



Vikas Lifecare Limited
(A NSE / BSE Listed Company)
CIN : L25111DL1995PLC073719
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February 26, 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 and Its Subsidiary, PME Entertainment Continue to Shine as Miss World Heads to Mumbai

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 and Its Subsidiary, PME Entertainment Continue to Shine as Miss World Heads to Mumbai.**"

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
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Factory II : Plot No. 193, Revenue Survey No. 93, Baikampady, Dist. Dakshina Kannada, Mangaluru, Karnataka - 575011



Media Release:

Vikas Lifecare Limited and Its Subsidiary, PME Entertainment Continue to Shine as Miss World Heads to Mumbai

26th February 2024, New Delhi, Vikas Lifecare Limited (VLL), after a spectacular start in New Delhi with the opening ceremony for the 71st Miss World festival, Vikas Lifecare Limited, in collaboration with its subsidiary PME Entertainment, is proud to announce that the event is now heading to Mumbai, 'The City of Dreams.' The journey so far has been nothing short of extraordinary, with several amusing events capturing the spirit of the competition.

The Head To Head challenge, a thrilling segment where contestants showcase their intellect and charisma, has been a highlight of the festival. Additionally, the Women Empowerment and Sustainability workshop hosted by AWWA (Army Wives Welfare Association) has provided a platform for meaningful discussions and initiatives aimed at creating a positive impact.

Adding to the excitement, the Sport Challenge has brought out the competitive spirit in the contestants, highlighting their athleticism and sportsmanship. As the event progresses, Vikas Lifecare Limited remains committed to supporting and promoting this global celebration of beauty, talent, and diversity.

The grand finale of Miss World will take place at the Jio World Convention Centre in Mumbai on March 9th, promising to be a spectacular event that will be streamed and telecast worldwide. The production partners include Endemol Shine and Sony LIV, ensuring that the finale is a world-class entertainment extravaganza.

Vikas Lifecare Limited and PME Entertainment are thrilled to be a part of this prestigious event and looks forward to the crowning of the next Miss World, who will carry on the legacy of beauty with a purpose.

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).

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.