

(THE COMPANIES ACT, 2013)  
(COMPANY LIMITED BY SHARES)

MEMORANDUM OF ASSOCIATION  
OF  
MI LIFESTYLEMARKETING GLOBAL PRIVATE LIMITED

- I. The Name of the Company is **MI LIFESTYLEMARKETING GLOBAL PRIVATE LIMITED.**
- II. The Registered Office of the Company will be situated in the State of Tamilnadu i.e. within the jurisdiction of Registrar of Companies, Tamilnadu at Chennai.
- III.
  - A. **THE OBJECTS TO BE PURSUED BY THE COMPANY ON ITS INCORPORATION ARE:—**
    1. To carry on the business of trading, marketing, supplying and dealing in online marketing, network marketing online trading of all kinds of durable, consumables 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 e-commerce and all other activities related thereto.
    2. To design, develop, process, compile, render technical know-how, information & services concerning industrial, commercial knowledge and to support, assist in the field of marketing, research relating to software development and data processing.
    3. To carry on investment activities such as buying/selling of property whether movable or immovable, investing/acquiring/disposing shares and securities of other corporate/non corporate entities either domestic or foreign whether listed or unlisted as may be considered beneficial to the company.

**MATTERS WHICH ARE NECESSARY FOR FURTHERANCE OF THE OBJECTS SPECIFIED IN CLAUSE III (A) ARE:—**

1. To do all or any of the acts or things as mentioned in the main objects either as principals, contractors or otherwise and either alone or in conjunction with others.
2. To remunerate any firm, person or body corporate rendering services to the Company, including without limitation, in relation to the promotion or formation of the Company, either by cash payment or by allotment to him or them of shares and securities of the Company as paid -up in full or in part or otherwise.
3. To pay all costs, charges and expenses incurred or sustained in or about the formation, registration, promotion, incorporation, establishment and advertisement of the Company or which the Company shall consider to be preliminary including contracts entered into by the Company.
4. To enter into contracts or arrangements or other dealings for more efficient conduct of the business of the Company or any part thereof and also to enter into any arrangement with any Government or Authorities or any persons or companies that may seem conducive to the main objects of the Company.
5. To buy, sell, repair, alter, improve, exchange, let on hire, import, export and deal in all works, plant, machinery, tools, appliances, apparatus, products, materials, substances, articles and things capable of being used in any business which the

*[Signature]*  
Managing Director



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Company is competent to carry on, or which may be required by any customer or person having dealings with the Company or which may seem capable of being profitably dealt with in connection therewith and to manufacture, experiment with, render marketable and otherwise deal in all products and services incidental to any of the businesses carried on by the Company.

6. To lease, sub-lease, hire, purchase, license or otherwise acquire and/or sell, dispose of, construct, alter, modify, develop or otherwise deal in any properties, factories, shades, offices, guest houses, employee accommodation, godowns, warehouses, or other structures for housing and carrying on the businesses of the Company or for its employees, clients or other persons or for any other persons or for any other purpose as the Board of Directors may think expedient for the benefit of the Company.
7. To enter into, undertake and execute contracts or other arrangements with any parties for any transactions, including the provision and supply or use of materials, machinery, equipment, articles or other products and/or services necessary for or otherwise required for or incidental to carrying out the objectives of the Company.
8. To recruit, train and develop staff, organize seminars, training programs and conferences for employees, customers and the general public.
9. To recruit, train and develop a pool of technical, managerial and administrative personnel including staff, employees, agents, for the Company or any subsidiary, affiliate or group companies or any other company, firm or other person, particularly where such companies, firms or persons are engaged in any business related to the business of the Company.
10. To employ, engage, appoint, retain or otherwise procure, suspend or terminate the services of professionals, consultants, engineers, design consultants, technicians, legal and financial advisors, or other experts and to imbibe innovation and modern management techniques in the functioning and businesses of the Company.
11. To retrench, lay-off, suspend, terminate the appointment of or dismiss executives, managers, assistants, support staff and other employees and to remunerate them at such rates as may be thought fit.
12. To adopt such means of making known the articles, goods, products, appliances manufactured or dealt in or processes and services provided by, or at the disposal of the Company, as well as properties, assets and effects of the Company as may seem expedient, in particular by advertising in the press and through billboards, hoardings, motion pictures, by broadcasting, telecasting or by publication of books, periodicals and any other material convenient to the Company, by participating in trade fairs, exhibitions and by granting prizes, rewards and donations.
13. To acquire, and possess the whole or part of the business assets, property, goodwill, rights and liabilities of any persons, society, association or company carrying on any business.
14. To appoint dealers, sub-dealers, agents, sub-agents, distributors, sole selling agents, sole concessionaries, either in India or any place in India, for the efficient conduct of the business of the Company, and remunerate them for their services.
15. To take and/or provide discounts or to approve other terms of payment or credit in relation to any sums owing to or due from the Company and to impose or agree to pay any interest thereon or to write off any such sums or parts thereof

For Mi Life-Style Marketing Global Private Limited

Managing Director

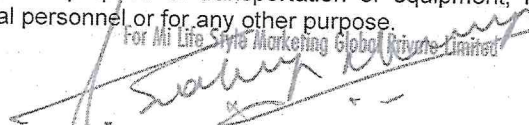


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16. To pay for any property or rights acquired, either in cash, against debentures, or in fully or partly paid shares, or by the issue of securities, or by providing services and generally in such terms as may be determined and agreed upon.
17. To carry on research and development activities on all aspects related to the business and objects of the Company.
18. To acquire from any person, firm or body corporate, whether in India or elsewhere, technical information, know-how, processes, engineering, manufacturing and operating data, plans, lay-outs and blue-prints useful for the design, manufacture, erection and operation of plant and machinery, required for any of the businesses of the Company and to pay remuneration thereof in any currency by way of lump-sum or installments or fees or royalties.
19. To develop and/or furnish to any person, firm or body corporate whether in India or elsewhere, technical information, know-how, processes, engineering, manufacturing and operating data, plans, lay-outs and blue-prints useful for the design, manufacture, erection and operation of plant and machinery, required for any of the businesses of the Company and to obtain remuneration thereof in any currency by way of lump-sum or installments or fees or royalties or through any other arrangement.
20. To apply for, purchase, or otherwise acquire, protect or prolong any patent, design, concessions, trademarks, copyrights and the like, conferring an exclusive or non-exclusive or limited right of use, or any secret or other information and/or systems, processes of the Company or which the Company may develop or acquire or propose to develop or acquire.
21. To expend money for improving or seeking to improve any patents, rights, inventions, discoveries, or information and/or systems, processes of the Company or which the Company may develop or may acquire or propose to develop or acquire.
22. To use, exercise, develop, sell, assign, grant licenses or otherwise turn to account the property, rights and information so acquired.
23. To establish and maintain or procure the establishment and maintenance of any non-contributory or contributory pension, superannuation, provident, welfare and education funds and trusts for the benefit of any person who is or was at any time in the employment or service of the Company or any subsidiary or affiliate of the Company, or who is or was at any time a director of the Company or of any such other company as aforesaid and the spouse, family and dependants of any such person.
24. To apply for, purchase or otherwise acquire brand names/service marks for the products dealt in and the services rendered by the Company, from any Company, firm, or other person anywhere in the world, particularly international brand names/ service marks of the Company's holding or group companies
25. To provide for the welfare of employees or ex-employees of the Company and their spouses or the dependants of such persons by grant of money, pensions, allowances, bonus or other payments or by contributing to other associations, institutions, funds or trusts and by providing or subscribing or contributing towards places of instruction and recreation, hospitals and dispensaries, medical and other assistance as the Company may think fit.
26. To purchase, hire or use all kinds of vehicles including cars, heavy transport vehicles, and aircraft, for the purpose of transportation of equipment, materials, employees and managerial personnel or for any other purpose.

For M/Life Style Marketing Global Private Limited  
  
 Managing Director



*A.K. Reddy*

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27. To acquire and hold one or more memberships or membership privileges in stock/security exchanges, commodity exchanges, clearing houses in any other trade or service associations which memberships, or membership privileges are likely in any manner to facilitate the conduct of the Company's business.
28. To purchase, take on lease, exchange, mortgage, charge, hypothecate, encumber, hire or otherwise acquire or dispose of any moveable or immovable property including lands, buildings, and flats of any description in India or elsewhere.
29. To purchase, take on lease, exchange, mortgage, charge, hypothecate, encumber, or otherwise acquire or dispose of any other rights and privileges which the Company may think fit, and in particular of shares, debentures, or securities of any other company and to give any warranties in connection therewith as the Company shall think fit.
30. To deal in, sell, mortgage, let out or otherwise dispose of the businesses, undertaking or all or any of the property and assets for the time being of the Company, or any part thereof, for such consideration and on such terms, as the Company thinks fit, particularly for shares, debentures, or securities of any other company and to give any warranties in connection therewith as the Company shall think fit.
31. To promote, invest or assist any companies for the purpose of acquiring all or any of the property, rights and liabilities of such companies, which may seem beneficial to the Company.
32. To enter into joint venture, partnership, or any other arrangement for joint working in business, sharing profits or for co-operation or for mutual assistance or form, promote, subsidize and assist companies and partnerships of all kinds with any person, firm or company or to acquire or carry on any other business (whether manufacturing or otherwise) auxiliary to the business of the Company or connected therewith or which may seem to the Company capable of being Conveniently carried on in connection with the above, or calculated directly or indirectly to enhance the value of or render more profitable any of the Company's property or to amalgamate with any person, firm or company carrying on or about to carry on any business or transaction included in the objects of the Company or any other similar business, in India or abroad.
33. To form subsidiary(ies) or acquire company(ies) for the purpose of making it them subsidiary(ies) or retain as such in the group, having objects and activities similar to the company and/ or if not similar but expected to be profitable as permitted under the provisions of Companies Act, 2013.
34. To generally invest and deal with money of company not immediately required for operations and to hedge foreign exchange exposure in lawful ways and in such a manner as may be thought fit by the board of directors subject to provisions of the Companies Act, 2013.
35. To carry on in India or elsewhere whether directly on its own and/or through subsidiaries and/or in partnership and/or contracts and/or in conjunction and/or on amalgamation or by joint venture or otherwise, the businesses of the company as specified in the objects.
36. To deposit, advance or lend money to any person, firm, association or body corporate or company with or without security and/or on such terms as may seem expedient and in particular to suppliers and others having dealings with the Company and to give guarantees or become surety for such person, firm or body corporate, or company, subject to the provisions of the Companies Act, 2013 but

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Managing Director



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shall not carry on the business of Banking as defined under the Banking Regulation Act, 1949 or that of a Non-Banking Finance Company.

37. To print publish and circulate Journals, News Letters, Technical papers or any other printed matter including brochure, specifications, research papers connected with the activities of the Company.
  38. To borrow or raise or secure the repayment of money borrowed from Banks, Financial Institutions, Venture Capital Firm or firms either domestic or international ,to mortgage, pledge or charge the whole or part of any of the property, assets, revenue of the company for the purpose of company's business.
  39. To license out franchises to various people for expansion & to accept refundable deposits from the same in ordinary course of businesses.
  40. \*To enter into any type of scheme of arrangement, merger, demerger, reconstruction,(internal and /or external), reorganization of capital etc. as the board of directors may deem fit and/ or to acquire any undertaking and/ or divisions , including its business along with its assets including goodwill and liabilities either whole or any part of the business and assets and liabilities of any such person ,firm or company or to acquire an interest in and to give/issue /allot any type of securities including equity shares, debentures ,debenture stocks or to make any other appropriate consideration that may be agreed upon and to do all other acts ,deeds and things that may be necessary to give effect to any of the aforesaid scheme of arrangement by the Company and to sign all required documents , papers thereof. Also, to enter into any arrangement for sharing of profits (except entering into partnership), union of interest, co-operation, reciprocal concession, lease, license or otherwise with any person carrying on or transaction which the Company is authorized to carry on or engage in.
- IV. 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.
- V. The Authorised Share Capital of the company is Rs.2,80,00,000/- (Rupees Two Crores and Eighty lakhs only) divided into 28,00,000 (Twenty Eight Lakhs) shares of Rs 10 (Rupees ten only) each.

\*Sub-clause 40 of clause III (A) has been newly inserted vide special resolution passed in

EGM held on 23rd Jan, 2023

For Mi Life Style Marketing Global Private Limited

Managing Director

Signature of Managing Director



A.K. Reddy

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