



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 19, 2026

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

BSE Scrip Code: 512115 Scrip ID: ROSEMER

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Title Sponsorship Partnership with Aakash Tigers Mumbai Western Suburbs for T20 Mumbai League 2026–2028.

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that Rose Merc Limited has entered into a Title Sponsorship Partnership with Aakash Tigers Mumbai Western Suburbs for the T20 Mumbai League seasons 2026, 2027, and 2028.

The partnership covers both the Men's and Women's teams participating in the T20 Mumbai League organized under the Mumbai Cricket Association (MCA).

This association aligns with the Company's continued focus on sports management, brand visibility, youth engagement, and grassroots sporting initiatives.

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
LIMITED**

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MEDIA RELEASE



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ROSE MERC LTD ANNOUNCES TITLE SPONSORSHIP PARTNERSHIP WITH AAKASH TIGERS MUMBAI WESTERN SUBURBS FOR T20 MUMBAI LEAGUE 2026–2028

Mumbai, May 19, 2026: Rose Merc Limited (BSE: 512115), a diversified BSE-listed company with interests across sports management, event management, media initiatives, fintech, financial consulting, health & wellness, and emerging business verticals, has announced its strategic title sponsorship partnership with Aakash Tigers Mumbai Western Suburbs for the T20 Mumbai League seasons 2026, 2027, and 2028.

The agreement has been executed with World Star Sporting Pvt. Ltd., owners of the Aakash Tigers Mumbai Western Suburbs franchise, covering both the Men's and Women's teams participating in the prestigious T20 Mumbai League organized under the Mumbai Cricket Association (MCA).

The upcoming edition of the tournament is scheduled to be held from June 1 to June 13, 2026, at Mumbai's iconic Wankhede Stadium and is expected to feature multiple franchise matches across both the Men's and Women's formats during the tournament schedule.

The tournament is expected to receive significant nationwide visibility through live telecast on Star Sports network along with digital streaming across leading OTT platform - JioHotstar.

Under the partnership, Rose Merc Limited will receive title sponsorship visibility across team jerseys, stadium branding, digital campaigns, broadcast integrations, promotional activities, community engagement initiatives, and various franchise-led activations associated with both the Men's and Women's teams.

The association marks another important milestone in Rose Merc Limited's expanding participation in India's sports ecosystem and reflects the Company's continued commitment towards sports-led brand engagement, youth development, and long-term grassroots sporting initiatives.

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

"We are extremely pleased to associate with Aakash Tigers Mumbai Western Suburbs for the T20 Mumbai League. Cricket continues to be one of India's strongest engagement platforms with immense emotional and commercial reach. This partnership reflects Rose Merc Limited's continued commitment towards sports development, youth engagement, and community-driven initiatives. We are especially encouraged by the increasing recognition and

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growth of women’s cricket, and we are proud to support both the Men’s and Women’s teams through this association.”

Commenting on the association, **Mr. Ram Jajodia, Founder of Aakash Tigers Mumbai Western Suburbs**, said:

“We are delighted to welcome Rose Merc Limited as our Title Sponsor for the upcoming T20 Mumbai League seasons. Rose Merc’s growing presence and investments across sports, media, and entertainment make them an ideal long-term partner for the franchise. Together, we look forward to building a strong sporting identity that resonates with cricket fans and youth audiences across both the Men’s and Women’s competitions.”

The T20 Mumbai League has emerged as one of India’s prominent domestic franchise-based cricket tournaments and is widely recognized for identifying and nurturing emerging cricketing talent from Mumbai. Several players associated with the league have gone on to represent India at national and international levels.

About Rose Merc Limited

Rose Merc Limited is a diversified BSE-listed company engaged in sports management, event management, media initiatives, fintech, financial consulting, health & wellness, and strategic business ventures. The company actively supports cricket academies, player sponsorships, and large-scale sporting events with the objective of nurturing talent and building sustainable sports infrastructure in India.

About Aakash Tigers Mumbai Western Suburbs

Aakash Tigers Mumbai Western Suburbs is a professional cricket franchise participating in the T20 Mumbai League organized under the Mumbai Cricket Association (MCA). The franchise is focused on promoting cricketing excellence and supporting emerging talent through professional cricket, grassroots development initiatives, and community engagement.

Media Contact:

Rose Merc Limited

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