

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

B-HIVE HEALTH AND WELLNESS PRIVATE LIMITED

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

Gujarat

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

1. Establishing and developing a direct selling business to provide high-quality products (home care, personal care, nutrition, home tech, commercial) directly to consumers through independent distributors.

2. Engaging in the business as a manufacturer, maker, buyer, seller, producer, job worker, contractor, trader, distributor, licensor, licensee, stockist, importer, exporter, wholesaler, retailer, developer, dealer, and agent of all types of products in the categories of Nutrition & Wellness, Beauty, Personal Care, Home Care, and Home Tech. This includes all types of Ayurvedic-Herbal medicinal products, food products, household consumable products, beauty products, healthcare products, FMCG products, and dealing in raw materials, stores, packing materials, by-products, and allied commodities.

3. Manufacturing and dealing in

all kinds of raw and finished cosmetics, perfumes, essences, dentifrices, lotions, extracts, greases, creams, salves, ointments, pomades, powders, unguents, toilet requisites, and cleansing compounds.

4. Operating as a marketing enterprise involved in marketing, buying, selling, importing, and exporting consumer products, educational aids, and home appliances on both retail and wholesale bases. Establishing marketing networks, wholesale/retail outlets, franchise showrooms, online stores, virtual stores, chain stores, modern retail outlets, and electronic commerce platforms. Offering marketing consultancy services for establishing marketing and direct selling networks. Trading in goods, articles, printing materials, appliances, and machinery related to its business. Marketing various physical, electronic, and virtual payment system services to address consumers' e-commerce payment requirements.

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

1. To prepare and publish articles, write-ups and opinions related to the objects of the Company.

2. To obtain the necessary legal authorization, permits, licenses and approvals to achieve and perform the primary objects referred above.

3. To work with other institutions, organizations, individuals, governments, agents and other entities for carrying out the primary objectives referred above.

4. To open and operate the bank accounts in the name of Company and to transact through these accounts with the help of various operating facilities provided by the bank and to avail any other services suitable for the company as and when suggested by the bank or as and when required

by the Company.

5. Subject to provisions of the Act, to place to reserve or to distribute as dividends or bonus 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 issued at a premium by the company any moneys received in respect of dividends accrued on forfeited shares, and moneys arising from the sale by the company of forfeited shares or from unclaimed dividends.

6. To develop, publish, procure, and license software, websites, and other content in different forms of media for carrying out the primary objectives.

7. To enter into contracts with owners of Intellectual Property rights, suppliers, agents, governments and other authorities, departments or agencies, whether educational, civil or military, for and in connection with the business of the Company.

8. To develop, promote, have and maintain canteen, refreshment rooms, creche, medicine shops within or without the premises and other facilities normally associated with the business and used by the customers and employees of the company.

9. To apply for, obtain, purchase or otherwise acquire and protect, prolong and renew any patents, patent rights, inventions, processes, trade secrets, scientific, technical or other assistance, manufacturing process, know-how and other information, designs, patents, copyrights, trademarks, licenses, concessions and like rights or the benefits or right of use thereof, which may seem capable of being used for or in connection with any of the purposes of the company on payment of any fee, royalty or

other consideration and to use, exercise or develop the same and grant licenses or sell or otherwise deal with and make use of the same.

10. To issue and deposit any securities which the Company has power to issue by way of mortgage to secure any sum less than the nominal value of securities and also by way of securities for the performance of any contracts or obligations of the Company or of its customers or other persons or corporations having dealings with the Company or in whose business or undertaking the Company is interested whether directly or indirectly;

11. To pay for any property or rights acquired by the Company either in cash or fully or partly paid-up shares, with or without preferred or deferred or special rights or restriction, in respect of dividend, repayment of capital, voting or otherwise or by any securities which the Company has power to issue, or partly in one mode and partly in another and generally on such terms as the company may determined;

12. To accept payment for any property or rights sold or otherwise disposed of or dealt with by the Company, either in cash, by installments or otherwise or in fully or in partly paid-up shares of any company or corporation without deferred or special rights or restrictions in respect of dividend, repayment of capital, voting or otherwise, or in debentures or in debenture stock, mortgage or other securities of any company or corporation or partly in one mode and partly in another and generally on such terms as the Company may determine and to hold, dispose of or otherwise deal with any shares, stock or securities so acquired;

13. To enter into partnership or any other arrangement for

sharing profits, joint venture or reciprocal concession, with any person or company carrying on or engaged in, or about to carry on or engage in, any business or transaction which this company is authorized to carry on or engage in, or any business or transaction capable of being conducted so as directly or indirectly to benefit this company and to lend money, to guarantee the contracts of, or otherwise assist any such person or company, and to take or otherwise acquire shares and securities of any such company and to sell, hold, reissue, with or without guarantee, or otherwise deal with the same.

14. To promote any company or companies for the purpose of acquiring all or any of the property, rights and liabilities of this company, or for any other purpose, which may seem directly or indirectly calculated to benefit this company.

15. To construct, maintain or develop any buildings, factories, warehouses, godowns, shop or other structures or works necessary, convenient or expedient of the purposes of the company.

16. Generally to purchase, take on lease or in exchange, hire or otherwise acquire, any moveable or immovable property, and any rights or privileges which the company may think necessary or convenient for the purpose of its business and in particular any lands, buildings, easements, machinery, plant and stock in trade.

17. To enter into arrangements with any Government or authorities, supreme, municipal, local or otherwise, that may seem conducive to the Company's objectives, or any of them and to obtain from any such Government or authority, any rights, privileges and concessions which the company may think its desirable

to obtain, and to carry out, exercise and comply with any such arrangements, Rights privileges and concessions.

18. To pay for any business, property or rights acquired or agreed to be acquired by this company and generally to satisfy any obligation of this company by the issue or transfer of shares of this company, or any other company credited as fully or partly paid up, or of debentures or others securities of this or any other company.

19. Subject to provisions of the Act, to advance and lend moneys upon such securities or without securities therefore as may be thought proper and to invest such of the company's money not immediately require, in such manner as may from time to time be determined by the Directors of company.

20. To borrow and secure the payment money in such manner and on such terms as the Directors may deem expedient, and to mortgage, charge, hypothecate the undertaking and all or any part of the property - movable or immovable and rights of the company, present or future including uncalled capital.

21. To apply for tender, purchase or otherwise acquire contracts, sub-contracts, licenses and concessions of all or any of them and to undertake, execute, carry out, dispose of or otherwise turn to account the same and to sublet all or any contracts for time to time and on such terms and considerations as may be thought expedient.

22. To adopt such means for making known the services, business and/or products for this company or any company or any company in which this company is interested as agent, representatives or in any other

way, by advertisements in papers, magazines, through periodicals, slides and films, by issue of circulars, posters, calendars exhibiting, by publication of books, periodicals and by granting prizes and rewards.

23. To establish and support funds and institutions calculated to benefit employees or ex-employees of the company or its predecessors in business or the dependents or connections of such person, and to grant pensions, and allowances, and to subscribe or guarantee money for charitable objects.

24. To provide for the welfare of the Directors, officers, employees and ex-directors, ex-officers and ex-employees, of the company and wives, widows, and families or for dependents or connections of such person, by building or contributing to the building of houses, bonus, or other payments; or by creating and from time to time subscribing or contributing towards places of instruction and recreation, hospitals and dispensaries, medical and other attendance and other assistance as the company shall think fit, and to subscribe or contribute or otherwise assist or to guarantee money to charitable, benevolent, religious, scientific, national, public or other institutions and objects which shall have any moral or other claim to support or aid by the company either by reason of locality of operation or of public and general utility or otherwise.

25. To create any depreciation funds, reserve funds or any other special fund whether for repairing, improving, extending or maintain any property of the company for any other purpose conducive to the interests of the company.

26. To procure the registration or

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

27. To sell or dispose of the undertaking of the company or any part thereof for such consideration as the company think fit, and in particular for shares, debentures or securities of any other company having objects altogether or in part similar to those of this company.

28. To amalgamate with any other company whether as a Transferor or as a Transferee, for the benefit of the Company or its employees or any other stakeholder.

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

10000	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: SANJAYKUMAR TRIBHOVANBHAI PATEL [REDACTED]	A*O*P*3*5*	9900 Equity,0 Preference		22/06/2024
2	NAME: PADMA MAHESHKUMAR RATHOD [REDACTED]	C*M*R*5*3*	100 Equity,0 Preference		22/06/2024
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
ACS	Abishek Giya	S/O Raj Karan Giya, Lakshmpuram, Madurai - 625001, Tamil Nadu. Occupation - CS	6*1*2		22/06/2024

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