

**Date: 30 July, 2025**

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

BSE Scrip Code: 512115  
Scrip ID: ROSEMER

**Subject: Media Release –Rose Merc Limited Announces Strategic Expansion of Eternal Runway to Bahrain and Saudi Arabia through its subsidiary Emirates Holding FZ LLC and Moda Orama Ventures Private Limited for Winter 2025 Edition.**

Ref.: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/Madam,

We are pleased to share an exciting media release from Rose Merc Limited announcing the upcoming Bahrain and Saudi Arabia edition of Eternal Runway, set for Winter 2025. Following the remarkable success of its debut in Dubai under the Emirates Luxury Show, Eternal Runway is now expanding to the Kingdom of Bahrain and Saudi Arabia—a region at the forefront of fashion transformation.

The attached release outlines the vision, highlights, and opportunities surrounding this landmark event, aimed at empowering cross-cultural creativity and giving a global stage to emerging and established talent alike.

For press inquiries, partnerships, or further information, please reach out to us at [info@moveevents.in](mailto:info@moveevents.in)

Thank you for your continued support.

**Yours faithfully,**

**For ROSE MERC LIMITED**

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



**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

## Media Release

### Rose Merc Limited Announces Strategic Expansion of Eternal Runway to Bahrain and Saudi Arabia through its subsidiary Emirates Holding FZ LLC and Moda Orama Ventures Private Limited for Winter 2025 Edition.

**Rose Merc Limited** proudly announces the next chapter in its luxury fashion and experiential event journey with the **Bahrain and Saudi Arabia edition of Eternal Runway**, slated for **Winter 2025**. Following the phenomenal success of the inaugural edition in **Dubai's Al Jaddaf**, this expansion marks a significant milestone in the brand's mission to amplify homegrown talent and elevate global fashion narratives.

The Dubai debut of **Eternal Runway**, under the prestigious **Emirates Luxury Show**, was not just a fashion event — it was a cultural movement. The show witnessed participation and presence from top-tier designers and celebrities, including:

- **National Award-winning filmmaker Madhur Bhandarkar**
- Renowned fashion designers **Rosy Ahluwalia** and **Ken Ferns**
- Television and fashion icons **Nia Sharma**, **Parth Samthaan**, **Karan Kundra**, and **Eijaz Khan**
- Along with a host of influential names from the global fashion, entertainment, and media industries

The event was marked by:

- Showstopping collections from bold, avant-garde designers
- A truly inclusive runway featuring models aged 20 to 60
- A packed house with celebrities, VVIPs, fashion influencers, buyers, and international press
- Backstage creative energy and digital content that went viral across platforms

The spotlight now moves to **Bahrain and Saudi Arabia**, a country experiencing a transformative **fashion renaissance**. **Eternal Runway – Bahrain and Saudi Edition** aims to become a launchpad for talent that blends heritage with modernity, offering a global platform to designers, models, photographers, and collaborators.

Why Bahrain and Saudi Arabia?

Because the fashion renaissance in the Kingdom is real.

Designers are creating magic rooted in heritage yet styled for tomorrow.

Consumers are evolving — and they're looking for fashion with meaning, identity, and courage.

We're now curating a powerful platform for:

- Designers who want to break borders and debut on an international ramp
- Models who are confident, hungry, and ready for a serious leap
- Partners & collaborators who want to be part of a movement that redefines luxury fashion with heart

As a company deeply invested in **cross-cultural creativity and empowerment**, **Rose Merc Limited** views this expansion as a **strategic leap toward global engagement**, especially for exceptional Indian talent seeking international exposure.

**PHONE** : 022 3513 8397

**WEB** : [www.rosemerc.in](http://www.rosemerc.in)

**Email** : [info@rosemerc.in](mailto:info@rosemerc.in)



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So, If you're a designer, model, photographer, fashion brand, or press/media outlet, and you're looking to be part of something real, fresh, and full of intent — reach out now.

We're already curating our lineup. The bar has been set high, and we're only going higher.

Let's make history in the Kingdom — one collection, one story, one unforgettable walk at a time.

Get in touch with us today on [info@moveevents.in](mailto:info@moveevents.in)



*Madhur Bhandarkar walks as the showstopper for designer Rosy Ahluwalia at the Emirates Luxury Show in Dubai — a stunning moment of style and star power.*



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***A Star-Studded Moment at Emirates Luxury Show: Eternal Runway, Dubai***

***From left to right: Purvesh Shelatkar (Executive Director, Rose Merc Limited), Mr. Hanif Shaikh (Chairman, Emirates Holding Group), Karan Kundra, Ken Ferns, Nia Sharma, Shakir Shaikh (Event Director), Sudhir Padiyar (Founder, MOVE), and Druvin Shah (Founder JOJO App)— captured during a special felicitation segment celebrating creativity, collaboration, and couture excellence.***

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**Email :** info@rosemerc.in