



Vikas Lifecare Limited
(A NSE / BSE Listed Company)
CIN : L25111DL1995PLC073719
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February 19, 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 ALONG WITH ITS SUBSIDIARY, PME ENTERTAINMENT,
ANNOUNCES FORMAL COMMENCEMENT OF MISS WORLD EVENT IN INDIA

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 Along with its Subsidiary, PME Entertainment, Announces Formal Commencement of Miss World Event in India.**"

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 Along with its Subsidiary, PME Entertainment, Announces Formal Commencement of Miss World Event in India.

19 February 2024, New Delhi, Vikas Lifecare Limited (VLL), is proud to announce the Kickstarter event commemorating the commencement of the series of events lined up in India for the 71ST Miss World Pageant. The Miss World Pageant has been organised this year in India, presented by the esteemed subsidiary of VLL, PME Entertainment (Portfolio Managing Events LLC). The Miss World Pageant will host participants hailing from more than 120 countries from around the globe, hoisting the cultures of their respective countries at the renowned international dais of the Miss World Pageant with Grace, Elegance and Beauty with a remarkable media coverage of global scale.

This morning, the contestants had the honour of visiting the iconic Raj Ghat, the Mahatma Gandhi Memorial, to pay their respects to the father of the nation (India). The serene surroundings of the memorial provided a poignant moment for the candidates to reflect on Gandhi's life and legacy of peace and non-violence. Additionally, the candidates explored the Gandhi Museum, which showcases a rich collection of photographs, sculptures, paintings, and other artifacts related to Mahatma Gandhi's life and the principles he lived by. The visit offered the contestants a deeper understanding of India's history and culture, further enriching their experience in the country.

The Miss World event is not just a platform for beauty and glamour; it is also an opportunity for these young women to immerse themselves in different cultures, promote humanitarian causes, and foster global unity. Vikas Lifecare Limited and PME are honoured to be a part of this prestigious event, which aligns with its commitment to promoting diversity, empowerment, and cultural exchange.

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.

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 Rubbers. Manufacturing up- cycled compounds from industrial and post-consumer waste materials like EVA, PVC, PP, PE etc., while actively 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. The 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 and 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).

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.