

[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

HONESTLY PROGEST MARKETING PRIVATE LIMITED

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

Madhya Pradesh-MP

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

1. To carry on the business of trading, marketing, supplying, and of all kinds of durable, consumable, and other products and all kinds of goods, products, commodities, and services by providing marketing support to manufacturers, distributors, and dealers of all kinds of products and goods.
2. To carry on the business as buyers, online buyers and sellers online marketers, sellers, traders, importers, exporters, merchants, exporters, departmental stores, brokers, distributors, traders, stockist, dealers, packers, re-packers of all types of consumers products.
3. To carry on the Activity of Promoting, Imparting, Launching, Creating, Designing, Adopting Traditional, Formal and Creative Means of Imparting, Inculcating, Disseminating, Diversified Skills, Education Forms and Personality Development Techniques by providing Training, Conducting Seminars, Web-Seminars, Counseling, E-Courses, Online Classes, Teaching to Schools, college, University, Private Institutions Students, Distance Education, Personal or Group Coaching & Consultancy, Personal Consultancy & Training, Business Consultancy & Training, Telephonic Consultation, Meditation Exercise, Motivational Trainings,
4. To carry on the business of Resellers and Distribution Activities, Digital Marketing Services, Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Content Marketing, Email Marketing, Programmatic Media Buying for Digital Campaigns, Video Campaigns, and advisory services, & Digital Marketing consultancy.

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

1. To enter into contract, agreements and arrangements with any other Company, firm or person for the carrying out by such other Company, firm or person on behalf of the Company the objects for which the Company is formed.
2. To amalgamate, enter into any partnership or any arrangement sharing profits, union of interest, co-operation, joint venture or reciprocal concession or for any other reason with any person or company carrying on or engaged in or about to carry on or engage in any business or transaction which the Company is authorised to carry on or engage in or which can be carried on in conjunction therewith
3. To acquire and undertake the whole or any part of the business, property and liabilities of any person or company carrying on or proposing to carry on any business which the Company is authorised to carry on, or possessed of property suitable for the purpose of this Company or which can be carried on in conjunction therewith.
4. To establish or promote or concur in establishing or promoting any company or companies having similar objects for the purpose of acquiring all or any of the property, rights and liabilities of the Company and to place or guarantee the placing of, underwrite, subscribe for or otherwise acquire all or any part of the shares, debentures or other securities of any such other company
5. To enter into any arrangement with any Government or authority, supreme, municipal, local or otherwise or any person or company and to obtain from any such Government authority, person or company any rights, privileges, charters, contracts, licences, concessions which Company may think desirable to obtain and to carry out, exercise and comply therewith.
6. To apply for, promote and obtain any act, charter, privilege, concession, licence, authorisation of and / or from any Government, State or Municipality, provisional order or licence or any authority for enabling the Company to carry any of its objects into effect, or for extending any of the powers of the Company, or for effecting any modification of the Company's constitution, or for any other purpose which may seem expedient and to oppose any proceedings or applications which may seem calculated directly or indirectly to prejudice the company's interest.
7. To apply for, purchase or otherwise acquire, and protect and renew in any part of the world any patent, patent rights, brevets, invention, trademarks, designs, licences, concessions and the like conferring any exclusive or nonexclusive or limited right to their use, or any secret

or information as to any invention which may seem capable of being used for any of the purposes of the company and of use exercise, develop or grant licences in respect of or otherwise turn to account the property, rights or information so acquired and to expend money in experimenting upon, testing or improving any such patents, inventions or rights.

8. To make donations to such persons or institutions and in such cases and either of cash or any other assets as may be thought expedient and in particular to remunerate any person or corporation introducing business to this Company and also to subscribe, contribute or otherwise assist of guarantee money for charitable, scientific, religious or benevolent, national, public or other institutions, objects or for any exhibition or for any public objects.

9. To pay out of the Company all expenses which the Company may lawfully pay with respect to the promotion formation and registration of the Company or the issue of its capital including brokerage and commission for obtaining application for or taking placing or underwriting or procuring the underwriting of shares, debentures or other securities of the company.

10. To pay all preliminary expenses of any company promoted by the Company or any company in which the Company is or may contemplate being interested including in such preliminary expenses all or any part of the costs and expenses of owners of any business or property acquired by the Company.

11. To provide guarantee, receive money on deposit or loan and borrow or raise money in such manner as the Company shall think fit and in particular by the issue of debentures or debentures stock (perpetual or otherwise) and to secure the payment of any money borrowed, raised or owing by mortgage, charge or lien upon all or any of the property or assets of the Company ( both present and future) including the uncalled capital and also by a similar mortgage, charge or lien to secure and guarantee the performance by the Company or any other person or company or any obligation undertaken by the Company or any person or company as the case may be subject to provisions of the companies Act, 2013 and directives or Reserve Bank of India.

12. To invest or deal with the funds of the Company in such manner and upon such securities as shall from time to time be thought necessary or for the benefit of the Company and to hold, sell or otherwise deal with such investments.

13. To open bank accounts of all types including overdraft accounts and to operate the same and to draw, make accept, endorse, discount, execute and issue promissory notes, bills of exchange, bills of lading, warrants, debentures and other negotiable or transferable instruments and to deal with all documents mercantile or otherwise in the ordinary course of business.

14. To lend and advance monies or give credit to such person, or persons or companies and such terms as may seem expedient and in particular to customers and others having dealing with the company and to guarantee the performance of any contract or obligation and the payment of monies of or by any such persons or companies and to give guarantee and indemnities.

15. To subscribe for, take, purchase or otherwise acquire and hold shares, securities or other interest in or of any other company having similar objects and to deal in such securities as may be deemed fit by the Company.

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

1,500,000.00

rupees, divided into,

150,000.00	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):

S.No.	Subscriber Details					
	Name, Address, Description and Occupation	DIN/PAN/Passport Number	No. of shares taken	DSC	Dated	
1	Rishi Kumar, Ram Nagar, Add: Colony, Behlot By pass , Ward NO. 1, Ganj Basoda , Dist. Vidisha 464221, occupation Business	GSQPK7073B	2,000	Equity	RISHI KUMAR Digitally signed by RISHI KUMAR Date: 2021.11.03 17:54:12 +05'30'	03/11/21
				Preference		
2	Surinder Kumar , Add: 105, Mathura Colony, Patiala, Punjab 147001, occupation : Business	DNSPK1578P	2,000	Equity	SURINDER KUMAR Digitally signed by SURINDER KUMAR Date: 2021.11.03 17:54:34 +05'30'	03/11/21
				Preference		
3	Kishan Singh Kushwah Add : Plot No. 1, Vijay Automobile , Near Shiv Vilas Hotel, Mandideep 462046, Occupation : Bhopal	FJGPK1660A	2,000	Equity	KISHAN SINGH KUSHWAH Digitally signed by KISHAN SINGH KUSHWAH Date: 2021.11.03 17:55:05 +05'30'	03/11/21
				Preference		
4	Brijesh Kushwah Add : Ward No. 17, Varbatpura Mohalla, Myana, Guna Madhya Pradesh 473001, Occupation : Business	CTOPB0649B	2,000	Equity	KUSHWAH BRIJESH Digitally signed by KUSHWAH BRIJESH Date: 2021.11.03 17:55:34 +05'30'	03/11/21
				Preference		
5	Lokesh Sahu Add : PO Vandli, Prabhatpattan, Multai 460665 , Occupation : Business	KKDPS4878F	2,000	Equity	LOKESH SAHU Digitally signed by LOKESH SAHU Date: 2021.11.03 17:56:00 +05'30'	03/11/21
				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	Anuruddh Pratap Singh Rajpoot	154 Rachna Nagar, Bhopal , Madhya pradesh , 462023, occupation : CA	437066	ANURUDDH PRATAP SINGH RAJPOOT Digitally signed by ANURUDDH PRATAP SINGH RAJPOOT Date: 2021.11.03 17:56:30 +05'30'	03/11/21

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