



**Date: April 15, 2026**

To,  
BSE Limited  
Corporate Relationship Department  
Phiroze Jeejeebhoy Towers  
Dalal Street, Fort  
Mumbai – 400001

BSE Script Code: 512115;  
Scrip ID: ROSEMER

**Subject: Disclosure under Regulation 30 – Strategic Investment in Virtual Gain Technologies Private Limited (Pezon.in)**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit the enclosed Media Release titled ***“Rose Merc Enters Fintech with Strategic Stake in Pezon.in; Targets Digital Finance and Payments Growth.”***

The Media Release provides details regarding the Company’s strategic investment in Virtual Gain Technologies Private Limited, the entity operating the digital platform Pezon.in, and outlines the rationale and growth outlook associated with the said investment.

This disclosure is being made in compliance with applicable regulatory requirements and for the information of the stakeholders.

The Media Release will also be made available on the website of the Company.

Kindly take the same on record.

Thanking You,  
Yours Faithfully

**For Rose Merc Limited**

**Vaishali Parkar Kumar**  
Managing Director  
DIN: 09159108



## MEDIA RELEASE



### **Rose Merc Enters Fintech with Strategic Stake in Pezon.in; Targets Digital Finance and Payments Growth**

Mumbai, April 15, 2026: Rose Merc Limited has taken a decisive step into India's fast-growing fintech landscape with a strategic investment in Virtual Gain Technologies Private Limited, the company behind the digital platform Pezon.in. Through a binding agreement, Rose Merc will acquire a 30.01% stake in the company for ₹1 crore, marking the beginning of a new growth chapter in digital finance.

Pezon.in is building a digital ecosystem focused on payments infrastructure, P2P transactions, and next-generation fintech services. The investment positions Rose Merc to participate directly in India's expanding digital economy and fintech innovation.

#### **Pezon.in: A Digital Finance Platform Built for Scale**

Pezon.in is developing a technology-led financial platform designed to simplify and expand access to digital finance. Its focus areas include:

- Digital payments and peer-to-peer transfers
- Wallet-based financial services and merchant tools
- Tech-enabled financial infrastructure

With strong technology foundations and a scalable roadmap, Pezon.in aims to capture emerging opportunities across digital payments and platform-led finance.

#### **A New Strategic Chapter for Rose Merc**

The investment marks a meaningful pivot for Rose Merc Limited as it expands its portfolio into fintech and digital financial services. The move strengthens the Company's long-term strategy to build high-growth businesses aligned with India's digital transformation.

Rose Merc will work closely with Pezon.in's leadership, contributing strategic direction and board-level support to accelerate product development, partnerships, and market expansion.

#### **Uday Tardalkar, Chairman and Independent Director, Rose Merc Limited, said:**

*"This partnership signals a new phase in our growth journey. Fintech will shape the future of commerce and financial inclusion in India, and our investment in Pezon.in positions Rose Merc to be part of that transformation. We see significant potential in the platform and look forward to building a scalable digital ecosystem together."*



## ROSE MERC LIMITED

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15/B/4, New Sion Chs Swami Vallabhdas Road,  
Opp SIES College, Behind Dmart Store,  
Sion West, Mumbai-22.

GSTIN : 27AACCR3663B1ZM  
CIN : L93190MH1985PLC035078

**Amit Singh, Founder, Virtual Gain Technologies Private Limited (Pezon.in), said:**

*"We are excited to partner with Rose Merc as we scale Pezon.in into a trusted digital finance platform. This collaboration will accelerate our product roadmap, strengthen our technology infrastructure, and help us deliver innovative financial solutions to a rapidly growing user base."*

### **About Rose Merc Limited**

Rose Merc Limited is a diversified listed company with business interests spanning trading, exports, precious metals, media and sports initiatives, and financial services. The Company continues to identify emerging growth sectors and invest in businesses that align with long-term economic and technological shifts.

### **About Virtual Gain Technologies Private Limited (Pezon.in)**

Virtual Gain Technologies Private Limited is a technology-driven company building the digital finance platform Pezon.in, focused on payments and next-generation financial services aimed at enabling digital-first commerce and financial inclusion.

### **Media Contact:**

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#### **Mr. Amit Singh**

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