



Date: May 06, 2026

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

BSE Scrip Code: 512115 Scrip ID: ROSEMER

Sub: Rose Merc Limited Announces Dhruv Jurel as Brand Ambassador.

Dear Sir/ Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to submit herewith a Media Release titled:

“Rose Merc Limited Announces Dhruv Jurel as Brand Ambassador.”

The enclosed media release highlights the Company’s engagement with Mr. Dhruv Jurel as its Brand Ambassador. This marks a significant step in Rose Merc Limited’s continued efforts to strengthen its presence in the sports ecosystem and build meaningful connections through impactful collaborations.

Through this association, the Company aims to enhance its brand visibility while aligning with a young athlete who represents dedication, performance, and future potential in Indian cricket.

Kindly take the same on record.

For Rose Merc Limited

Vaishali Parkar Kumar
Managing Director
DIN: 09159108

Encl: Media Release

MEDIA RELEASE

Rose Merc Ltd Announces Dhruv Jurel as Brand Ambassador

Mumbai, India – May 06, 2026: Rose Merc Ltd, a diversified BSE-listed company with interests across sports, media, events, and lifestyle segments, is pleased to announce Dhruv Jurel as its Brand Ambassador.

Dhruv Jurel, one of India's most promising young cricketers, is known for his composure, determination, and match-winning mindset. He represents the spirit of modern Indian cricket—fearless, focused, and ready for the big stage.

This engagement marks an important milestone in Rose Merc's journey to strengthen its presence in the world of sports, support emerging talent, and build meaningful engagement through cricket. Dhruv Jurel's rising stature and impactful performances make him a natural fit for the Company's vision of aligning with excellence, ambition, and future-ready talent.

Management Commentary

Mr. Purvesh Krishna Shelatkar, Executive Director, Rose Merc Limited, said:

"Dhruv Jurel represents the fearless and focused spirit of modern Indian cricket. We are delighted to have him as our Brand Ambassador. His journey and mindset strongly resonate with our vision of growth, performance, and excellence. This engagement marks a meaningful step in strengthening our presence in the sports ecosystem."

Player Quote

Dhruv Jurel said:

"I'm glad to be associated with Rose Merc Limited as their Brand Ambassador. It's encouraging to connect with a brand that is actively contributing to the sports ecosystem and supporting athletes in their journey."

With this engagement, Rose Merc Limited continues to expand its presence in cricket and reinforce its commitment to building long-term value through meaningful associations.

About Rose Merc Limited

Rose Merc Limited is a diversified BSE-listed company with interests spanning sports, media, events, fashion, and lifestyle businesses. The Company actively supports sports development with the aim of inspiring and empowering future generations.

For more information, please visit: www.rosemerc.in

Media Contact

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**ROSE MERC
LIMITED**

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