by decision oriented technological interventions helping to provide the livestock owner a sustainable livelihood, eventually making a socio-economic impact and contributing to enhancing the GDP from village level.

After the use of LK Vet Care's Digital AI technology products, customers such as Amul, BAIF, and various state animal husbandry departments have expressed satisfaction with the improved conception rate of artificial insemination (AI) services, which has now reached 2:1 from the previous 3:1 attempt ratio. This impactful and notable improvement underscores the success and effectiveness of the company's Digital AI technology products and services.

LK Vet Care has a strategic tie-up with BEL Optronics Devices Ltd. (BELOP) Pune, which is a Defence PSU and a subsidiary of Bharat Electronics Ltd. (BEL).

Vaishali Parkar Kumar, Executive Director at Rose Merc Ltd (RML) said "This is a big development to enter into Animal Husbandry, a growing market in India. Rose Merc will enable to enter into rural markets in B2C segment. Further, it will enable to boost rural economy and improve farmer's wellbeing.

Sanjeev Latkar, CEO at LK Vet Care (P) Ltd said "we are pleased to be associated with Rose Merc Ltd. and looking forward to using their network for the growth of our company. It is a win-win for LK Vet Care and Rose Merc Ltd, as we together will be a part of bigger mission of making a socio-economic impact in livelihood of rural farmers giving them sustainability and thereby increasing the rural economy."



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## DIGITAL AI GUN

Design Patented



**LK Vet Care Pvt. Ltd.**

॥ पशुसंपन्नतार्थम् तंत्रोपासना ॥



### 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**