



**Vikas Lifecare Limited**  
( A NSE / BSE Listed Company )  
CIN : L25111DL1995PLC073719  
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February 21, 2024

Listing Compliance Department  
National Stock Exchange of India Limited.  
Exchange Plaza, Bandra-Kurla Complex,  
Bandra (E), Mumbai 400051  
Fax: 022-26598235/36

Listing Compliance Department  
BSE Limited.  
Phirozee Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai - 400 001

**NSE Symbol: VIKASLIFE**

**Scrip Code: 542655**

**Sub: Media Release:**

**Vikas Lifecare Limited's Subsidiary PME Entertainment Presents Two Spectacular Events in Dubai**

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copy of Media Release titled "**Vikas Lifecare Limited's Subsidiary PME Entertainment Presents Two Spectacular Events in Dubai**"

We request you to kindly take the above information on record and oblige.

Thanking you,

Yours Faithfully,  
*for Vikas Lifecare Limited*

Sundeep Kumar Dhawan  
Managing Director  
DIN: 09508137

**Regd. Office :** Vikas House, 34/1, Vikas Path, East Punjabi Bagh, New Delhi - 110026  
**Factory I :** G-83, Vigyan Nagar, RIICO Indl. Area, Shahjahanpur, Dist. Alwar, Rajasthan - 301706  
**Factory II :** Plot No. 193, Revenue Survey No. 93, Baikampady, Dist. Dakshina Kannada, Mangaluru, Karnataka - 575011



#### **Media Release:**

**Vikas Lifecare Limited's Subsidiary PME Entertainment Presents Two Spectacular Events in Dubai**

**21st February, New Delhi, Vikas Lifecare Limited (VLL)**, is excited to announce that its subsidiary, PME Entertainment, is presenting two unforgettable events set to captivate audiences in Dubai. The enchanting melodies of Arijit Singh will fill the Coca-Cola Arena on 27th April 2024. Additionally, the renowned poet and orator, Dr. Kumar Vishwas, will mesmerize attendees with his performance titled "Apne Apne Ram Ram" on 26th May 2024.

Arijit Singh, one of India's most celebrated playback singers, known for his soulful voice and an unencumbered series of chart-topping hits, is set to enthral audiences with another unforgettable performance. Having history of creating multiple mesmerising music projects for the top screen celebrities movies including Shah Rukh Khan, Salman Khan, Akshay Kumar, Sunny Deol, Shahid Kapoor, Ranbir Kapoor and many more, in their blockbuster movies i.e., Pathan, Tiger 3, Gadar 2, Kabir Singh, Brahmastra, Aashiqui 2, Tamasha, Airlift, Yeh Jawani Hai Deewani, Ae Dil Hai Muskhil, Chennai Express, Andhadhun and so on. Fans can expect to hear his biggest hits songs, including "Tum Hi Ho," "Gerua," "Zalima," "Agar Tum Saath ho," "Kesariya," "Channa Mereya," and "Raabta," among many others.

Dr. Kumar Vishwas, known for his captivating poetry and inspirational speeches, is set to enthral the audience with his unique blend of humor, wit, and profound thoughts. "Apne Apne Ram Ram" promises to be an evening filled with poetry, laughter, and meaningful reflections.

Tickets for both events are now available for purchase on [cola-cola-arena.com](http://cola-cola-arena.com). Don't miss this opportunity to witness two unforgettable evenings of entertainment and artistry.

For more information and ticket bookings, please visit [cola-cola-arena.com](http://cola-cola-arena.com).

#### **About PME Entertainment:**

PME Entertainment is a Dubai-based global entertainment firm, producing concerts and events for notable figures and luminaries such as HRH Prince Charles, Prince of Wales, the United Nations General Assembly in New York City, the Norwegian Nobel Committee, and Nobel Peace Prize Laureates. The success of Ustad Rahat Fateh Ali Khan's song 'Zaroori Tha,' which surpassed 1 billion views on YouTube is one of their milestones. The company focuses on bringing iconic musical talents to a global stage, planning, conceptualizing, producing, and executing concerts that transcend regional boundaries.

#### **About Vikas Lifecare Limited:**

Vikas Lifecare Limited (VLL) is an ISO 9001:2015 certified company, conventionally engaged in manufacturing and trading of Polymer and Rubber compounds and Specialty Additives for Plastics, Synthetic & Natural Rubber. Polymer & Rubber Commodity (bulk consumption) Compounds and Master-Batches (Manufacturing up-cycled compounds from industrial and post-consumer waste materials like EVA, PVC, PP, PE etc.), contributing to the Environment Protection initiatives from the Government of India and fulfilling the mandated EPR obligations for the conglomerates consuming hundreds of thousands of tons of plastic products and packaging materials.

VLL is also a Del-Credere agent of ONGC (Oil and Natural Gas Corporation Ltd.) Petro Additions Limited, a public sector undertaking producing a wide variety of base Polymers and Commodity Plastic Raw Materials.

VLL's subsidiary M/s Genesis Gas Solutions Pvt. Ltd. is engaged in the business of Smart Gas Meters being supplied to all the major Gas Distribution Companies for domestic and commercial consumers. Genesis pioneers in Smart Gas and Water Metering and commands about 20% of the Domestic Gas Metering business share in India.

As a long-term business strategy, the company has most recently diversified its business interests beyond raw materials (B2B businesses) and forayed into the B2C segment with a host of consumer products including FMCG, Agro, and Infrastructure Products; paving way for an aggressive business growth with intricately planned and making continuous additions to the products & services portfolios via acquisitions, joint ventures and tie-ups.

VLL ventured into the entertainment sector and acquired SKY 2.0 Club. It is a revolutionary standalone nightclub anchored in the heart of Dubai Design District, UAE. Innovative and experiential, SKY 2.0 provides an interactive experience by employing modern technology in the venue. Bendable screens, grand lighting design, and a lilting sound system wrap the walls of the sphere-shaped venue. It's aim is to redefine the nightlife scene in Dubai by offering a one-of-a-kind destination that seamlessly blends luxury, entertainment, and hospitality. Another recent acquisition in entertainment sector is PME Entertainment, headquartered in UAE, a leader in the rapidly evolving entertainment industry with expertise in music production and event management facilitating connections with global talents, fostering a network and ensuring the success of shows through continuous support from audiences and clients.

Company continues spreading its arms under entertainment sector with a new venture in film production. This strategic move marks Vikas Lifecare Limited's entry into the dynamic world of cinema, leveraging its expertise in creativity and innovation to deliver captivating and thought-provoking content to audiences worldwide. The company's debut project, "Lioness," in collaboration with Teamo Headquarters Productions Limited, is a testament to VLL's commitment to quality storytelling and cultural representation. This venture aligns with company's vision to explore new horizons and create memorable experiences for audiences across the globe.

The Company in order to fuel the business growth, has been very open minded and is aggressively exploring various Industrial and Services Business Markets including Tourism, Hospitality and Entertainment. VLL intends establishing / acquiring businesses in these business segments thereby expanding its footprint in the country and beyond. The securities of the Company are listed on both the Stock Exchanges, BSE (Scrip Code: 542655) and NSE (Symbol: VIKASLIFE).

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*Disclaimer: Certain statements, words in this document that are not historical facts are forward looking statements. Such forward looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks and many other factors that could cause actual result to differ materially from those contemplated by these forward-looking statements. Vikas Lifecare Limited its subsidiaries and associates shall not be in any way responsible for any action taken based on such statements.*