

Form No. INC-33



Form language

☒ English

☐ Hindi

e-MOA (e-Memorandum of Association)

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

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

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)

A - MEMORANDUM OF
ASSOCIATION OF A COMPANY
LIMITED BY SHARES

Table A/B/C/D/E

1 The name of the company is

AUMAANTRAK ONLINE SHOPPE
PRIVATE LIMITED

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

Orissa

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

1. To engage in the business of modern trade across India through direct selling, encompassing activities such as buying, selling, importing, exporting, transporting, storing, marketing, and supplying as a direct selling entity and to operate as an agent, clearing and forwarding (C&F) agent, distributor, franchiser, consultant, stockist, and engage in dealings with a diverse range of products and services.

2. To conduct operations as distributors, importers, exporters, buying and selling agents, and commission agents, to organize and manage seminars, sales promotion campaigns, marketing initiatives, advertisements, training programs, events, exhibitions, and fairs to enhance the sales and visibility of products and services and to operate as a Distributor, researcher in sales, promoter, organizer, and retailer of all kinds of goods, services,

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

and commodities catering to industrial and/or domestic purposes.

1. To purchase and otherwise acquire, manufacture, own, import, sell, export and deal in all materials, substances, appliances, machines, containers and other articles and apparatus and things capable of being used in any of the aforesaid business and to own, lease and otherwise acquire and use facilities of whatever kind as may be convenient or useful or conducive to the effective working of the said business or any part thereof.

2. To advertise and adopt means of making known the business activities of the company or any articles or goods traded or dealt in by the company in any way as may be expedient including posting of bills in relation thereto and the issue of circulars, books, pamphlets and price lists and conducting competitions, exhibitions, use of audio, video channels, demonstration and the giving of prizes, rewards and donations subject to relevant provisions of Companies Act 2013.

3. To acquire, build, construct, alter, maintain, enlarge, pull down, remove or replace, and to work, manage and control any building, offices, factories, mills, shops, machinery, engine, roadways, tramways, railways, branches or sidings, bridges, reservoirs, water courses, wharves, electric works and (other works and) conveniences which may seem connected directly or indirectly to advance the interests of the company, and join with any other person or company in doing any of these things.

4. To enter into any agreements with any 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 Authority, any rights, privileges and concessions, grants which may seem conducive to the Company's objects or any of them.

5. 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 and to purchase, acquire, apply for, hold, sell and deal in share, stock, debenture of any such person, firm or company and to conduct or make, carry into effect any arrangement in regard to the winding up of the business of any such persons, firms or company.

6. To acquire for the purpose of the Company by purchase, lease, exchange, or otherwise any estates, lands, buildings and hereditaments of any tenure or description and any estate or interest therein, and any rights over or connected with land and either to retain the same for the purpose of the Company's business or to turn the same to account as may seem expedient.

7. To invest and deal with the moneys of the Company not immediately required upon such securities, shares, stocks, debentures, or bonds and in such manner as may from time to time be determined and particularly by way of advance or deposit with or without interest to or/ any person, firm, company, corporation, financial institution and bank, developmental boards or state Governments.

8. To open current, overdraft, loan, cash credit, special purpose, deposit or saving bank

account in India or abroad with any bank, financial institution, and to draw and endorse cheques, pay-slips, telegraphic transfer, electronic transfer and to withdraw moneys from such account and otherwise to operate the same.

9. To draw, make, issue, accept, execute, endorse, negotiate, execute or discount bills of exchange, cheques, promissory notes, drafts, clean bills, hundies, bills of lading, railway receipts, airway bill, warrants, debentures, and other negotiable or transferable instruments, securities or documents of title and to buy or sell or deal in the same.

10. To mortgage, charge, sell, transfer, exchange, lease, under-lease, surrender or otherwise deal with, dispose or turn to account, all or any part of the business, immovable or movable property, rights and effects for the time being of the Company in such manner, on such terms and for such purposes as the Company may think fit and as to any sale or real property either in consideration of a gross sum or for a rent or otherwise and to sell, transfer, or dispose of the whole undertaking of the Company or any part thereof, for cash or such other consideration as the Company may think fit, and in particular for shares, debentures, or securities of any other company having objects altogether or in part similar to those of the Company, or otherwise.

11. To acquire and undertake the whole or any part of the goodwill, business, concern, undertaking, property, rights, assets, and liabilities of any person, firm, association, society, company, or corporation carrying on any business which the Company is authorized to carry on or possessed of property

suitable for the purpose of this Company and to pay for the same by shares or debentures or by any other securities of this Company, or by cash or otherwise, or partly in one way and partly in another way and to conduct, expand and develop or wind- up and liquidate such business and to purchase and take steps for the acquisition of existing and new licenses in connection with any such business.

12. To amalgamate with any other Company/ companies having objects altogether or in part similar to those of the company or partially amalgamate with or acquire interest in the business of any other company, person or firm carrying on or engaged in or about to be engaged in /carry on any business or transaction included in the objects of the company.

13. To promote and form and to be interested in and take or otherwise acquire and hold, sell, exchange, mortgage, charge, or otherwise deal with shares or stock of any other company having objects altogether or in part similar to those of the company.

14. To pay out of the funds of the Company all expenses of and incidental to the promotion, formation, organization, registration, advertisements and establishments of the Company and the issue and subscription of shares or loan capital including brokerage and/ or commission in respect thereof. To pay all the costs, charges and expenses of and incidental to the issue of its share capital, debenture or any other securities including any underwriting or other commission, brokerage, fees, advertisements, printing and stationery, solicitors charges, and to remunerate by cash or by way of allotment of fully or partly

paid-up shares, to any person, firm or company for services rendered or to be rendered in introducing any property or business or in placing, assisting, or guaranteeing the subscription of any shares, debentures, debenture stock, or any other securities of the company or for rendering services for the formation, promotion or incorporation of the company or for any other reason which the Company may think proper.

15. To pay all expenses, cost and / or charges for attending the issue of any circular or notice and the printing, stamping, circulation of proxies and forms to be filled up by the member of the Company.

16. To adopt and accept, various contracts, agreements and documents after incorporation of the Company, entered in to by its promoters, person, firm or company before Incorporation of the Company and to remunerate such promoters, person, firm or company by cash or by way of issue of Company' Shares and other securities as the company may deem fit.

17. Subject to the provisions of the Companies Act, 2013 to place to reserve or to distribute as bonus, shares among the members or otherwise to apply as the Company may from time to time think fit, any moneys received by way of premium on shares or debentures, bonds or other securities issued at premium by the Company.

18. To insure against loss of moneys, principal and interest lent, invested or secured as mortgage, debenture and other securities and loans of every kind to banking, property, investment or financial companies, and to insure the whole or any part of the property of the Company

fully or partially and to protect and indemnify the company from liability or loss in any respect either fully or partially.

19. To give guarantees or counter guarantees for payment or performance of any debts, contracts, obligations, or become sureties for any person, firm, company or any association of persons for any purpose whatsoever. To establish, maintain and conduct or discontinue or close agencies and branches and appoint representatives, agents, stockists, distributors, dealers and brokers in any part of the world for the conduct of the business of the company.

20. To train or pay for training in India or abroad of any of the Company's employees or officers or any candidates in the interest of or in furtherance of the Company's objects and to establish training facilities for providing education and training to the Company's employees and other people.

21. To provide for the welfare of any of the employees or past employees or to the Directors or ex-directors and the wives, widow, families, dependents, or Connections of such persons by grants of money, donations, allowances, bonuses, or other payments, from time to time; or by establishing and maintaining or procuring the establishment and maintenance and from time to time subscribing to provident fund and other pension /superannuation / gratuity funds, institutions, associations, or trusts, and by providing, subscribing or contribution towards places of recreation, schools and other educational institutions, hospitals, dispensaries, medical and other attendance or building of dwelling house or quarters, or to any other institutions,

associations, clubs or funds calculated to be for the benefit of or to advance the interests and well-being of such persons as aforesaid, and make payments to or towards the insurance of any such persons as aforesaid and to do any of the matters aforesaid either alone or in conjunction with any other company/ person/ firm or institution or in similar other manner as the Company may think fit.

22. To create any reserve fund, sinking fund, insurance fund or any special fund whether for depreciation or for repairing, improving, extending or maintaining any of the property of the Company or for any other purpose conducive to the interests of the Company.

23. To subscribe to or otherwise aid benevolent, charitable or other institutions or objects of a public character or which have any moral or other claim or support on aid by the Company by reason of the locality of its operations or otherwise and to promote, develop, aid and support monetarily or otherwise any person, association, body, or movement, having objects of promotion of industry or trade of all kinds concerning the objects or business of the company or related interests. To accept gifts, bequests, donations from members and others and to make gifts to members and others of money, assets and properties of any kind, subject to the provisions of the Companies Act, 2013.

24. To undertake any trusts, the undertaking whereof may seem desirable and whether gratuitously or otherwise.

25. To lend and advance money or give credit to any persons or company or corporation, society or association, with or without

interest, with or without security and on such terms and as may seem expedient and in particular to shareholders of the company or to customers and others having association with the company and to guarantee the performance of any contract or obligation and generally to give guarantees and indemnities. However, the company shall not carry on the business of banking company under the Banking Regulations Act, 1949.

26. To borrow or raise money, other than public deposits at interest, or otherwise in such manners as the Company may think fit and in particular by the issue of debentures or debenture stock, bonds, securities or otherwise including debenture or debenture stock convertible into shares of this or any other company or companies or perpetual annuities and issuable or payable at par, or at a premium, or discount and in security of any such money so borrowed, raised or received, to mortgage, hypothecate, pledge, securitize, or charge the whole or any part of the property, assets or revenue of the Company, present or future including its uncalled capital by special assignment or otherwise and to transfer or convey the same absolutely or in trusts and to give the lenders' power of sale and other powers as may seem expedient and to buy, redeem, exchange, vary, extend or units off and from time to time re-issue any such securities. But the Company shall not do any banking business as defined in the Banking Regulations Act, 1949 subject to the relevant provisions of Companies Act, 2013 and directives of Reserve Bank of India.

27. To apply or join in applying to any Central or State Governments, local improvement trust, municipalities or local

board or other authority or body, national or foreign for and to obtain or in any way assist in obtaining any act of parliament, laws, decrees, concessions, orders, rights or privileges or advantages that may seem conducive to the objects of this or any other company or for enabling this or any other company's constitutions, to oppose any proceedings, or applications or any other company to be legalized, registered, or incorporated if necessary in accordance with the laws of any country, state or place in which it may propose to carry on operation to establish, and maintain any agencies, of the Company and to open and keep a foreign register or registers of this or any other company in any foreign country and to allocate any member of these or any other company, shares in this or any other company to such register or registers.

28. To create any Depreciation Fund, Reserve Fund, Sinking Fund, Insurance Fund, or any other Special Fund, whether for depreciation or for repairing, improving, extending, or maintaining any of the property of the Company or for any other purpose conducive to the interest of the Company.

29. To refer any claims, demands, disputes or any other question by or against the Company or in which the Company is interested or concerned and whether between the Company and the member or members or his or their representative or between the Company and third parties to arbitration in India or at any place outside India and to observe, perform and to do all acts, deeds, matters, and things to carry out or enforce the awards.

30. To procure the registration

or recognition of the Company in any country, state or place and to establish and regulate agencies for the purpose of the Company's business.

31. To apply for and to obtain license, permission or any other approval from Central or State Government, Semi Government, Government Body, state, local authority, Municipal and such other agencies related to getting and using satellite link for up linking or down linking or any other mode of telecommunication link (whether now known or hereafter devised, whether in India or abroad for the purpose of the Company's business.

32. To apply for tender, purchase or otherwise acquire any contracts, licenses and concessions, for or in relation to the objects or business herein mentioned or any of them and to undertake, execute, carry on, dispose of or otherwise turn to account the same.

33. To do the above things in all or any of the State in India and/ or in any part of the world and either as principals, agents, contractors, trustees, or otherwise and by or through trustees, attorneys, agents or otherwise and either alone or in conjunction with others and to do all such other things as are conducive or incidental for the attainment of the above objects or any of them.

34. To adopt such means of making known and advertising the business and products of the Company as may be expedient.

35. To indemnify officers, Directors, Agents, and employees of the Company against proceedings, costs, damages, claims, and demands in respect of anything, done or ordered to be done by them for and in the

interest of the Company or for any loss, damages or misfortune whatever which shall happen in execution of the duties of their office or in relation thereto.

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

100000	Equity Share	Shares of	10	Rupees each	,
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☒ We, the several persons, whose names and address 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:

☐ 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:

Subscriber Details					
S. No.	*Name, Address, Description and Occupation	DIN / PAN / Passport number	No. of shares taken	DSC	Dated
1	Name-Anil Kumar Biswal, Address- C/o - Angada Biswal, At-Deriki, Po-Deriki, Naugaon, Po: Naugaonhat, Dist: Jagatsinghapur, Odisha-754113, India, Occupation-Business	E*E*B*5*9*	8000 Equity,0 Preference		19/03/2025
2	Name- Utpala Biswal, Address- C/o - Angada Biswal, At-Deriki, Po-Deriki, Naugaon, Po: Naugaonhat, Dist: Jagatsinghapur, Odisha-754113, India, Occupation-Business	E*Q*B*1*6*	2000 Equity,0 Preference		19/03/2025
Total shares taken			10000 Equity,0 Preference		

Signed before me					
Membership type of the witness (ACA/FCA/ACS/FCS/ACMA/FCMA)	*Name of the witness	*Address, Description and Occupation	DIN / PAN / Passport number / Membership number	DSC	Dated
ACA	SHASHIKANTA ROUT	ADDRESS: BONTH CHHAK BHADRAK, NEAR SUZUKI SHOWROOM, BHADRAK-756100, ODISHA, INDIA, OCCUPATION: CHARTERED ACCOUNTANT	3*7*5*		19/03/2025

7 Shri / Smt Of resident of aged years shall be the nominee in the event of death of the sole member.