

[Pursuant to Schedule I (see sections 4 and 5) to
the Companies Act, 2013] FORM NO. INC-33

SPICE+MOA
(e-Memorandum of Association)

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

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

1. The Name of the Company is

SHOPPYHEALTH MARKETING PRIVATE LIMITED

2. The Registered office of the company will be situated in the state of

Jammu & Kashmir-JK

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

To carry on the business of marketing, promoting, advertising franchising or dealing in all kinds of products and services through all medium both in internal and external markets on all platforms.

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

1. To carry on in India business of importers, merchants, general order suppliers, commission agents, representatives, distributors, royalty owner, contractors, auctioneers, indent agents, passage agents, factors, organizers, concessionaires, sale agents and sub agents in connection with the business as referred to in sub-clause (1) above.
2. Subject to provisions of the Act, to amalgamate with any other company of which all or any of their objects companies having similar to the objects of the Company in any manner whether with or without the liquidation.
3. Subject to any law for the time being in force, to undertake or take part in the formation, supervision or control of the business or operations of any person, firm, body corporate, association undertaking carrying on the main business of the Company.
4. To purchase, build, carry out, equip, maintain, alter, improve, develop, manage, work, control and superintend any plants, warehouse, sheds, offices, shops, stores, buildings, machinery, apparatus, labour lines, and houses, warehouses, and such other works and conveniences necessary for carrying on the main business of the Company.
5. To enter into any arrangements with any Government or Authorities or any persons or companies that may seem conducive to the main objects of the Company or any of them and to obtain from any such Government, authority, person or company any rights, charters, contracts, licenses and concessions which the Company may think desirable to obtain and to carry out, exercise and comply therewith.
6. To procure the Company to be registered or recognized in or under the laws of any place outside India and to do all act necessary for carrying on in any foreign country for the business or profession of the Company.
7. To establish, for any of the main objects of the Company, branches or to establish any firm or firms at places in or outside India as the Company may deem expedient.
8. To appoint agents, sub-agents, dealers, managers canvassers, sales, representatives or salesmen for transacting all or any kind of the main business of which this Company is authorized to carry on and to constitute agencies of the Company in India or in any other country and establish depots and agencies in different parts of the world.
9. To enter into agreement and contracts with any individuals, firms, companies, or other organisation for technical, financial or any other assistance for carrying out all or any of the objects of the Company.
10. To establish and maintain any agencies in India or any part of the world for the conduct of the business of the Company or for the sale of any materials or things for the time being at the disposal of the Company for sale.

11. To enter into any arrangement with Government or State, Authority, Municipal, Local or otherwise that may seem conducive to the Company's objects or any of them and to obtain from any such Government or State or Authority, any rights, privileges and concessions which may seem conducive to the Company's objects or any of them.
12. To purchase or otherwise acquire and undertake the whole or any part of the business, property rights, and liabilities of any person, firm or company, carrying on any business, which this company is authorized to carry on or possessed of property or rights, suitable for any of the purposes of the Company, and to purchase, acquire, apply for, hold, sell shares, stock, debentures or debenture stock of any such person, firm or company, and to conduct, make or carry into effect any arrangement in regard to the winding up of the business of any such person, firm or company.
13. To amalgamate with any company or companies having objects altogether or in part similar to those of this Company.
14. To make advances upon for the purchase of materials, goods, machinery, stores and other articles required for the purpose of the Company
15. To pay all costs, charges and expenses of and incidental to the promotion and formation, registration and establishment of the Company and issue of its capital including any underwriting or other commission, brokers fee and charges in connection therewith including costs, expenses of negotiations and contracts and arrangements made prior to and in anticipation of the formation and incorporation of the Company.
16. To acquire and run any industrial concern, factory or mills as the Company may deem fit to attain the main objects.
17. To construct, acquire, establish, provide, maintain and administer, factories, estates, buildings, water reservoirs, sheds, pumping installations, generating installations, pipelines, garages, storage and accommodation of descriptions in connection with the business of the Company.
18. To undertake and execute any trusts, the undertaking whereof may seem desirable either gratuitously or otherwise.
19. ~~To do all such other things as are incidental to or conducive to the attainment of the above main objective or any of them~~

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. The share capital of the company is rupees, divided into,

10,000.00	Equity	shares of	10.00	rupees each	,and
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- 6 We, the several persons, whose names and addresses are subscribed, are desirous of being formed into a company in pursuance of this memorandum of association, and we respectively agree to take the number of shares in the capital of the company set against our respective names:
- I, whose name and address is given below, am desirous of forming a company in pursuance of this memorandum of association and agree to take all the shares in the capital of the company (Applicable in case of one person company):

Subscriber Details							
S.No.	Name, Address, Description and Occupation		DIN/PAN/Passport Number	No. of shares taken		DSC	Dated
1	YAQOOBA D/O MOHAMMAD AKBAR BHAT, OCCUPATION:- BUSINESS, R/O:- RAKHISHALINA CHINAR BAGH, BUDGAM, JAMMU & KASHMIR-192121		AWIPY0981C	5000	Equity		
					Preference		
2	SAIMA D/O MOHAMMAD ABDULLAH MATOO OCCUPATION:- BUSINESS, R/O:- SHALINA BUDGAM, BUDGAM, JAMMU & KASHMIR-191101		LBFPS6746A	5000	Equity		
					Preference		
Total Shares taken				10,000.0	Equity		
					Preference		

Signed before Me					
Name		Address, Description and Occupation	DIN/PAN/Passport Number/ Membership Number	DSC	Dated
ACA	SHAMSIL ARFEEN	4TH FLOOR TS TOWER HAZRATGANJ LUCKNOW- 226001 OCCUPATIONAL:- PROFESSIONAL	441639		

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