



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 11, 2026

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

BSE Scrip Code: 512115 Scrip ID: ROSEMER

Sub: Intimation regarding Sponsorship and Strategic Association with ASEAN Kenya Falcon Cup Golf Challenge.

Dear Sir/ Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that Rose Merc Limited has continued its sponsorship and strategic association with the prestigious ASEAN Kenya Falcon Cup Golf Challenge, an international inter-corporate golf tournament focused on promoting corporate networking, sporting excellence, and cultural engagement across Afro-Asian nations.

Following the successful opening leg held in Dubai, UAE on February 15, 2026, the next edition of the tournament is scheduled to take place in Nairobi, Kenya on June 28, 2026. The event is expected to bring together corporate leaders, diplomats, industry professionals, golf enthusiasts, and international participants on a global platform that combines sports, business networking, luxury experiences, fashion, and cultural exchange.

The association reflects the Company's strategic focus on expanding its sports management and event management portfolio through international collaborations and partnerships across multiple sporting disciplines.

The above information is being submitted for your information and records.

For Rose Merc Limited

Vaishali Parkar Kumar
Managing Director
DIN: 09159108

Encl: Media Release



**ROSE MERC
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MEDIA RELEASE

Rose Merc Ltd Proudly Sponsors the ASEAN Kenya Falcon Cup Golf Challenge: Strengthening Afro-Asian Connections Through Sport

Mumbai, India –11 May, 2026: Rose Merc Limited, a diversified Indian listed company with interests across sports management, event management, media, and strategic partnership, is pleased to announce its continued sponsorship and strategic association with the prestigious **ASEAN Kenya Falcon Cup Golf Challenge**, a premium international inter-corporate golf tournament aimed at fostering corporate networking, sporting excellence, and cultural engagement across Afro-Asian nations.

Following a successful opening leg in **Dubai, UAE on February 15, 2026**, the tournament is now set to move to its next international destination in **Nairobi, Kenya on June 28, 2026**. The event brings together corporate leaders, golf enthusiasts, industry professionals, diplomats, and international participants for a unique experience that blends world-class golf, business networking, luxury experiences, fashion, and cultural exchange.

The ASEAN Kenya Falcon Cup Golf Challenge is envisioned as more than just a sporting event — it is a growing global platform that celebrates leadership, collaboration, and international connectivity through the spirit of golf.

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Set against the breathtaking landscapes of Kenya, the tournament promises an unforgettable experience while strengthening ties between businesses and communities across regions.

As a key sponsor and strategic partner, Rose Merc Ltd remains committed to supporting initiatives that encourage global collaboration, promote sporting excellence, and create meaningful engagement opportunities across international markets. The association reflects the Company's continued focus on expanding its sports portfolio and building platforms that combine business, culture, and community interaction.

Commenting on the association, **Mr. Vijay Acharya, Founder & CEO, Falcon Cup LLC-FZ**, said:

"We are thrilled to have Rose Merc Ltd as our strategic partner and sponsor for ASEAN Kenya Falcon Cup Golf Challenge. Their support has been instrumental in expanding this platform across borders. Together, we are creating a world-class tournament that not only celebrates golf but also builds lasting connections between corporate leaders in the Afro-Asian corridor. The journey from Dubai to Nairobi marks an important milestone in our vision of global excellence."

Commenting on the partnership, **Ms. Vaishali Parkar Kumar, Managing Director, Rose Merc Ltd**, said:

"At Rose Merc Ltd., we are proud to represent India on the global stage through our association with diverse sporting platforms across the world. Sports have the unique power to connect people, cultures, and opportunities, and our support for the ASEAN Kenya Falcon Cup Golf Challenge reflects our commitment to promoting international sporting excellence and strengthening global relationships through sport."

Commenting on the partnership, **Mr. Purvesh Shelatkar, Executive Director, Rose Merc Ltd**, said:

"At Rose Merc Ltd, we believe sports transcend boundaries and create powerful opportunities for growth and collaboration. Being a sponsor of ASEAN Kenya Falcon Cup Golf Challenge reflects our commitment to promoting international sporting events that bring together talent, culture, and corporate excellence. We are excited to support this journey from Dubai to Kenya and look forward to many more successful editions that strengthen Afro-Asian ties."

Rose Merc Ltd continues to strengthen its presence within the sports and events ecosystem through strategic partnerships and international collaborations across multiple sporting disciplines, reinforcing its position as a dynamic and emerging player within India's evolving sports management industry.

About Rose Merc Limited

Rose Merc Limited is a Mumbai-based diversified company listed on the BSE. The company operates across event management, sports management, spiritual media, B2C products, and financial consulting. Rose Merc is actively expanding its footprint in sports through partnerships in cricket, golf, and other disciplines.

For more information, please visit:

www.rosemerc.in | www.falconcupllc.com