



**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

Date: May 06, 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 acquisition of shares in M/S. Jadhav Rose Merc Sports Private Limited and M/S. Bhaktiworld Media And Entertainment Private Limited by Rose Merc Limited**

Dear Sir/Madam,

We wish to inform the Stock Exchange that Rose Merc has acquired 49% of the share capital of M/S. Jadhav Rose Merc Sports Private Limited and 50% of the share capital of M/S. Bhaktiworld Media And Entertainment 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



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**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.**

<b>Particulars</b>	<b>Details</b>	<b>Details</b>
Name of the Target Entity, details in brief such as size, turnover etc.	Jadhav Rose Merc Sports Private Limited  Jadhav Rose Merc Private Limited is newly Incorporated hence details of Size, Turnover is not available	Bhaktiworld Media And Entertainment Private Limited  Bhaktiworld Media And Entertainment Private Limited is newly 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/ 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 Jadhav Rose Merc Sports Private Limited.	Not a related party transaction. The Promoter/ Promoter Group/Group Companies do not have any interest in Bhaktiworld Media And Entertainment Private Limited.
Industry to which the entity being acquired belongs	Sports	Media and entertainment



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Particulars	Details	Details
Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of Target Entity, if its business is outside the main line of business of the listed entity)	Jadhav Rose Merc Private Limited is floated with the objective to promote Indian style mud wrestling. The company intends to promote the sport which is spread across lengths and breadths in India however lacks financial support.	Bhaktiworld Media and Entertainment Private Limited Is a radio station that promotes devotional music and Sanskrit mantras. The intent is to promote the Indian traditional, devotional Sanskrit mantras and stories. Highlighting of rich Indian culture along with spiritual, devotional and mental wellness programs through various audio, visual and personal contributions.
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. 50,000
Percentage of shareholding/c ontrol acquired	49%	50%



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Particulars	Details	Details
and/or number of shares acquired		
Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover	To own, promote, operate or manage in or anywhere in India or outside India fitness centres, sports activities, recreational areas, or other sports-related businesses including bowling centres, fitness and health clubs, and ski facilities. and to operate professional sports teams, as well as sports leagues and associations, are also included in this industry.	To undertake, handle and carry on business in India and abroad connected with events for different corporate, companies or individuals which includes any happening such as organizing and management of luxury events, government & private events, road shows including financial market, expositions, seminars, fashion shows, concerts, lavish parties, conferences, social events e.g. summer camp for children, game shows, fun events & theme e.g. Disney theme, corporate golf tours, corporate family carnival, brand launches, brand promotion and management, cultural events & celebrity management, award nights, entertainment shows, music shows and events including Bhakti, television shows and events, events, films and content on OTT platforms, exhibitions, star nights, event management shows, fashion shows, not limited to Sports, Leisures and Gaming segment in order to build, construct/erect studios, theatres, cinema and music halls, organizing fairs, expositions, meets, product launches, concerts, gala dinners, weddings, pandals, religious events including Bhakti events, government, college and school festivals, theme parties, Online promotion of events, concerts, live shows, parties and sale of tickets or simply bookings and all Electronic Media Rights which includes Satellite, Video, Television, Cable, Internet with meta-verse implementation on virtual world technologies and also any other avenues as may become available on technological versions and/or



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Particulars	Details	Details
		development tools augmenting AI (Artificial Intelligence) and ML. (Machine Learning) data analytics on virtual reality upgradation reservations, not limited to Cinematograph Film and Sound recording Works as defined under the Copyright legislations in India or abroad, to acquire, purchase, sale, import or export, let on hire, install for that purposes various things, equipments and systems viz. audio visual systems, exhibitions, display panels and boards, conference kit and guides, and to provide support services including venue decor and infrastructural support as providing venue booking, and other allied activities.



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