

**Form No. INC-33**

**e-MOA (e-Memorandum of Association)**

[Pursuant to Schedule I (see Sections 4 and 5) to the Companies Act, 2013)]



Form language

English

Hindi

Refer instruction kit for filing the form.

All fields marked in \* are mandatory

\* Table applicable to company as notified under schedule I of the Companies Act, 2013

A - MEMORANDUM OF ASSOCIATION OF A COMPANY LIMITED BY SHARES

(A - MEMORANDUM OF ASSOCIATION OF A COMPANY LIMITED BY SHARES

B - MEMORANDUM OF ASSOCIATION OF A COMPANY LIMITED BY GUARANTEE AND NOT HAVING A SHARE CAPITAL

C - MEMORANDUM OF ASSOCIATION OF A COMPANY LIMITED BY GUARANTEE AND HAVING A SHARE CAPITAL

D - MEMORANDUM OF ASSOCIATION OF AN UNLIMITED COMPANY AND NOT HAVING SHARE CAPITAL

E - MEMORANDUM OF ASSOCIATION OF AN UNLIMITED COMPANY AND HAVING SHARE CAPITAL)

Table A/B/C/D/E

1 The name of the company is

UDAANSURE PRIVATE LIMITED

2 The registered office of the company will be situated in the State of

Delhi

3 (a) The objects to be pursued by the company on its incorporation are:

1. To carry on India the business of concept marketing, direct marketing, multilevel marketing, network marketing multi-link gift schemes and to provide high quality of services and products to clients and consumers either directly or through the network of members, consultants, bonafide commission agents, franchises, associates and distributors of multi-level marketing through network publicity, market research analyses, surveys, organizing events, contest, seminar and other advertising and related outdoor activities.
2. To carry on the business of trading, marketing, supplying and dealing in direct marketing, multi-level marketing, networking of all kinds of durable, consumable and other products and all kinds of goods, products, commodities and services by establishing marketing of networks and providing marketing support to manufacturers, distributors and dealers of all kinds of products and goods.
3. To carry on the business of marketing all kinds of goods, products, commodities and services as buyers, sellers, traders, wholesalers, importers, distributors, agents, brokers, stockists, commission, agents, multilevel marketing, dealers and consultants of all kinds of products and services.
4. To carry on the business of multilevel

network marketing of products/services/ consultancy on the internet and other forms of marketing to act as event organizers, advertisers, marketing, publicity, stage shows, e-commerce and all other activities related thereto.

1. To import, purchase or otherwise acquire, install, work, alter, improve, prepare for market, hold, use or develop and sell on hire purchase or on any other basis and on such terms and conditions as the Directors of the Company may deem necessary and desirable, all types of machinery and plants, patented or otherwise, apparatus, appliances, tools and components, spares and accessories which may be used for all or any of the objects of the Company which may in the opinion of the Directors be conveniently combined with any or all objects of the Company.

2. To acquire, purchase or invest in shares/ securities and takeover all or any part of business along with its movable and immovable properties, assets, rights, liabilities and privileges of any existing person, firm or Company.

3. To acquire movable and immovable properties, land, buildings & to let it on lease, hire or rent & to dispose off the same.

4. To establish, provide, maintain and conduct or otherwise subsidize and assist research laboratories and experimental work-shops for scientific and technical researches, experiments and tests of all kinds and to promote studies and research both scientific and technical investigation and invention of any kind that may be considered likely to assist any of the business which the company is authorized to carry on.

5. To apply for obtain, purchase or otherwise, acquire and protect, prolong and renew patents, patent rights brevets, inventories processes, scientific or technical or other assistance, manufacturing processes, knowhow and information, designs, patents, copyrights, trademarks, licenses and concessions, rights or benefits or rights of use thereof, which may seem capable of being use for or in connection with the main business of the company or the acquisition or use of which may seem calculated directly or indirectly to benefit the company on payment of any fee, royalty or such other consideration and to use, exercise or develop the same.

6. To share with any Company, firm, individual or any such other organizations, movable and immovable property of any description and any patents, trademarks, concessions, privileges, right, service, personnel and other necessary facilities and compensate or accept compensation at periodic intervals for such arrangements and to do all such other things, as may be deemed incidental or conducive to attainment and promotion of the above main objects or any one of them.

7. To invest money and to make the advances of such sums of money upon or in respect of or for the purchase of raw materials, goods, machinery

stores or any other property, articles and the things required for the business of the company with or without security and upon such terms and subject to such conditions as the company deems expedient.

8. To undertake the study of the consumer or medical tastes in Indian or foreign markets and to co-operate with trade association, Government Agencies and or manufacture of products.

9. To establish, purchase and take on lease all or any of the fixed assets, machinery, furniture, stores, stocks of raw and finished material, privileges, quota rights, goodwill pertaining to any business to achieve the aforesaid objects.

10. To acquire, purchase and take on lease all or any of the fixed assets, machinery, furniture, stores, stocks of raw and finished materials, privileges, quota rights, goodwill pertaining to any business to achieve the aforesaid objects.

11. To borrow from any state financial corporations, banks or other financial institutions any terms loans or other sums on such securities and other charges as stipulated by the financial corporations or banks with mortgage on all or any property of the company whether present or future or both.

12. To adopt such means of making known the products, of the company as may deem expedient and in particular by advertising in the press by circular by purchase an exhibition of works of art or interest by publications of books and periodicals and by granting prizes, rewards and dominations.

13. To take interest and promote and undertake the formation and establishment of such institutions and companies as may be considered to be conducive to the interest of the company and also to promote subsidiaries.

14. To sell, lease, mortgage or otherwise dispose of property, assets or undertaking of the company or any part thereof for such consideration as the company may think fit and in particular for shares, stocks, debentures or securities or any other such company having objects altogether or in part similar to those of this company

15. To employ/acquire technical experts, technocrats, consultants, engineers, mechanics, foreman, skilled and unskilled labors for the business of the company.

16. To amalgamate with or take any other company or companies having objects altogether or in part similar to those of this company.

17. To insure with any person or company against loses, damages, risk and liabilities of any kind which may effect the company either wholly or in part directly or indirectly.

18. To enter into partnership, agreements or arrangements for sharing profits or any union of interest, joint ventures, reciprocal concession or co-operation with any person or persons, company or companies carrying on or engaged in or about to carry on or engaged in or being authorized to

carry on or other to engage in or any business transaction which this company is authorized to carry on or engaged in or any business transaction of being conducted so as directly or indirectly to benefit the Company.

19. To apply for purchase or otherwise acquire and protect and renew in any part of the world, any design/trademark/copyrights, patents rights invention licenses, concessions and the like conferring any exclusive or non-exclusive or limited rights their use or any information such to any invention which may seems calculated directly or indirectly to benefit the company in connection with its business and to use, exercise develop or grant licenses in respect of the information so acquired and to spend money experimenting upon, testing or improving any such patents inventions or rights.

20. To produce the registration or other recognition of the company in any country, state or place and to establish and to regulate agency for the purpose of the company's business and to apply or join in applying to any parliament, Local Government, Municipal or other authority or body, Indian or foreign for any Acts or Parliaments Laws, objects or any of the them and to oppose any proceedings or applications which may seems calculated directly/indirectly or to prejudice company's interest.

21. To do all or any of the company's business as principals, agents or the business as representative of any persons, firm, company or corporation having business or objects altogether or in part similar to those of this company and to carry on the business of the company with foreign collaboration on terms and conditions subject to law governing the same.

22. To invest in any, real or personal properties rights or interest acquired by or belonging to the company on behalf of or for the benefit of the company but with the declared trust in favors in of the company.

23. To carry on the business any business or branch of a business which this company is authorized to carry on by means of or through the agency of any subsidiary or ancillary company or companies and to enter into any arrangement with any such subsidiary company/companies for taking the profits or losses of any other business or branch so carried on or for financing any such subsidiary company or guaranting its liabilities, or to make any other arrangements which may seem desirable with reference to any other business or branch so carried on, and to appoint Directors and managers of any such company.

24. To take such steps as may be necessary to give the Company the same rights or privileges in any part of the world as are possessed by local companies or concerns of a similar nature.

25. To pay out all costs, charges and expenses of and incidental to the promotion, registration and

(b) \*Matters which are necessary for furtherance of the objects specified in clause 3(a) are

establishment of the Company.

26. To draw, accept, make, endorse, discount and negotiable promissory notes, cheques, hundies, bills of exchange, bills of lading and other negotiable instruments of all types in connection with the business of the company.

27. To train or pay for the training in India or abroad of any of the company's officer, employees or any candidates in the interest of or for the furtherance of the company's objects.

28. To make donations to such persons or in cash or any other assets as may be thought directly or indirectly conducive to any of the Company's objects or otherwise expedient and to provide for the welfare of the directors, officers, employees and ex-directors, ex-officers and ex-employees of the Company and the wives, widows and families of the dependant.

29. To give to officers, servants or employees of the company any share or interest in the profit of the company's business or any branch thereof and whether carried on by means of or through the agency of any subsidiary/ancillary company or not and for that purpose to enter into any arrangements, the company may think fit it.

30. . To established and maintain or procure the establishment and maintenance of any Contributory or non-contributory provident, pensions or superannuation funds for the benefits of and give or procure the giving of donation, gratuities, pension, allowances or employment or any other pecuniary aid to the persons who are or were at any time in the employment or service of the company or of any company which is a subsidiary of the company or is allied to so associated with the company.

31. To provide residential and/ or sleeping accommodation for workmen and in connection with to afford to such persons facilities and convenience for washing, bathing, cooling, reading and writing and for the purchase, sale and consumption of provision both liquid and solid and for the safe custody of goods.

32. To do all and everything necessary, suitable or proper for the accomplishment of any of the purposes or the attainment of any of the objects or the furtherance of any of the powers herein before set forth.

33. To invest the surplus funds in the deposits with public or private limited companies, partnership firms, Govt. and Semi-Government, public financial institutions, Centre, State or Local undertakings/ owned undertakings and banks.

34. To carry on the business as Engineers, Designers, Erectors, Fabricators, Contractors, and to undertake turnkey jobs including design, manufacture, supply, erection, installation, commissioning, alteration, repair of plants and Equipments and other systems whether mechanical, chemical, electrical, civil or electronic for purifying otherwise treating water and air

pollution control.

35. To purchase, import or otherwise acquire, install, work, prepare for market, hold, use or develop and sell on hire purchase or on any other basis and on such terms and conditions as the directors of the company may deem necessary and desirable, all types of machinery and plants, patented or otherwise, apparatus, appliances, tools and components, spares and accessories which may be used for all or any of the objects of the company which may in the opinion of the directors be conveniently combined with any or all objects of the company.

36. To Purchase, take on lease or otherwise acquire land, buildings, plant, machinery, tools for the purpose aforesaid and to construct, erect, equip mills, factories, offices, dwellings, and to work the same.

37. To provide, maintain and conduct or otherwise subsidize and assist research laboratories and workshops for scientific and technical researches, experiments and tests of all kinds and to promote studies and research both scientific and technical investigation and invention of any kind that may be considered likely to assist any of the business which the company is authorized to carry on.

38. To share with any company, firm, individual or any such other organizations, movable and immovable property of any description and any patents, trademarks, concessions, privileges right, service, personal and other necessary facilities and compensate or accept compensation at periodic intervals for such arrangements and to do all such other things as may be deemed incidental or conducive to attainment and promotion of the above main objects or any one of them.

39. To apply for obtain, purchase or otherwise, acquire and protect, prolong and renew patents, patent rights brevets, inventions processes, scientific processes or technical or other assistance, manufacturing processes, knowhow and information, designs, patents, copyrights, trademarks licenses and concessions rights or benefits or rights of use thereof which may seem capable of being used for or in connection with the main business of the company or the acquisition or use of which may seem calculated directly or indirectly to benefit the company or payment of any fee, royalty or such other consideration and to use, exercise or develop the same.

4 The liability of the member(s) is limited, and this liability is limited to the amount unpaid if any, on the shares held by them.

5 Every member of the company undertakes to contribute:

(i) to the assets of the company in the event of its being wound up while he is a member, or within one year after he ceases to be a member, for payment of the debts and liabilities of the company or of such debts and liabilities as may have been contracted before he ceases to be a member; and

(ii) to the costs, charges and expenses of winding up (and for the adjustment of the rights of the contributories among themselves), such amount as may be required, not exceeding \*  rupees.

(iii) The share capital of the company is  rupees, divided into

140000	Equity Share	Shares of	10	Rupees each	
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## Attachments

First Subscriber (s) sheet

FIRST SUBSCRIBERS.pdf

## Declaration

Pursuant to resolution no.  dated,  I, on the behalf of Board of Directors, declare that following amendments have been adopted in Memorandum of Association:

1. To carry on India the business of concept marketing, direct marketing, multilevel marketing, network marketing multi-link gift schemes and to provide high quality of services and products to clients and consumers either directly or through the network of members, consultants, bonafide commission agents, franchises, associates and distributors of multi-level marketing through network publicity, market research analyses, surveys, organizing events, contest, seminar and other advertising and related outdoor activities.
2. To carry on the business of trading, marketing, supplying and dealing in direct marketing, multi-level marketing, networking of all kinds of durable, consumable and other products and all kinds of goods, products, commodities and services by establishing marketing of networks and providing marketing support to manufacturers, distributors and dealers of all kinds of products and goods.
3. To carry on the business of marketing all kinds of goods, products, commodities and services as buyers, sellers, traders, wholesalers, importers, distributors, agents, brokers, stockists, commission, agents, multilevel marketing, dealers and consultants of all kinds of products and services.
4. To carry on the business of multilevel network marketing of products/services/consultancy on the internet and other forms of marketing to act as event organizers, advertisers, marketing, publicity, stage shows, e-commerce and all other activities related thereto.

## To be digitally signed by

Name

SHRI VATS

Designation

Director

DIN

09726998

DSC