



December 10, 2025

To,
The Corporate Relations Department
BSE Limited
PJ Towers, Dalal Street
Fort, Mumbai – 400 001

BSE Scrip Code: 512115

Scrip ID: ROSEMER

Sub: Submission of Press Release regarding New Year's Eve Event in association with Outcry Media Solutions Private Limited (a subsidiary of Rose Merc Limited) and The Lalit Mumbai.

Dear Sir/ Ma'am,

With reference to the captioned subject, we wish to inform the Exchange that the Company is pleased to release an official Press Release titled ***"Mumbai's Biggest New Year's Eve Celebration Returns: Outcry Media Solutions subsidiary of Rose Merc Limited Partners with The Lalit Mumbai for NYE 2025–2026."***

The Press Release highlights the partnership between Outcry Media Solutions Pvt. Ltd. (Outcry Entertainment) and The Lalit Mumbai for hosting one of India's largest New Year's Eve events for the upcoming 2025–2026 celebration. The event, now entering its 8th consecutive year at the same venue, underscores significant brand visibility, public engagement, and collaborative opportunities aligned with the Company's strategic communication initiatives.

The information contained in the Press Release reflects the Company's continued focus on supporting large-format experiential events, strengthening brand connect, and enhancing public relations visibility through valued industry associations.

We request you to kindly take the enclosed Press Release on record and disseminate the same on the Exchange website for information of the stakeholders and the investing public.

Thanking you,

Yours faithfully,
For Rose Merc Limited

Vaishali Parkar Kumar
Executive Director
DIN: 09159108

Encl: Press Release



PRESS RELEASE

Mumbai's Biggest New Year's Eve Celebration Returns: Outcry Media Solutions subsidiary of Rose Merc Limited Partners with The Lalit Mumbai for NYE 2025–2026.

Mumbai, India — Outcry Media Solutions Pvt. Ltd. (Outcry Entertainment) subsidiary of Rose Merc Limited, one of India's leading large-format event companies, proudly announces its partnership with The Lalit Mumbai to host Mumbai's Biggest New Year Event for 2025–2026. After seven consecutive successful editions at the same venue, Outcry returns for an 8th groundbreaking year, promising unmatched scale, luxury, and entertainment.

With over 5,000+ guest capacity spread across multiple curated zones including the Grand Lawn, Majestic Ballroom, Poolside Deck, and Signature Restaurants, The Lalit Mumbai stands as one of the rare venues in the city capable of hosting a celebration of this magnitude. Combined with its inventory of 350+ rooms, it offers a seamless all-inclusive New Year experience, especially appealing to outstation guests looking for an elevated festive getaway.

A True Mega-Production NYE

This year's production design, stage engineering, and artist lineup are set to surpass all previous editions. Known for its extravagant setups, immersive environments, and curated artist curation, Outcry Media Solutions ensures the night features a grand mix of live acts, DJs, performances, and interactive experiences—making it Mumbai's most premium and expansive NYE celebration.

A Legacy of Excellence

Outcry Entertainment has earned a strong reputation for conceptualising and executing large-scale New Year's Eve events across Mumbai, including the massively successful BLING NYE at Sahara Star, which saw a complete sold-out show last year. This year, the same celebrated **IP—BLING NYE**—will be recreated on an even grander scale at The Lalit Mumbai.

Something for Every Budget, Every Celebration Style

The event offers an impressive spread of options ensuring everyone—from families to party-goers, from mid-segment consumers to HNIs—finds their perfect celebration zone.

- Passes start at ₹4,999 per person,
- scaling up to ₹49,999 for exclusive access to the ultra-premium VVIP Lounge,
- featuring 6+ hours of unlimited F&B,
- and an elaborate multi-cuisine dinner experience across all zones.

Each zone delivers a distinctly themed ambiance, ensuring guests enjoy a bespoke New Year's Eve celebration tailored to their mood and preference.

Vaishali Parkar Kumar, Executive Director and Chief Financial Officer of Rose Merc Limited said:

“At Rose Merc, we deeply value experiences that bring people together and create lasting memories. Outcry Media Solutions has consistently upheld these values with unwavering commitment to quality, innovation, and guest satisfaction. Their work at large-scale New Year events has not only strengthened brand reputation but also built strong PR visibility and meaningful relationships within the industry. Partnering once again with The Lalit Mumbai reaffirms our promise of delivering India’s finest festive experiences.”

Saurabh Chaudhary, Director – Outcry Media Solutions Private Limited said:

“Hosting Mumbai’s biggest New Year celebration for the 8th year at The Lalit Mumbai is both an honour and a testament to the trust we have built with our audience and partners. Our focus has always been on high-quality production, meticulous planning, and delivering world-class entertainment. The PR impact, goodwill, and long-term relationships we’ve developed over the years motivate us to keep elevating the standard every season. This year’s BLING NYE is set to be our most spectacular edition yet.”

About Outcry Media Solutions Pvt. Ltd.

Outcry Media Solutions (Outcry Entertainment) is a premier event experience agency specialising in high-scale commercial events, New Year celebrations, corporate shows, intellectual properties, and entertainment productions. With a track record of managing some of the biggest NYE events in India, Outcry continues to redefine the experiential entertainment landscape with creativity, precision, and flair.

About The Lalit Mumbai

The Lalit Mumbai is one of India’s most iconic luxury hospitality destinations, offering world-class banqueting spaces, premium accommodation, and exceptional culinary experiences. With the capacity to host 5,000+ guests across multiple zones and 350+ rooms, it serves as one of the largest and most versatile venues for New Year celebrations in the city.

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For Rose Merc Limited

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For Outcry Media Solutions Private Limited

Saurabh Chaudhary, Director

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**ROSE MERC
LIMITED**

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CIN : L93190MH1985PLC035078

INDIA'S BIGGEST & MOST ICONIC NEW YEAR EVENT



**5 GRAND
ZONES**

**LUXURY
EXPERIENCES**

**10+
ARTISTS**

OUTCRY
ENTERTAINMENT



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LIMITED**

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