



**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 12, 2023

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

BSE Scrip Code:512115Scrip ID:ROSEMER

Dear Sir,

Sub: Rose Merc Ltd. through its joint venture(proposed) by way of acquisition of substantial shares of Outcry Media Solutions Pvt Ltd. to produce and manage Ole Gunnar Solskjaer Debut India tour in December

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 and management of Ole Gunnar Solskjaer Debut India's 3-city tour in December, thru its proposed subsidiary Outcry Entertainment Ltd.

The eagerly anticipated tour is scheduled in December, with Solskjaer set to engage with football fans in Bengaluru, Mumbai, and Delhi. The tour will start from Bengaluru followed by Mumbai and Delhi on December 16 and 17 respectively. Platinum Ticket holders can enjoy an exclusive meet-and-greet with Solskjaer, while all Platinum and Sapphire Ticket holders can take a photo with the football great. The visit includes gala dinners with fans in Bengaluru, Mumbai, and Delhi. Attendees will also receive an authenticated 1999 Champions League final jersey signed by the football icon. BookMyShow, Paytm Insider, and Zomato Live will be the ticketing partners for the event.

Speaking on this development, Ms. Vaishali Parkar Kumar, Executive Director of Rose Merc Ltd. said "We are excited to be associated with Ole Gunnar Solskjaer and seize the opportunity to organize an event across three cities.



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The event marks our entry into the world of football, following a successful track record in cricket-related ventures. In our ongoing efforts, we aspire to delve deeper into the realm of sports and continue contributing to the vibrant landscape of event entertainment.

This strategic collaboration with Ole Gunnar Solskjaer underscores our company's dedication to diversifying its portfolio and engaging with a broader audience. The multi-city event promises to be a milestone in bringing together sports enthusiasts and fostering a deeper appreciation for football in India."

Speaking on this development, Mr. Saurabh Chaudhary, Director of Outcry Media Solutions Pvt Ltd. said "This sure is a very exciting and promising event that are conducting. There are millions of football fans in India and this event aims to redefine the football enthusiasm in the country. As per a latest study, across all non-competing countries, India had the third highest number of fans in Russia, behind only the United States and China. Ole Gunnar is known for his prolific career at Manchester United. The tour promises electrifying football fever, providing fans with an opportunity to engage with Solskjaer, who will share Premier League anecdotes. Manchester United, one of the most supported clubs in world football, reportedly has a following of more than 50 million fans in India alone. And now these very fans will have the exclusive opportunity to listen to the man himself. We know very well that he is also among the leading scorers for the club with 126 goals in 366 appearances for the club. His sensational last-minute winning goal in the 1999 Champions League final against Bayern Munich is still fresh in the memories of football fans across the world"

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

Name: Vaishali Parkar Kumar

Designation: Executive Director

DIN: 09159108

Encl: letter



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