



**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

January 29, 2024

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

BSE Scrip Code:512115
Scrip ID:ROSEMER

Dear Sir,

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

Subject: Update on Navi Mumbai Premier League.

Dear Sir/Madam,

We take great pleasure in announcing that Rose Merc limited is lending unwavering support to the Navi Mumbai Premier League (NMPL). This strategic collaboration signifies our commitment to fostering sportsmanship and community engagement through one of India's premier cricket events.

The player auction process, scheduled for 3rd February, 2024, promises an exhilarating precursor to the cricketing spectacle.

NMPL, an approved cricket league by the Mumbai Cricket Association, is set to unfold its action-packed drama at the Kharghar Cricket Ground from 10th February 2024 to 25th February, 2024. The event will be broadcasted live on DD channel and various Over-The-Top (OTT) platforms, ensuring a broad and diverse audience reach.

In its inaugural year in 2023, NMPL witnessed resounding success with over 28 lacs viewership on DD and a substantial live on-ground audience. Rose Merc Limited is honored to be associated with NMPL and is dedicated to contributing to the continued success of this premier cricket league.

This collaboration offers Rose Merc and its associate companies a unique avenue for Business-to-Consumer (B2C) branding opportunities, leveraging NMPL's popularity to enhance brand visibility and engagement.

Please take the same on record and oblige.

For Rose Merc Limited

Vaishali Parkar Kumar
Executive Director
09159108