

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

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

COACH MARKETING PRIVATE
LIMITED

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

Uttar Pradesh

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

1. Carry on business as trader, retailer, wholesaler, aggregator, agent, franchisee, distributor and dealer of all kinds of consumer goods and run, operate and manage stores, markets, malls, shopping outlets, cash and carry operations, warehouses or any format.

2. To carry on the business as exhibitors, agent, C & F agent, shipper, commission agent, distributor, representative, franchiser, consultant, collaborator, stockiest, liaisoner, job worker of various goods, services and merchandise and to undertake the necessary activities to promote sales of goods, services and merchandise provided by the Company.

3. For the purpose of Retail and Wholesale trade maintain e-commerce and m-commerce websites, applications and other media for direct to home and mail order services for all categories of consumer products.

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

- 1) To acquire and take over the whole or any part of the business, goodwill, trade-marks properties and liabilities of any person or persons, firm, companies or undertakings either existing, engaged in or carrying on or proposing to carry on business, Company is authorized to carry on, possessions of any property or right suitable for the purpose of Company and to pay for the same either in cash or in shares or partly in cash and partly in shares or otherwise.
- (2) To apply for, obtain, purchase or otherwise acquire, protect, prolong and renew, in any part of the world, any patents, patent-rights, invention, processes scientific technical or other assistance manufacturing processes know how and other information, designs including artistic designs, patterns, copyrights, trademarks, licenses concessions and the like rights or benefits, conferring an exclusive or nonexclusive or limited or unlimited right of use thereof, which may seem capable of being used for or in connection with the 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 other consideration and to use, exercise or develop the same under or grant licenses in respect thereof or otherwise deal with same and to spend money in experimenting upon testing or improving any such patents, invention, right or concession.
- (3) Subject to the provisions of the Companies Act, 2013, to vest any moveable or immoveable property, rights or interests acquired by, received or belonging to the Company in any person or persons or company on behalf of or for the benefit of the Company and with or without any declared trust in favour of the Company.
- (4) To amalgamate, merge or to

enter into partnership or into any arrangement for sharing profits, union of interest, co-operation, joint venture, reciprocal concession or co-operation with person or companies carrying on or engaged in or about to carry on or engage in any business, undertaking or transactions which the Company is authorized to carry on or engaged in any business, undertaking or transactions which may seem capable of being carried on or conducted, so as directly or indirectly, to benefit the Company.

(5) To establish branches, offices and agencies of the Company in India and elsewhere and to discontinue the same whenever necessary.

(6) To make known the Company and its products and activities by such means as may seem expedient, including advertising in newspapers, by the purchase and exhibition of work of art or other articles, by publication of books and periodicals, by awarding prizes and giving donations and making other contributions.

(7) To establish, provide, maintain and conduct or subsidize research and development centers and for any research relating to the business of the Company and/or to sponsor or draw out programs for promoting research and development and assist in the execution and promotion of such programs either directly or through an independent agency or in any other manner, directly or indirectly and to secure such consents and approvals, exemptions and/or recognitions under the Income Tax Act, 1961 and any other law for the time being in force and to promote studies and researches, endowing or assisting organizations, workshops, libraries, lectures, meetings and conferences and by providing or contributing to the award of scholarships, prizes, grants to students and generally to

encourage, promote research and development of any kind that may be considered useful to the Company.

(8) To amalgamate with any other body corporate, to enter into foreign or Indian technical, and/or financial collaboration, partnership or into any arrangement, for sharing or dealing profits, union of interest, co-operation, joint-venture, reciprocal concession, or otherwise with any person, firm, corporation or government or company carrying on, engaged in or about to carry on or engage in any business, undertaking or transaction which the Company is authorized to carry on or engage in or business undertaking or transaction and to lend money, to guarantee the contracts or otherwise assign any such person, firm or company and to take or otherwise acquire and hold shares or securities of any such person, firms or companies, to sell, hold, reissue with or without guarantee the same.

(9) To obtain any order or Act of Parliament, State, Municipal or local legislative body for enabling the Company to carry out any of its purposes, or for effecting any modification of the companys constitution or for any purpose which may seem expedient and to oppose any application or proceedings which may seem calculated, directly or indirectly, to prejudice the interest of the Company.

(10) To procure the Company to be registered or recognized in or under the laws of any place outside India and to do all acts necessary for carrying on in any foreign country the business of the Company.

(11) To draw, make, accept, discount, execute, negotiate, assign and issue bills of exchanges, promissory notes, bills of lading, drafts, hundies, bonds, railway receipts, warrants, debentures and such other negotiable or transferable instruments, of all types or

securities.

(12) To open and operate current, overdrafts, loan, cash credit or any other type of accounts with any banks, company, firm, association or person in India or abroad.

(13) To advance money either with or without security, and to such person and upon such terms and conditions as the Company may deem fit and also to invest and deal with the money of the Company not immediately required.

(14) Subject to provisions of the Companies Act, 2013 and the rules framed thereunder and the directives issued by the Reserve Bank of India, to borrow or raise money or to take money on loan on interest from banks, financial institutions, government agencies, co-operative societies, persons, companies, firm, including external commercial borrowings in such manner as the Company may think fit and in particular by the issue of debentures or debenture-stock, perpetual including debentures or debenture stock convertible into shares of this Company or perpetual annuities and in security of any such money borrowed, raised or received to provide corporate guarantees and/or mortgage, pledge, hypothecate, or charge the whole or any part of the properties (movable or immovable) assets or revenue of the Company present or future including its uncalled capital by special assignments or to transfer or convey the same absolutely (or in trust and to give the lenders power of sale and other powers as may be deemed expedient and to purchase, redeem or pay off any such securities. The Company shall not carry on any insurance or banking business which may fall within the purview of a Banking Regulations Act, 1949 or the Insurance Act, 1938, respectively.

(15) To undertake and execute any trusts, the undertaking of which may seem to the Company

desirable, either gratuitously or otherwise.

(16) To establish, or promote or concur in establishing or promote any company for the purpose of acquiring all or any of the properties, rights and liabilities of the Company.

(17) To establish, appoint and maintain any agencies, representatives or servants in India for the conduct of the business and for any other purpose of the Company and to remunerate such agencies, representatives or servants.

(18) To employ agents or experts to investigate and examine in to condition, prospects, value, character, and circumstances, of any business concerns and undertakings and generally of any assets, properties or rights which the Company purpose to acquire.

(19) To receive donations, gifts, contributions, subsidies, grants, and other mode of receipts of money for the furtherance of the objects of the Company.

(20) To create any reserve fund, sinking fund, insurance fund or any other such special funds whether for depreciation, repairing, improving, research, extending or maintaining any of the properties of the Company or for any other such purpose conducive to the interest of the Company.

(21) To appoint attorneys, consultants, advisors for and on behalf of the Company and to execute the necessary powers to the such persons to act for and in the name of and on behalf of the company, and to revoke all or any such powers and appointments as may be deemed expedient.

(22) To use trademarks, trade names or brand names for the business activities products and goods and adopt such means of making known the business and products in which the Company is dealing as may seem expedient and in particular by advertising on radio, television, newspapers, magazines,

periodicals, Internet, by circulars, by opening stalls and exhibition, by publication of books and periodicals, by distributing samples and by ranting prizes, rewards and awards.

(23) To undertake the payment of all rent and the performance of all covenants, contracts, conditions and agreements contained in and reserved by any lease that may be granted or assigned to or acquired by the Company.

(24) To adopt such means of making known the business of the Company as may seem expedient to attain the main objects of the Company.

(25) To apply for and obtain any registration forums, entitlements, rights, powers, privilege from any government other authorities notified by government or association in India or abroad that are necessary for achieving the main object of the company.

(26) To acquire subject to the laws of India, foreign equity, financial and technical collaboration for the development, ownership, management, operation and maintenance of the business of 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.

The liability of the member(s) is limited

The liability of the member(s) is Unlimited

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

1000000

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	AJAY KUMAR MAURYA malaka maibhaisahi allahabad garapur Sahson Uttar Pradesh 221507 Garapur Allahabad India	AWOPM8580D	5000 Equity,0 Preference		04/03/2024
2	ONKARNATH SINGH 01 sherdeeh post sherdeeh Phulpur Uttar Pradesh 211019 Jhunsi Allahabad India	ALXPB1747M	5000 Equity,0 Preference		04/03/2024
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	VIJAY KUMAR	Civil lines Allahabad UP-211003.	469095		04/03/2024

7 Shri / Smt

Of

resident of

aged

years shall be the nominee in the event of death of the sole member.