

GOVERNMENT OF INDIA MINISTRY OF CORPORATE AFFAIRS

Central Registration Centre

Certificate of Incorporation

[Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014]

The Corporate Identity Number of the company is

Digital Signature Certificate

For and on behalf of the Jurisdictional Registrar of Companies
Registrar of Companies
Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on www.mca.gov.in

Mailing Address as per record available in Registrar of Companies office:



^{*} as issued by the Income Tax Department



GOVERNMENT OF INDIA MINISTRY OF CORPORATE AFFAIRS

Central Processing Centre Manesar, Plot No. 6,7, 8, Sector 5, IMT Manesar, Gurgaon, Haryana, 122050, India

Certificate of Incorporation Consequent upon conversion to public company

Corporate Identity Number: U74999MH2020PLC337930

IN THE MATTER OF MAX MARKETING PRIVATE LIMITED

I hereby certify that MAX MARKETING PRIVATE LIMITED which was originally incorporated on EIGHTEENTH day of FEBRUARY TWO THOUSAND TWENTY under Companies Act, 1956 as MAX MARKETING PRIVATE LIMITED and upon an intimation made for conversion into public company under Section 18 of the Companies Act, 2013; and approval of Central Government signified in writing having been accorded thereto by the ROC, CPC vide SRN AB0714840 dated 22/10/2024 the name of the said company is this day changed to MAX MARKETING LIMITED

Given under my hand at ROC, CPC this TWENTY THIRD day of OCTOBER TWO THOUSAND TWENTY FOUR

Signature Not Verified

Digitally signed by
DS CPC 1

Date: 2024.10<mark>.2</mark>β 15:04:17 IST

Brijesh Kain

Assistant Registrar of Companies/ Deputy Registrar of Companies/ Registrar of Companies

Central Processing Centre

Note: The corresponding form has been approved by Brijesh Kain, Assistant Registrar of Companies/ Deputy Registrar of Companies Registrar of Companies and this letter has been digitally signed by the Registrar through a system generated digital signature under rule 9(2) of the Companies (Registration Offices and Fees) Rules, 2014

Mailing Address as per record available in Registrar of Companies office:

MAX MARKETING LIMITED

40TH FLOOR, 4007, THE PARK RESIDENCES, SR NO 41, , OFF LINK ROAD OSHIWARA, OPP SAMARTH GARDEN , ANDHERI WEST, Andheri, Mumbai, Mumbai- 400053, Maharashtra



MEMORANDUM OF ASSOCIATION

A COMPANY LIMITED BY SHARES

COMPANIES ACT, 2013

MAX MARKETING LIMITED

- ¹1. The name of the Company is Max Marketing Limited
- 2. The Registered Office of the Company will be situated in the State of Maharashtra
- 3.(a) The objects to be pursued by the company on its incorporation are:
- 1. To carry on the business in India or abroad of advertising or publicity agents, sub-agents, contractors, advertising and public relation consultants, designers, advertising, publicity and marketing specialist, sales promotion contractors to purchase and sell advertising time or space on any Radio station, Television Center, Internet, Social media, theaters, other kind of media currently in vogue or which may be in vogue at any time, including newspaper, souvenirs, hoardings, neon signs and other display devices of all kinds and descriptions or to organize trade fairs, exhibitions, road shows to promote the sale or any other interest of its clients. And to deal in all kinds of equipment, plant or material required for the purpose of carrying on the business of advertising or publicity agents and to deal in all kinds of advertising novelties and products.
- 2. To carry on the business of providing solutions and services related to production of television commercial and content for television program, Movies, Web-Technologies, Internet and E-commerce, including to design, develop, maintain, operate, own, establish, install, host, provide, create, facilitate, supply, sale, purchase, license or otherwise deal in Internet portals, Internet networks, Media Portals, Internet solutions, Internet gateways, Internet service providers, E-commerce, Web-site designing, Web based and Web enabled services and applications, E-commerce service provider, E-commerce solutions, E-commerce platforms, E-commerce education, E-commerce technologies and E-business solutions.
- 3.(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, property and liabilities of any person or persons, firms or corporation carrying on any business which the Company is authorized to carry on or possessed of any property or rights suitable for the purposes of the Company.

¹ The Members in the Extra-Ordinary General Meeting held on Saturday 31st August, 2024 decided to convert the Company into Public Limited Company i.e. from Max Marketing Private Limited to Max Marketing Limited



- 2. To apply for, purchase or otherwise acquire any patents, design, trade mark, inventions, licenses concessions and the like conferring an exclusive or non-exclusive or limited right to use any secret or other information as to any invention which may seem capable of being used for any of the purposes of the Company or the acquisition of which may seem calculated directly or indirectly to benefit this Company and to use, exercise, develop grant, licenses in respect of or otherwise turn to account the property right and information so acquired.
- 3. To enter into any partnership or any arrangement for sharing profits, union of interest, joint adventure, reciprocal concession or otherwise with any individual, firm or Company carrying on or engaged in or about to carry on or engage in any business or enterprise which the company is authorized to carry on or engage in any business or transaction capable of being conducted so as directly or indirectly to benefit this Company and or take of otherwise acquire and hold shares or stock in or securities of and to subscribe or otherwise assist any such Company and to sell, hold, reissue, with or without guarantee or otherwise deal with the same.
- 4. To enter into any arrangement with any Government or authorities supreme, municipal, local or otherwise that may seem conclusive to the Company's objects or any of them and to obtain from any such Government or authority, any right, privileges and concessions which the Company may think fit or desirable to obtain and carry out exercise and comply with any such arrangements, rights, privileges and concessions.
- 5. From time to time subscribe, render services to any charitable, benevolent or useful object of a public character including exhibition the support of which will, in the opinion of the Company tend to increase its repute or popularity among its employees, its customers or the public, to give pensions, gratuities or charitable aid to person or persons who have served the Company or to the wives, children or other relatives of such persons and to form and contribute to Provident and benefit funds for the benefit of any person engaged by the Company.
- 6. To sell, dispose or mortgage, exchange, lease or transfer the business property and undertaking of the company or any part thereof for any lawful consideration which the Company may deem fit to accept and in particular, buy shares fully or partly paid up, debentures, debenture stock, bonds or securities of any other Company and/or to promote any Company or companies for the purpose of acquiring all or any of the properties rights and liabilities for this Company or any other purposes which may seem directly or indirectly calculated to benefit this Company.
- 7. To purchase, or take on lease or exchange, hire or otherwise acquire any real and personal property and right and privileges, which Company may think necessary or convenient for the purpose of its business and in particular purchase any land, building construction, machinery, plant, stock in trade.
- 8. To invest surplus money of the Company not required immediately in any form of investment including shares, stocks, bonds, debentures, obligations or other securities of any Company or association or in Government securities or in deposit with Bank or Banks as may be considered desirable and from time to time to vary such investments.

9. Subject to the provisions of the Company Act, 2013, to lend money to such persons and on such terms and conditions as may seem expedient with or without security and in particular to customers and others having dealings with the Company and to give any guarantee or

indemnity as may seem expedient. But the Company will not do banking business as defined under the Banking Regulations Act, 1949.

- 10. Subject to the relevant provisions of the Companies Act, 2013 and rules made thereunder and Directives of Reserve Bank of India to receive money on deposit with or without allowances of interest, to borrow or raise money with or without security and/or secure the payment of money by mortgage or by the issue of bond mortgages, hypothecation, lien or any other security founded or based or charged upon all or any of the property or rights of the Company or in such other manner as the Company shall think fit and for the purposes aforesaid to charge all or any of the Company's property or assets movables or immovable liquid or otherwise present and future, including its uncalled capital and collaterally or further to secure any securities of the Company by a trust deed or other assurance and to redeem, purchase or pay off any such security, provided that the Company shall not do banking business as defined in the Banking Regulations Act, 1949.
- 11. To open account with any banks and/or financial institutions and to draw, make, accept, endorse, discount, execute and issue promissory notes, bills of exchange, hundies, bills of leding warrants, debentures and other negotiable instrument subject to Reserve Bank of India's Directives.
- 12. To adopt such lawful means of making known the productions of the Company as may seem expedient and in particular by advertising in the press, by circular, by purchases and exhibition of work of art or interest by publication of book and periodicals and by granting prizes rewards and donation, but the Company shall not make any political donation.
- 13. To establish and maintain local registers, agencies and branch places of business and to procure the Company to be registered or recognized and carry on business in any part of the world, subject to law in force.
- 14. To sell, improve, manage, develop, exchange, enfranchise lease, mortgage, dispose off, turn to account or otherwise deal with all or any part of the property and rights of the Company.
- 15. To pay for any right or property acquired by the Company and to remunerate any person, firm or body corporate rendering services to the Company either by cash payment or by allotment to him or them shares or securities of the Company, paid up in part or otherwise.
- 16. To pay out of the funds of the Company all expenses of and incidental to the formation, registration, advertisements and establishments of the Company.
- 17. Subject to the provisions of the Companies Act, 2013 to distribute as bonus shares amongst the members or reserve or otherwise apply as the Company may from time to time determine any money received in payment of dividends accrued on forfeited shares and money realized from the sale by the Company of the forfeited shares or any money received by way of premium on shares or debentures issued at a premium by the Company to invest any surplus money of the Company in such investments (including shares or stock in the Company) as may be thought proper and to hold, sell or otherwise deal with such investment.
- 18. Subject to relevant provisions of the Companies Act, 2013 to subscribe or otherwise to assist or to guarantee money to charitable, benevolent, religious, scientific national, public or other institution or objects which shall have any moral or other claims to support or aid by the Company either by reasons of locality of operations or of public general utility.

- 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 Rs. 5,00,000 divided into 50,000 Equity Shares of Rs. 10/- each
- 6. 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:

	SUBSCRIBERS D	ETAILS	
SR. NO	Name, Address, Description and Occupation	DIN / PAN / Passport number	No. of shares Taken
1	Varun Gupta Flat 701, 7 th Floor, Prakashgarh Sharmsafalya CHS Ltd, D N Nagar, Andheri (W), Mumbai- 400053 Occupation: Business	08703761	19000
2	Shilpi Gupta A-87, Santoshi Nagar, Nizampura, Garba Ground, Fateganj Padra, Near Mehsana Nagar, Baroda, Gujrat-390002 Occupation: Service	08703762	6000
	Total Shares Taken		25000 Equity Shares

Signed before me

Membership type	Name of the	Address, Description and	DIN /
of the witness	Witness	Occupation	PAN/
(ACA/FCA/ACS/			Passport
FCS/			number /
ACMA/FCMA)			Member
			ship
			number
FCA	Jaiprakash Daga	A 101, Trishul Heights,	
		Near Blue Empire	
		Complex, New Link	
		Road, Kandivali West,	136719
		Mumbai-400067	

COMPANY LIMITED BY SHARES THE COMPANIES ACT, 2013

ARTICLES OF ASSOCIATION

OF

MAX MARKETING LIMITED

** New Set of Articles of Association Adopted by the Members in the Extra-Ordinary General Meeting held on Saturday 31st August, 2024 consequent to conversion of the Company from Private Limited to Public Limited

For Max Merketing Private Limited

| Signature | Private Limited |

**The regulations contained in Table 'F' in Schedulel to the Companies Act, 2013 ("Table 'F"), as are applicable to a public company limited by shares, shall apply to the Company so far as they are not inconsistent with any of the provisions contained inthese regulations or modifications thereof and only to the extent that there is no specific provision in these regulations. In case of any conflict between the provisions of these articles and Table 'F', the provisions of these articles shall prevail.

Table "F" to apply save as varied

1. The following regulations viz. 20(a), 27, 48 and 76 of Table "F" in the said Schedule shall not apply to the Company.

Regulations not applicable

Interpretation

- 2. In these regulations
 - a. "Act" means the Companies Act, 2013 andrules made thereunder or any statutory modification or re-enactment thereof for the time being in force and the term shall be deemed to refer to the applicable section thereof which is relatable to the relevant Article in which the said term appears in these Articles and any previous company law, so far as may be applicable.
 - b. "Articles" means these articles of association of the Company or as altered, from time to time.
 - "Board of Directors" or "Board", means the collective body of the directors of the Company.
 - d. "The Office" means the Registered Office for the time being of the Company;
 - e. "Month" means calendar month;
 - f. "In writing" or "written" means and includes words printed, lithographed, represented or reproduced in any mode in a visible form;
 - g. "Beneficial Owner" shall have the meaning assigned thereto in Section 2 of the Depositories Act, 1996;
 - h. "Depositories Act" means the Depositories Act,1996 and shall include any statutory modification(s) or re-enactment thereof for the time being in force;
 - i. "Depository" shall mean a Depository as defined in Section 2 of the Depositories Act,1996;
 - j. "Shareholder(s)" or "Member(s)" means the duly registered holder(s), from time to time, of the Share(s) of the Company and includes the subscriber(s) to the Memorandum of the Company and also every person holding Equity Share(s) and/or Preference Share(s) of the Company as also one whose name is entered as the beneficial owner in the records of the Depository and;

For Max Marketing Similed

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k. "Debenture holder(s)" or "Security holder(s)

means the duly registered holders, from time t time, of the debenture(s) or securities of th Company;

- "Directors" means the Directors for the time being of the Company;
- m. "Independent Director" shall mean a Director who fulfils the requirements of Section 149(6) of the Act and who is appointed as an independent director in accordance with the provisions of the Act; and
- n. "Financial Year" means the period commencing on April 1 of a year and ending on March 31 of the next calendar year.
- Words importing the singular number include the plural number and vice versa;

Words importing the masculine gender include the feminine gender

Words importing persons include corporations.

Unless the context otherwise requires, words or expressions contained in these regulations shall bear the same meaning as in the Act or any statutory modification thereof in force at the date at which these regulations become binding on the company.

or Max Marketing Limited

Share capital and variation of rights

3. Subject to the provisions of the Act and these Articles, the shares in the capital of the Company shall be under the control of the Directors who may issue, allot or otherwise dispose of the same or any of them to such persons, in such proportion and on such terms and conditions and either at a premium or at par and at such time as they may, from time to time, think fit.

Shares under control of Board

4. Subject to the provisions of the Act and these Articles, the Board may issue and allot shares in the capital of the Company on payment or part payment for any property or assets of any kind whatsoever sold or transferred, goods or machinery supplied or for services rendered to the Company in the conductof its business and any shares which may be so allotted may be issued as fully paid-up or partly paid-up otherwise than for cash, and if so issued, shall be deemed to be fully paid-up or partly paid-up shares, as the case may be, if the price of such shares is determined by the valuation report of a registered valuer and such issuance and allotmentis approved by a special resolution of the shareholders of the company.

Directors may allot shares otherwise than cash

5 The Company may issue the following kinds of shares in accordance with these Articles, the Act, the Rules and other applicable laws:

Kind of share capital

- i. Equity share capital:
 - a. with voting rights; and / or
 - b. with differential rights as to dividend, voting or otherwise in accordance with the Rules; and
- ii. Preference share capital
- i. Every person whose name is entered as a member in the register of members shall be entitled to receive within two months after allotment or within one month after theapplication for the registration of transfer or transmission or within such other period as the conditions of issue shall be provided:
 - a. one certificate for all his shares without

Issue of certificate

For Max Marketing Limited

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payment of any charges; or

- several certificates, each for one or more of his shares, upon payment of twenty rupees for each certificate after the first.
- ii. Every certificate shall be under the seal and shall specify the shares to which it relates and the amount paid-up thereon.
- iii. In respect of any share or shares held jointly by several persons, the company shall not be bound to issue more than one certificate, and delivery of a certificate for a share to one of several joint holders shall be sufficient delivery to all such holders.

One certificate for shares held jointly

6. i. If any share certificate be worn out, defaced, mutilated or torn or if there be no further space on the back for endorsement of transfer, thenupon production and surrender thereof to the company, a new certificate may be issued in lieu thereof, and if any certificate is lost or destroyed then upon proof thereof to the satisfaction of the company and on execution of such indemnity as the company deem adequate, a new certificate inlieu thereof shall be given. Every certificate underthis Article shall be issued on payment of twenty rupees for each certificate.

Issue of new share certificate in place of one defaced, lost or destroy

- ii. The provisions of the foregoing Articles relating to issue of certificates shall mutatis mutandis apply to issue of certificates for any other securities including debentures (except where the Act otherwise requires) of the Company.
- 7. Except as required by law, no person shall be recognised by the company as holding any share upon any trust, and the company shall not be bound by, or be compelled in any way to recognise (even when having notice thereof) any equitable, contingent, future or partial interest in any share, or any interest in any fractional part of a share, or (except only as by these regulations or by law otherwise provided) any other rights in respect of any share except an absolute right to the entirety thereof in the registered holder.
- i. The company may exercise the powers of paying commissions conferred by the Act, to any person in connection of the securities, provided that the

Power to pay commission in connection with securities issued

For Max Marketing Limited

rate per cent or the amount of the commission paid or agreed to be paid shall be disclosed in the manner required by that section and rules made there under.

ii. The rate or amount of the commission shall not exceed the rate or amount prescribed in the Act, and rules made there under. Rate of commission in accordance with the Rules

iii. The commission may be satisfied by the payment of cash or the allotment of fully or partly paid shares or partly in the one way and partly in the other. Mode of payment of commission

9. i. If at any time the share capital is divided into different classes of shares, the rights attached to any class (unless otherwise provided by the terms of issue of the shares of that class) may, subject to the provisions of the Act, and whether or not the company is being wound up, be varied with the consent in writing of the holders of three-fourths of the issued shares of that class, or with the sanction of a special resolution passed at a separate meeting of the holders of the shares of that class, as prescribed under the Act.

Variation of the members right

ii. To every such separate meeting, the provisions of these regulations relating to general meetings shall *mutatis mutandis* apply, but so that the necessary quorum shall be at least two persons holding at least one-third of the issued shares of the class in question.

Provisions as to general meetings to apply *mutatis mutandis* to each meeting

10. The rights conferred upon the holders of the shares of any class issued with preferred or other rights shall not, unless otherwise expressly provided by the terms of issue of the shares of that class, be deemed to be varied by the creation or issue offurther shares ranking pari passu therewith.

Issue of further shares not to affect rights of existing members

Subject to the provisions of the Act, any preference shares may, with the sanction of an ordinary resolution, be issued on the terms that they are tobe redeemed on such terms and in such manner as the company before the issue of the shares may, by special resolution, determine.

Power to issue redeemable preference shares

 i. The Company, as the case may be, may, in accordance with the Act and the Rules, issue further shares to:

Further issue of sharecapital

For Max Marketing Limited

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- a. persons who, at the date of offer, are holders of equity shares of the Company; such offer shall be deemed to include a rightexercisable by the person concerned to renounce the shares offered to him or any of them in favour of any other person; or
- employees under any scheme of employees' stock option, subject to approval by the shareholders of the company by way of a special resolution; or
- c. any persons, whether or not those persons include the persons referred to in clause (a) or clause (b) above, subject to approval by the shareholders of the company by way of a special resolution.
- ii. A further issue of shares may be made in any manner whatsoever as the Board may determine including by way of preferential offer or private placement, subject to and in accordance with the Act and the Rules.

Mode of further issue of shares

14. Subject to the provisions of the Act and other applicable provisions of law, the Company may with the approval of the shareholders by a special resolution in general meeting issue sweat equity shares in accordance with such rules and guidelines issued by the Securities and Exchange Board ofIndia and/or other competent authorities for the time being and further subject to such conditions as may be prescribed in that behalf.

Sweat equity shares

Any debentures, debenture-stock or other securities may be issued subject to the provisions of the Act and these Articles, at a discount, premium or otherwise and may be issued on the condition that they shall be convertible into shares of any denomination and with any special privileges and conditions as to redemption, surrender, drawing, allotment of shares, attending (but not voting) at the general meeting, appointment of directors andotherwise. Debentures with the right to conversion into or allotment of shares shall be issued only with the consent of the Company in the general meeting by way of a special resolution.

Terms of issue of debentures

Nothing in this Article shall apply to the increase of the subscribed capital of the company caused by the exercise of an option attached to the debenture

For Max Marketing Limited

issued or loans raised by the company:

(a) To convert such debentures or loans into shares in the company; or

(b) To subscribe for shares in the company (whether such option is conferred in these Articles or otherwise).

PROVIDED THAT the terms of issue of such debentures or the terms of such loans include a term providing for such option and such term:

- (a) Either has been approved by the Central Government before the issue of the debentures or the raising of the loans or is in conformity with Rules, if any, made by the Government in this behalf; and
- (b) In the case of debentures or loans or other than debentures issued to or loans obtained from Government or any institution specified by the Central Government in this behalf, has also been approved by a special resolution passedby the company in General Meeting before the issue of the debentures or raising of the loans.

Lien

- 16 i. The Company shall have a first and paramount lien-
 - a. on every share (not being a fully paid share), for all monies (whether presently payable or not) called, or payable at a fixed time, in respect of that share; and
 - b. on all shares (not being fully paid shares) standing registered in the name of a single person, for all monies presently payable by him or his estate to the company:

Provided that the Board of directors may at any time declare any share to be wholly or in part exempt from the provisions of this clause.

- ii. The company's lien, if any, on a share shall extend to all dividends or interest, as the case may be, payable and bonuses declared from time to time in respect of such shares.
- iii. Unless otherwise agreed by the Board, the registration of a transfer of shares shall operate as a waiver of the Company' lien.

Company's lien on shares

Lien to extend to dividends, etc.

Waiver of lien in case of registration

For Max Marketing Limited

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17. The company may sell, in such manner as the Board thinks fit, any shares on which the company has a lien:

As to enforcing lien by sale

Provided that no sale shall be made:

- a. unless a sum in respect of which the lien exists is presently payable; or
- b. until the expiration of fourteen days after a notice in writing stating and demanding payment of such part of the amount in respect of which the lien exists as is presently payable, has beengiven to the registered holder for the time being of the share or the person entitled thereto by reason of his death or insolvency or otherwise.
- i. To give effect to any such sale, the Board may authorise some person to transfer the shares sold to the purchaser thereof.

Validity of sale

ii. The purchaser shall be registered as the holder of the shares comprised in any such transfer.

Purchaser to be registered holder

iii. The purchaser shall not be bound to see to the application of the purchase money, nor shall his title to the shares be affected by any irregularity or invalidity in the proceedings in reference to the sale. Purchaser not affected

20 i. The proceeds of the sale shall be received by the company and applied in payment of such part of the amount in respect of which the lien exists as is presently payable.

Application of proceeds of sale

ii. The residue, if any, shall, subject to a like lien for sums not presently payable as existed upon the shares before the sale, be paid to the person entitled to the shares at the date of the sale. Payment of residual money

21. In exercising its lien, the Company shall be entitled to treat the registered holder of any share as the absolute owner thereof and accordingly shall not (except as ordered by a court of competent jurisdiction or unless required by any statute) be bound to recognise any equitable or other claim to, or interest in, such share on the part of any other person, whether a creditor of the registered holder or otherwise. The Company's lien shall prevail

notwithstanding that it has received notice of any such claim.

Outsider's lien not to effectCompany's lien

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22. The provisions of these Articles relating to lien shall *mutatis mutandis* apply to any other securities including debentures of the Company.

Provisions as to lien to apply *mutatis mutandis* to debentures, etc.

Certificates

23. Notwithstanding anything contained in Articles, the Directors of the Company may in their absolute discretion refuse sub-division of share certificates or debenture certificates into denominations of less than the marketable lots except where such sub- division is required to be made to comply with a statutory provision or an order of a competent court of law.

Right of Directors to refuse sub-division

24. Notwithstanding anything contained in Articles, if required, for a dematerialised share, debenture and other security shall be issued in the name of the Depository and all the provisions contained in Articles in respect of the rights of amember/debentureholder of the Company shallmutatis mutandis apply to the Depository as if itwere a member / debentureholder / securityholder excepting that and notwithstanding that the Depository shall have been registered as the holder of a dematerialised share, debenture and other security, the person who is the beneficial owner of such shares, debentures and other securities shall be entitled to all the rights (other than those set out in Articles) available to the registered holders of the shares, debentures and other securities in the Company as set out in the other provisions of these Articles.

Issue of certificates, if required, in the case of dematerialised shares/debentures/ other securities and rights of beneficial owner of such shares/debentures/ other securities.

Dematerialization of Securities

25. Notwithstanding anything contained in these Articles, the Company shall be entitled to dematerialise its shares, debentures and other securities and to offer any shares, debentures or other securities proposed to be issued by it for subscription in a dematerialised form and on thesame being done, the Company shall further be entitled to maintain a Register of Members/ Debentureholders/ other Securityholders with the details of members/ debentureholders/ other securityholders holding shares, debentures or other securities both in materialised and dematerialised form in any media as permitted by the Act.

Company entitled to dematerialise its shares, debentures and other securities

26. Every person subscribing to or holding securities of the Company shall have the option to receive security certificates or to hold the securities in electronic form with a Depository. If a person opts tohold his security with a Depository, the Company shall intimate such Depository the details of allotment of the security, and on receipt of the information, the Depository shall enter in its records the name of the allottee as the Beneficial Owner of the Security. Option to hold shares in electronic or physical form

Save as herein otherwise provided, the Company shall be entitled to treat the person whose name appears as the beneficial owner of the shares. debentures and other securities in the records of the Depository as the absolute owner thereof as regards receipt of dividends or bonus on shares, interest/premium on debentures and other securities and repayment thereof or for service of notices and all or any other matters connected with the Company and accordingly the Company shall not (except as ordered by the Court of competent jurisdiction or as by law required and except as aforesaid) be bound to recognize any benami trust or equity or equitable, contingent or other claim to or interest in such shares, debentures or other securities as the case may be, on the part of any other person whether or not it shall have express or implied notice thereof.

Beneficial owner deemed as absolute owner

28. In the case of transfer of shares, debentures or other securities where the Company has not issued any certificates and where such shares, debentures or other securities are being held in an electronicand fungible form, the provisions of the DepositoriesAct, shall apply. Shares, debentures and other securities held in electronic form

Provided that in respect of the shares and securities held by the depository on behalf of a beneficial owner, provisions of Section 9 of the Depositories Act shall apply so far as applicable.

29. Every Depository shall furnish to the Company, information about the transfer of securities in the name of the Beneficial Owner at such intervals and in such manner as may be specified by the bye-lawsof the Depository and the Company in that behalf.

Information about transfer of securities

30 Except as specifically provided in these Articles, the provisions relating to joint holders of shares, calls, lien on shares, forfeiture of shares and transfer and transmission of shares shall be applicable to shares

Provisions to apply to shares in electronic form

For Max Marketing Limited

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held in electronic form so far as they apply to shares in physical form subject however to the provisions of the Depositories Act.

Provided that, nothing contained in Article 41 shall apply to the transfer of shares, debentures or other marketable securities effected by the transferor and the transferee, both of whom are entered as beneficial owners in the record of the Depository

Calls on shares

31. i. The Board may, from time to time, make calls upon the members in respect of any monies unpaid on their shares (whether on account ofthe nominal value of the shares or by way of premium) and not by the conditions of allotment thereof made payable at fixed times:

Board may make calls

ii. Each member shall, subject to receiving at least fourteen days' notice specifying the time or times and place of payment, pay to the company, at the time or times and place so specified, the amount called on his shares. Notice of call

iii. The Board may, from time to time, at its discretion, extend the time fixed for the payment of any call in respect of one or more members as the Board may deem appropriate in any circumstances.

Board may extend time for payment

iv. A call may be revoked or postponed at the discretion of the Board.

Revocation or postponement of call

32. A call shall be deemed to have been made at the time when the resolution of the Board authorisingthe call was passed and may be required to be paid by installments. Call to take effect from date of resolution

33. The joint holders of a share shall be jointly and severally liable to pay all calls in respect thereof.

Liability of joint holders of shares

i. If a sum called in respect of a share is not paid before or on the day appointed for payment thereof, the person from whom the sum is due shall pay interest thereon from the day appointed for payment thereof to the time of actualpayment at ten per cent per annum or at such lower rate, if any, as the Board may determine. When interest on call payable

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ii. The Board shall be at liberty to waive payment of

Board may waive interest

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any such interest wholly or in part.

i. Any sum which by the terms of issue of a share becomes payable on allotment or at any fixed date, whether on account of the nominal value of the share or by way of premium, shall, for the purposes of these regulations, be deemed to be a call duly made and payable on the date on which by the terms of issue such sum becomes payable.

Sums deemed to be calls

ii. In case of non-payment of such sum, all the relevant provisions of these regulations as to payment of interest and expenses, forfeiture or otherwise shall apply as if such sum had become payable by virtue of a call duly made and notified.

Effect of non-payment of

35. The Board:

> i. may, if it thinks fit, receive from any member willing to advance the same, all or any part of the monies uncalled and unpaid upon any shares held by him; and

Payment in anticipation of calls may carry interest

ii. upon all or any of the monies so advanced, may (until the same would, but for such advance, become presently payable) pay interest at such rate not exceeding, unless the company in general meeting shall otherwise direct, twelve per cent. per annum, as may be agreed upon between the Board and the member paying the sum in advance. Nothing contained in this clause shall confer on the member (a) any right to participate in profits or dividends or (b) any voting rights in respect of the moneys so paid by him until the same would, but for such payment, become presently payable by him.

37. All calls shall be made on a uniform basis on all

Neither a judgement nor a decree in favour of the 38. Company for calls or other moneys due in respect of any shares nor any part payment or satisfaction thereof nor the receipt by the Company of a portion of any money which shall from time to time be due from any member in respect of payment of any such money shall preclude the forfeiture of such shares as herein provided.

shares falling under the same class.

Partial payment not to

basis

Calls on shares of same

class to be on uniform

preclude forfeiture

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 The provisions of these Articles relating to calls shall mutatis mutandis apply to any other securities including debentures of the Company. Provisions as to calls to apply *mutatis mutandis* to debentures etc.

Transfer of shares

40. i. The instrument of transfer of any share in the company which is in physical form shall be executed by or on behalf of both the transferor and transferee.

Instrument of transfer to be executed by transferor and transferee

- ii. The transferor shall be deemed to remain a holder of the share until the name of the transferee is entered in the register of members in respect thereof.
- 41. The Company shall not register a transfer of shares in, or debentures of the Company held in physical form unless a proper instrument of transfer duly stamped and executed by or on behalf of the transferor and by or on behalf of the transferor and by or on behalf of the transferee and specifying the name, address and occupation, if any, of the transferee has been delivered to the Company along with the certificates relating to the shares or debentures, or if no such certificate is in existence, along with the letter of allotment of the shares or debentures:

Transfer not to be registered except on production of instrument of transfer

Provided that where on an application in writing made to the Company by the transferee and bearing the stamp required for an instrument of transfer, it is proved to the satisfaction of the Board that the instrument of transfer signed by or on behalf of the transferor and by or on behalf of the transferor and by or on behalf of the transfere has been lost or where the instrument of transfer has not been delivered within the prescribed period, the Company may register the transfer on such terms as to indemnity as the Board may think fit:

Provided further that nothing in this Article shall prejudice any power of the Company to register as shareholder or debenture holder any person to whom the right to any shares in, or debentures of, the Company has been transmitted by operation of law.

42. In case of shares held in physical form, the Board may, subject to the right of appeal conferred by the Act decline to register any transfer of shares onwhich the company has a lien.

Board may refuse to register transfer

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43. A transfer of the shares or other interest in the Company of a deceased member thereof made by his legal representatives shall, although the legal representative is not himself a member be as valid as if he had been a member at the time of the execution of the instrument of transfer.

Transfer by legal representative

44. Where the application is made by the transferor and relates to partly paid shares, the transfer shall notbe registered, unless the Company gives notice of the application to the transferee and the transferee makes no objection to the transfer within two weeks from the date of receipt of the notice.

For the purpose of above clause notice to the transferee shall be deemed to have been duly given if it is dispatched by pre-paid registered post to the transferee at the address given in the instrument of transfer, and shall be deemed to have been duly delivered upon the expiry of 7 days from the date of dispatch.

- In case of shares held in physical form, the Board may decline to recognise any instrument of transfer unless:
 - the instrument of transfer is in the form as prescribed in rules made under the Act,
 - ii. the instrument of transfer is accompanied by the certificate of the shares to which it relates, and such other evidence as the Board may reasonably require to show the right of the transferor to make the transfer; and
 - the instrument of transfer is in respect of only one class of shares.

Board may decline to recognize instrument of transfer

46 If the Company refuses to register the transfer of any share pursuant to these Articles, it shall within thirty days from the date on which the instrument of transfer was delivered to the Company send notice of refusal to the transferee and transferor.

Notice of refusal to be given to transferor and transferee

47. No transfer shall be made to a person of unsound mind. However, transfer of fully paid up shares can be made in the name of a minor if he is represented by his lawful guardian.

No transfer to infant, etc.

48. All instruments of transfer shall be retained by the

When transfers to be

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Company, but any instrument of transfer which the Directors may decline to register shall be returned to the person depositing the same.

retained

49. The Company may, after giving not less than seven days' previous notice by advertisement in some newspaper circulating in the district in which the Registered Office of the Company is situate, close the register of members or the register of debentureholders for any period or periods not exceeding in the whole forty-five days in each year, but not exceeding thirty days at any one time.

Power to close Register of Members or Debentureholders

50. The provisions of these Articles relating to transferof shares shall *mutatis mutandis* apply to any other securities including debentures of the Company.

Provisions as to transfer of shares to apply *mutatis mutandis* to debentures, etc.

Transmission of shares

51. i. On the death of a member, the survivor or survivors where the member was a joint holder, and his nominee or nominees or legal representatives where he was a sole holder, shall be the only persons recognized by the company as having any title to his interest in the shares.

Title to shares on death of a member

ii. Nothing in clause (i) shall release the estate of a deceased joint holder from any liability in respect of any share which had been jointly held by him with other persons.

Estate of deceased member liable

52. i. Any person becoming entitled to a share in consequence of the death or insolvency of a member may, upon such evidence being produced as may from time to time properly be required by the Board and subject as hereinafter provided, elect, either-

Transmission Clause

- a. to be registered himself as holder of the share;
 or
- to make such transfer of the share as the deceased or insolvent member could have made.

ii. The Board shall, in either case, have the same right to decline or suspend registration as it would have, had, if the deceased or insolventmember had transferred the share before his death or insolvency.

Board's right unaffected

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53. The Company shall be fully indemnified by such person from all liability, if any, by actions taken by the Board to give effect to such registration or transfer.

Indemnity to the Company

54. i. If the person so becoming entitled shall elect to be registered as holder of the share himself, he shall deliver or send to the company a notice in writing signed by him stating that he so elects.

Right to election of holder of share

ii. If the person aforesaid shall elect to transfer the share, he shall testify his election by executing a transfer of the share. Manner of testifying election

iii. All the limitations, restrictions and provisions of these regulations relating to the right to transfer and the registration of transfers of shares shall be applicable to any such notice or transfer as aforesaid as if the death or insolvency of the member had not occurred and the notice or transfer were a transfer signed by that member. Limitations applicable to notice

55. A person becoming entitled to a share by reason of the death or insolvency of the holder shall be entitled to the same dividends and other advantagesto which he would be entitled if he were the registered holder of the share, except that he shall not, before being registered as a member in respect of the share, be entitled in respect of it to exercise any right conferred by membership in relation to meetings of the company:

Claimant to be entitled to same advantage

Provided that the Board may, at any time, give notice requiring any such person to elect either to be registered himself or to transfer the share, and if the notice is not complied with within ninety days, the Board may thereafter withhold payment of all dividends, bonuses or other monies payable in respect of the share, until the requirements of the notice have been complied with.

56. The provisions of these Articles relating to transmission by operation of law shall *mutatis* mutandis apply to any other securities including debentures of the Company.

Provisions as to transmission to apply *mutatis mutandis* to debentures, etc.

Forfeiture of shares

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58. If a member fails to pay any call, or instalment of a call, on the day appointed for payment thereof, the

If call or instalment not paid notice must be given

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Board may, at any time thereafter during such time as any part of the call or instalment remains unpaid, serve a notice on him requiring payment of so much of the call or instalment as is unpaid, together with any interest which may have accrued.

59. The notice aforesaid shall:

Form of notice

- i. name a further day (not being earlier than the expiry of fourteen days from the date of service of the notice) on or before which the payment required by the notice is to be made; and
- ii. state that, in the event of non-payment on orbefore the day so named, the shares in respectof which the call was made shall be liable to be forfeited.
- 60. If the requirements of any such notice as aforesaid are not complied with, any share in respect of which the notice has been given may, at any time thereafter, before the payment required by the notice has been made, be forfeited by a resolution of the Board to that effect

In default of payment of shares to be forfeiture

61. When any share shall have been so forfeited, notice of the forfeiture shall be given to the defaulting member and an entry of the forfeiture with the date thereof, shall forthwith be made in the register of members but no forfeiture shall be invalidated by any omission or neglect or any failure to give such notice or make such entry as aforesaid.

Entry of forfeiture in register of members

62. The forfeiture of a share shall involve extinction at the time of forfeiture, of all interest in and all claims and demands against the Company, in respect of the share and all other rights incidental to the share.

Effect of forfeiture

63. i. A forfeited share may be sold or otherwise disposed of on such terms and in such manner as the Board thinks fit.

Forfeited shares may be sold, etc.

ii. At any time before a sale or disposal as aforesaid, the Board may cancel the forfeiture on such terms as it thinks fit. Cancellation of forfeiture

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64. i. A person whose shares have been forfeited shall cease to be a member in respect of the forfeited shares, but shall, notwithstanding the forfeiture, remain liable to pay to the company all monies which, at the date of forfeiture, were presently payable by him to the company in respect of the shares. Member still liable to pay money owing at time of forfeiture

 The liability of such person shall cease if and when the company shall have received payment in full of all such monies in respect of the shares.

Cesser of liability

65. i. A duly verified declaration in writing that the declarant is a director, the manager or the secretary, of the company, and that a share inthe company has been duly forfeited on a date stated in the declaration, shall be conclusive evidence of the facts therein stated as against all persons claiming to be entitled to the share;

Certificate of forfeiture

ii. The company may receive the consideration, if any, given for the share on any sale or disposal thereof and may execute a transfer of the share in favour of the person to whom the share is sold or disposed of;

Title of purchaser and transferee of forfeited shares

iii. The transferee shall thereupon be registered as the holder of the share; and

Transferee to be registered as holder

iv. The transferee shall not be bound to see to the application of the purchase money, if any, nor shall his title to the share be affected by any irregularity or invalidity in the proceedings in reference to the forfeiture, sale or disposal of the share.

Transferee not affected

66. Upon any sale after forfeiture or for enforcing a lien in exercise of the powers hereinabove given, the Board may, if necessary, appoint some person to execute an instrument for transfer of the shares sold and cause the purchaser's name to be entered in the register of members in respect of the sharessold and after his name has been entered in the register of members in respect of such shares the validity of the sale shall not be impeached by any person.

Validity of the sales

67 Upon any sale, re-allotment or other disposal under the provisions of the preceding Articles, the certificate(s),

if any, originally issued in respect of

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Cancellation of share certificate in respect offorfeited shares

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the relative shares shall (unless the same shall on demand by the Company has been previously surrendered to it by the defaulting member) stand cancelled and become null and void and be of no effect, and the Board shall be entitled to issue a duplicate certificate(s) in respect of the said shares to the person(s) entitled thereto.

68. The Board may, subject to the provisions of the Act, accept a surrender of the share certificate for any forfeited share from or by any member desirous of surrendering them on such terms as they think fit.

Surrender of share certificates

69. The provisions of these regulations as to forfeiture shall apply in the case of nonpayment of any sum which, by the terms of issue of a share, becomes payable at a fixed time, whether on account of the nominal value of the share or by way of premium, as if the same had been payable by virtue of a call duly made and notified.

Sums deemed to be calls

70. The provisions of these Articles relating to forfeiture of shares shall *mutatis mutandis* apply to any other securities including debentures of the Company.

Provisions as to forfeiture of shares to apply *mutatis mutandis* to debentures, etc.

Alteration of capital

71. The company may, from time to time, by ordinary resolution increase the share capital by such sum, to be divided into shares of such amount, as may be specified in the resolution.

Power to alter share capital

- Subject to the provisions of the Act, the company may, by ordinary resolution:
 - consolidate and divide all or any of its share capital into shares of larger amount than its existing shares;
 - convert all or any of its fully paid-up shares into stock, and reconvert that stock into fully paid-up shares of any denomination;
 - sub-divide its existing shares or any of them into shares of smaller amount than is fixed by the memorandum;
 - iv. cancel any shares which, at the date of the passing of the resolution, have not been taken or agreed to be taken by any person.

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- 73. Where shares are converted into stock
 - i. the holders of stock may transfer the same or any part thereof in the same manner as, and subject to the same regulations under which, the shares from which the stock arose might before the conversion have been transferred, or as near thereto as circumstances admit:

Provided that the Board may, from time to time, fix the minimum amount of stock transferable, so, however, that such minimum shall not exceed the nominal amount of the shares from which the stock arose.

- ii. the holders of stock shall, according to the amount of stock held by them, have the same rights, privileges and advantages as regards dividends, voting at meetings of the company, and other matters, as if they held the shares from which the stock arose; but no such privilege or advantage (except participation in the dividends and profits of the company and in the assets on winding up) shall be conferred by an amount of stock which would not, if existingin shares, have conferred that privilege or advantage.
- iii. such of the regulations of the company as are applicable to paid-up shares shall apply to stock and the words "share" and "shareholder" in those regulations shall include "stock" and "stockholder" respectively.
- 74. The company may, by special resolution, reduce in any manner and with, and subject to, any incident authorised and consent required by law:
 - its share capital;
 - ii. any capital redemption reserve account; or
 - iii. any share premium account.

Joint Holders

.75. Where two or more persons are registered as joint holders (not more than three) of any share, they shall be deemed (so far as the Company is concerned) to hold the same as joint tenants with benefits of survivorship, subject to the following and

Shares may be converted into stock

Right of stockholders

Reduction of capital

Joint-holders

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other provisions contained in these Articles:

 The joint-holders of any share shall be liable severally as well as jointly for and in respect of all calls or instalments and other payments which ought to be made in respect of such share. Liability of joint-holders

ii. On the death of any one or more of such jointholders, the survivor or survivors shall be the only person or persons recognized by the Company as having any title to the share but the Directors may require such evidence of death as they may deem fit, and nothing herein contained shall be taken to release the estate of a deceased joint-holder from any liability on shares held by him jointly with any other person.

Death of one or more joint holders

iii. Any one of such joint holders may give effectual receipts of any dividends, interests or other moneys payable in respect of such share.

Receipt of one sufficient

iv. Only the person whose name stands first in the register of members as one of the joint-holders of any share shall be entitled to the delivery of certificate, if any, relating to such share or to receive notice (which term shall be deemed to include all relevant documents) and any notice served on or sent to such person shall be deemed service on all the joint-holders.

Delivery of certificate and giving of notice to first named holder

 Any one of two or more joint-holders may vote at any meeting either personally or by attorney or by proxy in respect of such shares as if he were solely entitled thereto and if more than one of such jointholders be present at any meeting personally or by proxy or by attorney then that one of such persons so present whose name stands first or higher (as the case may be) on the register in respect of such shares shall alonebe entitled to vote in respect thereof but the other or others of the joint-holders shall be entitled to vote in preference to a joint-holder present by attorney or by proxy although the name of such joint-holder present by any attorney or proxy stands first or higher (asthe case may be) in the register in respect of such shares:

Vote of joint-holders

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 Several executors or administrators of a deceased member in whose (deceased member) sole name any share stands, shall for the purpose of this clause be deemedjointholders. Executors or administrator as joint holders

v. The provisions of these Articles relating to joint holders of shares shall *mutatis mutandis* apply to any other securities including debentures of the Company registered in joint names.

Provisions as to joint holders as to shares to apply *mutatis mutandis* to debentures, etc.

Capitalisation of profits

76. i. The company in general meeting may, upon the recommendation of the Board, resolve-

Capitalisation

- a. that it is desirable to capitalise any part of the amount for the time being standing to the credit of any of the company's reserve accounts, or to the credit of the profit and loss account, or otherwise available fordistribution; and
- that such sum be accordingly set free for distribution in the manner specified in clause (ii) amongst the members who would have been entitled thereto, if distributed by way of dividend and in the same proportions.
- ii. The sum aforesaid shall not be paid in cash but shall be applied, subject to the provision contained in clause (iii), either in or towards-

Sum how applied

- paying up any amounts for the time being unpaid on any shares held by such members respectively;
- paying up in full, unissued shares of the company to be allotted and distributed, credited as fully paid-up, to and amongst such members in the proportions aforesaid;
- partly in the way specified in sub-clause (a) and partly in that specified in sub-clause (b);
- d. A securities premium account and a capital redemption reserve account may, for the purposes of this regulation, be applied in the paying up of unissued shares to be issued to members of the company as fully paid bonus

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shares:

- e. The Board shall give effect to the resolution passed by the company in pursuance of this regulation.
- 77. i. Whenever such a resolution as aforesaid shall have been passed, the Board shall:

Powers of the Board for capitalisation

- make all appropriations and applications of the undivided profits resolved to be capitalised thereby, and all allotments and issues of fully paid shares if any; and
- b. generally do all acts and things required to give effect thereto.
- ii. The Board shall have power:
 - a. to make such provisions, by the issue of fractional certificates or by payment in cash or otherwise as it thinks fit, for the case of shares becoming distributable in fractions; and

Board's power to issue fractional certificate/coupon etc.

- b. to authorise any person to enter, on behalf of all the members entitled thereto, into an agreement with the company providing for the allotment to them respectively, credited as fully paid-up, of any further shares to which they may be entitled upon such capitalisation, or as the case may require, forthe payment by the company on their behalf, by the application thereto of their respective proportions of profits resolved to be capitalised, of the amount or any part of the amounts remaining unpaid on their existing shares;
- iii. Any agreement made under such authority shall be effective and binding on such members.

Agreement binding on members

Buy-back of shares

78. Notwithstanding anything contained in these articles but subject to the provision of the Act or any other law for the time being in force, the Company may purchase its own shares or other specified securities.

Buy-back of shares

79 The Company shall not give any financial assistance

Restrictions on purchase

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for or in connection with the purchase or subscription of any shares in the Company or in its holding company, save as provided by the Act. by company of its own shares

General meetings

80. All general meetings other than annual general meeting shall be called extraordinary general meeting.

Extraordinary general meeting

81. i. The Board may, whenever it thinks fit, call an extraordinary general meeting.

Powers of Board to call extraordinary general meeting

ii. If at any time directors capable of acting who are sufficient in number to form a quorum are not within India, any director or any two members of the company may call an extraordinary general meeting in the same manner, as nearly as possible, as that in which such a meeting may be called by the Board.

Proceedings at general meetings

 i. No business shall be transacted at any general meeting unless a quorum of members is present at the time when the meeting proceeds to business. Presence of Quorum

 Save as otherwise provided herein, the quorum for the general meetings shall be as provided in the Act. Quorum for general meeting

- 83. The chairperson, if any, of the Board shall preside as Chairperson at every general meeting of the company.
- 85 If there is no such Chairperson, or if he is not present within fifteen minutes after the time appointed for holding the meeting, or is unwilling to act as chairperson of the meeting, the directors present shall elect one of their members to be Chairperson of the meeting.

Chairperson of the meetings

86. If at any meeting no director is willing to act as Chairperson or if no director is present within fifteen minutes after the time appointed for holding the meeting, the members present shall, by poll or electronically choose one of their members to be Chairperson of the meeting.

Members to elect chairperson

87. The Chairman of any meeting shall be the sole judge of the validity of every vote tendered at such meeting. The Chairman present at the taking of a poll shall be the sole judge of the validity of every vote tendered at such poll.

Power of Chairman

88. On any business at any general meeting, in case of an equality of votes, whether on a show of hands or electronically or on a poll, the Chairperson shall have a second or casting vote.

Casting vote of Chairperson at general meeting

89. i. The Company shall cause minutes of the proceedings of every general meeting of any class of members or creditors and every resolution passed by postal ballot to be prepared and signed in such manner as may be prescribed by the Rules and kept by making within thirty days of the conclusion of every such meeting concerned or passing of resolution by postal ballot entries thereof in books kept for thatpurpose with their pages consecutivelynumbered.

Minutes of proceedings of meetings and resolutions passed by postal ballot

ii. There shall not be included in the minutes any matter which, in the opinion of the Chairpersonof the meeting:

is, or could reasonably be regarded, as defamatory of any person; or

is irrelevant or immaterial to the proceedings;

c. is detrimental to the interests of the Company.

iii. The minutes of the meeting kept in accordance with the provisions of the Act shall be evidence of the proceedings recorded therein.

Certain matters not to included in the minutes books

Minutes to be evidence

Adjournment of meeting

91. i. The Chairperson may with the consent of any meeting at which a quorum is present, and shall, if so directed by the meeting, adjourn the meeting from time to time and from place to place.

Chairperson may adjourn the meeting

ii. No business shall be transacted at any adjourned meeting other than the business left unfinished at the meeting from which the adjournment took place. Business at adjourned meeting

When a meeting is adjourned for thirty days or more, notice of the adjourned meeting shall be Notice of adjourned meeting

given as in the case of an original meeting.

iv. Save as aforesaid, and as provided in the Act, it shall not be necessary to give any notice of an adjournment or of the business to be transacted at an adjourned meeting. Notice of adjourned meeting not required

Voting rights

92. Subject to any rights or restrictions for the timebeing attached to any class or classes of shares,-

Entitlement to vote on show of hands and on poll

- i. on a show of hands, every member present in person shall have one vote; and
- ii. on a poll, the voting rights of members shall be in proportion to his share in the paid-up equity share capital of the company.
- 93. Where a poll is to be taken, the Chairman of the meeting shall appoint such numbers of person(s), as he deems necessary to scrutinise the poll process and votes given on the poll and to report thereon to him;

Scrutineers at poll

95. A member may exercise his vote at a meeting by electronic means in accordance with the Act and shall vote only once.

Voting through electronic means,

 In the case of joint holders, the vote of thesenior who tenders a vote, whether in person or by proxy, shall be accepted to the exclusion of the votes of the other joint holders. Vote of joint-holders

ii. For this purpose, seniority shall be determined by the order in which the names stand in the register of members/ beneficial owner.

Seniority of names

96. A member of unsound mind, or in respect of whom an order has been made by any court having jurisdiction in lunacy, may vote, whether on a show of hands or on a poll, by his committee or other legalguardian, and any such committee or guardian may, on a poll, vote by proxy. If any member be a minor, the vote in respect of his share or shares shall be byhis guardian or any one of his guardians.

How members non compos mentis and minor may vote

97. Subject to the provisions of the Act and other

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provisions of these Articles, any person

entitled under the Transmission Clause to any shares may vote at any general meeting in respect thereof as if Votes in respect of shares of deceased or insolvent members, etc.

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he was the registered holder of such shares, provided that at least 48 (forty eight) hours before the time of holding the meeting or adjourned meeting, as the case may be, at which he proposes to vote, he shall duly satisfy the Board of his right to such shares unless the Board shall have previously admitted his right to vote at such meeting in respect thereof.

98. Any business other than that upon which a poll has been demanded may be proceeded with, pending the taking of the poll.

Business may proceed pending poll

99. No member shall be entitled to vote at any general meeting unless all calls or other sums presently payable by him in respect of shares in the company have been paid or in regard to which the Company has exercised any right of lien.

Restriction on voting rights

101. i. No objection shall be raised to the qualification of any voter except at the meeting or adjourned meeting at which the vote objected to is given or tendered, and every vote not disallowed at such meeting shall be valid for all purposes. Validity of the Vote

ii. Any such objection made in due time shall be referred to the Chairperson of the meeting, whose decision shall be final and conclusive.

102. Any member shall enjoy the same rights and be subject to the same liabilities as all other members of the same class

Equal rights of members

Proxy

103. Any member entitled to attend and vote at a general meeting may do so either personally or through his constituted attorney or through another person as a proxy on his behalf, for that meeting. Member may vote in person or otherwise

The instrument appointing a proxy and the power-ofattorney or other authority, if any, under which it is signed or a notarised copy of that power or authority, shall be deposited at the registered office of the company not less than 48 hours before the time for holding the meeting or adjourned meeting atwhich the person named in the instrument proposes to vote, or, in the case of a poll, not less than 24 hours before the time appointed for the taking of the poll; and in default the instrument of proxy shall not be treated as valid. Proxies when to be deposited

105. An instrument appointing a proxy shall be in the form as prescribed in the rules made under the Act.

Form of proxy

106. A vote given in accordance with the terms of an instrument of proxy shall be valid, notwithstanding the previous death or insanity of the principal or the revocation of the proxy or of the authority underwhich the proxy was executed, or the transfer of the shares in respect of which the proxy is given:

Proxies to be valid not withstanding death of the principal

Provided that no intimation in writing of such death, insanity, revocation or transfer shall have been received by the company at its office before the commencement of the meeting or adjourned meeting at which the proxy is used.

Board of Directors

107. Unless otherwise determined by the Company in general meeting, the number of directors shall not be less than 3 (three) and shall not be more than 15 (fifteen). Board of directors

108. The First Directors of the Company on its Incorporation were :-

Names of Directors

- 1. Mr. Varun Gupta
- 2. Mrs. Shilpi Gupta

109. The same individual may, at the same time, be appointed as the Chairperson of the Company as well as the Managing Director or Chief Executive Officer of the Company, subject to section 203 of the Act. Same individual may be Chairperson and Managing Director / Chief Executive Officer

110. The remuneration of the directors shall, in so far as it consists of a monthly payment, be deemed to accrue from day-to-day. Remuneration of directors

111. i. The remuneration payable to the directors, including any managing or whole-time director or manager shall be determined in accordance with and subject to the provisions of the Act.

Remuneration to require members' consent

ii. In addition to the remuneration payable to them in pursuance of the Act, the directors may be paid all travelling, hotel and other expenses properly incurred by them-

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Travelling and other expenses

- a. in attending and returning from meetings of the Board of Directors or any committee thereof or general meetings of the company;
- b. in connection with the business of the company.
- 112. The fees payable to the Director for attending the meeting of the Board or Committee thereof or a General Meeting shall be decided by the Board of Directors from time to time within the maximum limits of such fees that may be prescribed under the Act or the Rules.
- 113. The company may exercise the powers conferred on it by section 88 of the Act with regard to the keeping of a foreign register; and the Board may (subject to the provisions of that section) make and vary such regulations as it may thinks fit respecting the keeping of any such register.
- 114. All cheques, promissory notes, drafts, hundis, bills of exchange and other negotiable instruments, and all receipts for monies paid to the company, shall be signed, drawn, accepted, endorsed, or otherwise executed, as the case may be, by such person and in such manner as the Board shall from time to time by resolution determine.

Execution of negotiable instruments

- 115. Every director present at any meeting of the Board or of a committee thereof shall sign his name in a book to be kept for that purpose.
- 116. i. Subject to the provisions of the Act, the Board shall have power at any time, and from time to time, to appoint a person as an additional director, provided the number of the directors and additional directors together shall not at anytime exceed the maximum strength fixed for the Board by the articles.

Appointment of Additional director

ii. Such person shall hold office only up to the date of the next annual general meeting of the company but shall be eligible for appointment by the company as a director at that meeting subject to the provisions of the Act. Duration of the office of the additional director

117. Subject to the provisions of the Act or any statutory modifications thereof, the Board of Directors shall have powers to appoint a person as alternate Director during the absence of Director, for a period Appointment of alternate director

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of not less three months from India. No person shall be appointed as an alternate director for an independent director unless he is qualified to be appointed as an independent director under the provisions of the Act.

118. An alternate director shall not hold office for a period longer than that permissible to the Original Director in whose place he has been appointed and shall vacate the office if and when the Original Director returns to India. Duration of office of alternate director

119. If the term of office of the Original Director is determined before he returns to India the automatic reappointment of retiring directors in default of another appointment shall apply to the Original Director and not to the alternate director. Re-appointment provisions applicable to Original Director

120. i. If the office of any director appointed by the Company in general meeting is vacated before his term of office expires in the normal course, the resulting casual vacancy may, be filled by the Board of Directors at a meeting of the Board.

Appointment of director to fill casual vacancies

ii. The director so appointed shall hold office only upto the date upto which the director in whose place he is appointed would have held office if ithad not been vacated Duration of office of Director appointed to fill casual vacancies

Subject to provisions of the Act, whenever 121 enters Company into any agreement/ arrangement/ contract with any Banks, Financial Institutions, Insurance Companies, Corporate, Government authorities, local bodies or any other person or persons for borrowing any sum of money or for availing loan or credit facilities or for providing any guarantee or security or for technical collaboration orassistance or for underwriting enter into or agreement/arrangement/contract whatsoever, the Directors shall have, subject to provisions of the Act, the power to agree that such Banks, Financial Institutions, Insurance Companies, Bodies corporate, Government Authorities, Local bodies or any other person shall have the right to appoint or nominate a person as a Director (s) (hereinafter referred to as a "nominee Director") on the Board by a notice in writing addressed to

the Company on such conditions as may be mentioned in the Agreement/ Arrangement

Nominee Director

/Contract and that such Nominee Director(s) may not be liable to retire nor be required to holdany qualification shares. The Directors may also agree that any such Nominee Director(s) may be removed from time to time by Banks, Financials Institutions, Insurance Companies, **Bodies** Corporate, Government authorities, Local Bodies or any other person entitled to appoint or nominate them and such person or persons may appoint other or others in his or their place and also fill in any vacancy, which may occur as a result of any such Nominee Director (s) ceasing to hold that office for any reason whatever. The Nominee Director(s) shall be entitled to exercise and enjoy all or any of the rights and privileges exercised and enjoy by the directors of the Company including the payment of remuneration and traveling expenses to such Director or Directors as may be agreed by the Company with such person or persons aforesaid.

iv. if it is provided by the Trust Deed, securing or otherwise, in connection with any issue of debentures of the Company, that any person or persons shall have power to nominate a Director on the Board of the Company, then in the case of such issue of debentures, the person or persons having such power may exercise such power from time to time and appoint a Director accordingly. Any Director so appointed is herein referred to as "Debenture Director". Such Debenture Director May be removed from officeat any time by the person or persons in whom the Power is vested and another Director may be appointed in his place. A Debenture Director shallnot liable or need not hold any qualification shares.

Debenture Director

Powers of Board

121. (a) The Board of Directors shall be entitled to exercise all such power and to do all such acts and things as the Company is authorised to exercise and do;

Provided that the Board shall not exercise any power or do any act or thing, which is directly or required by the Act or any other provisions of the law or by the Memorandum of Association of the Company or by these Articles, to be exercised or done by the Company in the General Meeting.

General powers of the Company vested in Board

Provided further that in exercising any such powers or doing any such act or thing, the Board shall be subject to the provisions contained in that behalf in the Act or any other provisions of law or the Memorandum of Association of the Company or these Articles or in any regulations not inconsistent therewith and duly made hereunder, including regulations made by the Company in General Meeting.

(b) No regulation made by the Company in general meeting shall invalidate any prior act of the Board which would have been valid if that regulation had not been made.

Borrowing Powers

122. The Directors may, from time to time, at their discretion, raise or borrow, or secure the payment of, any sum or sums of money for the purposes of the Company; Provided that the moneys to be borrowed together with the moneys already borrowed by the Company (apart from temporary loans obtained from the Company's bankers in the ordinary course of business) shall not at any time except with the consent of the Company by way of special resolution in general meeting exceed theaggregate of the paidup capital of the Company and its free reserves, that is to say, reserves not set part for any specific purpose.

Power to borrow

123. The Directors, with shareholders' consent where required by the Act and Rules, may raise or secure the payment or repayment of such sum or sums in such manner and upon such terms and conditions in all respects as they think fit and, in particular, by the issue of debentures or debenture-stock of the Company charged upon all or any part of the property of the Company (both present and future) including its uncalled capital for the time being.

Conditions on which money may be borrowed

Proceedings of the Board

 i. The Board of Directors may meet for the conduct of business, adjourn and otherwise regulate its meetings, as it thinks fit. When meeting to be convened

ii. The Chairperson or any one Director with the previous consent of the Chairperson may, orthe company secretary on the direction of the

Who may summon Board meeting

For Max Mains Turing Signal Private Signal Private

Chairperson shall, at any time summon a meeting of the Board.

126. Notice of every meeting of the Board of Directors of the Company shall be given in writing to every Director at his address registered with the Company or in electronic form. Notice of Meetings

127. The quorum for a Board meeting shall be as provided in the Act.

Quorum for Board meetings

128. The participation of directors in a meeting of the Board may be either in person or through video conferencing or audio visual means or teleconferencing, as may be prescribed by the Rules or permitted under law. Participation at Board meetings

129 i. Save as otherwise expressly provided in the Act, questions arising at any meeting of the Board shall be decided by a majority of votes. Questions at Board meeting how decided

 In case of an equality of votes, the Chairperson of the Board, if any, shall have a second or casting vote. Casting vote of Chairperson at Board meeting

130. The continuing directors may act notwithstandingany vacancy in the Board; but, if and so long as their number is reduced below the quorum fixed by the Act for a meeting of the Board, the continuing directors or director may act for the purpose of increasing the number of directors to that fixed for the quorum, or of summoning a general meeting of the company, but for no other purpose.

Directors not to act when number falls below minimum

 i. The Board may elect a Chairperson of its meetings and determine the period for which heis to hold office. Who to preside at meetings of the Board

ii. If no such Chairperson is elected, or if at any meeting the Chairperson is not present within five minutes after the time appointed for holding the meeting, the directors present may choose one of their number to be Chairperson of the meeting. Directors to elect a Chairperson

 i. The Board may, subject to the provisions of the Act, delegate any of its powers to committees consisting of such member or members of its

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body as it thinks fit.

Delegation of powers

ii. Any committee so formed shall, in the exercise

Committee to conform to

Authorised Signature

of the powers so delegated, conform to any regulations that may be imposed on it by the Board.

Board regulations

The participation of directors in a meeting of the Committee may be either in person or through video conferencing or audio visual means or teleconferencing, as may be prescribed by the Rules or permitted under law.

Participation at Committee meetings

 i. A committee may elect a Chairperson of its meetings. Chairperson of Committee

ii. If no such Chairperson is elected, or if at any meeting the Chairperson is not present within five minutes after the time appointed for holding the meeting, the members present may choose one of their members to be Chairperson of the meeting. Who to preside at meetings of Committee

135 i. A committee may meet and adjourn as it thinks fit.

Committee to meet

ii. Questions arising at any meeting of a committee shall be determined by a majority of votes of the members present, and in case of an equality of votes, the Chairperson shall have a second or casting vote.

Questions at Committee meeting how decided

All acts done in any meeting of the Board or of a committee thereof or by any person acting as a director, shall, notwithstanding that it may be afterwards discovered that there was some defect in the appointment of any one or more of such directors or of any person acting as aforesaid, or that they or any of them were disqualified, be as valid as if every such director or such person had been duly appointed and was qualified to be a director.

Acts of Board or Committee valid notwithstanding defect of appointment

Save as otherwise expressly provided in the Act, a resolution in writing, signed by all the members of the Board or of a committee thereof, for the time being entitled to receive notice of a meeting of the Board or committee, shall be valid and effective as if it had been passed at a meeting of the Board or committee, duly convened and held.

Passing of resolution by circulation

Chief Executive Officer, Manager, Company Secretary, Whole Time Director or Chief Financial Officer

For Max Markaring

138 Subject to the provisions of the Act,-

i. A chief executive officer, manager, company secretary, Whole Time Director, or chief financial officer may be appointed by the Board for such term, at such remuneration and upon such conditions as it may thinks fit; and any chief executive officer, manager, company secretary Whole Time Director, or chief financialofficer so appointed may be removed by means of a resolution of the Board; Chief Executive Officer, etc.

 A director may be appointed as chief executive officer, manager, company secretary or chief financial officer. Director may be chief executive officer, etc.

Managing Director/ Whole-time Director

The Board of Directors may from time to time and subject to the requisite approval of the Company in the General Meeting and where necessary also that of the Central Government under the provisions of the Companies Act, 2013, appoint a Managing Director, Whole Time Director, Technical Director, on such terms and conditions and for such period that it may consider proper.

Managing Director/ Wholetime Director

The Managing Director or Directors and the Joint Managing Director shall be responsible for carrying on and conducting the business of the Company subject to the supervision, directions and control of the Board of Directors. In the conduct and management of the said business, the Managing Director and the Joint Managing Director may exercise such powers, authorities and discretion, as may from time to time, be vested in them under an agreement or delegated to them by the Board of Directors.

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Registers

The Company shall keep and maintain at its registered office all statutory, registers including, register of charges, register annual return, register of loans, guarantees, security and acquisitions, register of investments not held in its own name andregister of contracts and arrangements for such duration as the Board may, unless otherwise prescribed, decide, and in such manner and containing such particulars as prescribed by the Act and the Rules. The registers and copies of annual return shall be open for inspection during 11.00 a.m. to 1.00 p.m. on all working days, other than Saturdays, at the registered office of the Company by the persons entitled thereto on payment, where required, of such fees as may be fixed by the Board but not exceeding the limits prescribed by the Rules.

Statutory registers

i. The Company may exercise the powers conferred on it by the Act with regard to the keeping of a foreign register; and the Boardmay (subject to the provisions of the Act) make and vary such regulations as it may think fit respecting the keeping of any such register. Foreign register

ii. The foreign register shall be open for inspection and may be closed, and extracts may be taken therefrom and copies thereof may be required, in the same manner, *mutatis mutandis*, as is applicable to the register of members.

The Seal

141. The Company shall have a Common Seal and the Directors shall provide for the safe custody thereof.

Seal

The Seal shall not be affixed to any instrument except:

- by the authority of a Resolution of the Board of Directors or a Committee of the Board authorized in that behalf, and
- ii. in the presence of at least two Directors or one Director and the Secretary of the Company or such other person as the Board may appoint for the purpose, who shall sign every instrument to which the Seal is so affixed. Such signatures shall be conclusive evidence of the fact that the seal has been properly affixed.

Dividends and Reserves

142. The company in general meeting may declare dividends, but no dividend shall exceed the amount recommended by the Board. Company in general meeting may declare dividends

143. Subject to the provisions of the Act, the Board may, from time to time, pay to the members such interim dividends as appear to it to be justified by the profits of the company. Interim dividends

144. i. The Board may, before recommending any dividend, set aside out of the profits of the company such sums as it thinks fit as a reserve or reserves which shall, at the discretion of the Board, be applicable for any purpose to which the profits of the company may be properly applied, including provision for meeting contingencies or for equalizing dividends; and pending such application, may, at the like discretion, either be employed in the businessof the company or be invested in such investments (other than shares of the company)as the Board may, from time to time, thinks fit.

Dividends only to be paid out of profits

ii. The Board may also carry forward any profits which it may consider necessary not to divide, without setting them aside as a reserve.

Carry forward of profits

145. i. Subject to the rights of persons, if any, entitled to shares with special rights as to dividends, all dividends shall be declared and paid according to the amounts paid or credited as paid on the shares in respect whereof the dividend is paid, but if and so long as nothing is paid upon any of the shares in the company, dividends may be declared and paid according to the amounts of the shares.

Division of profits

ii. No amount paid or credited as paid on a share in advance of calls shall be treated for the purposes of this regulation as paid on the share. Payments in advance

iii. All dividends shall be apportioned and paid proportionately to the amounts paid or credited as paid on the shares during any portion or portions of the period in respect of which the dividend is paid; but if any share is issued on terms providing that it shall rank for dividend as

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Dividends to beapportioned

from a particular date such share shall rank for dividend accordingly.

146. The Board may deduct from any dividend payable to any member all sums of money, if any, presently payable by him to the company on account of calls or otherwise in relation to the shares of the Company. No member to receive dividend whilst indebted to the Company and Company's right to reimbursement therefrom

- 147. The Board may retain dividends payable upon shares in respect of which any person is, under the Transmission Clause hereinbefore contained, entitled to become a member, until such person shall become a member in respect of such shares.
 - i. Any dividend, interest or other monies payable in cash in respect of shares may be paid by electronic mode or cheque or warrant sent through the post directed to the registered address of the holder or, in the case of joint holders, to the registered address of that one of the joint holders who is first named on the register of members, or to such person and to such address as the holder or joint holders may in writing direct.
 - Every such cheque or warrant shall be made payable to the order of the person to whom it is sent.

Instrument of payment

148. Any one of two or more joint holders of a share may give effective receipts for any dividends, bonuses or other monies payable in respect of such share.

Receipt of one holder sufficient

149. Notice of any dividend that may have been declared shall be given to the persons entitled to share therein in the manner mentioned in the Act.

Notice of Dividend

151. No dividend shall bear interest against the company.

No Interest on Dividend

Accounts

152. The books of account and books and papers of the Company, or any of them, shall be open to the inspection of directors in accordance with the applicable provisions of the Act and the Rules.

Inspection by Directors

 i. The Board shall from time to time determine whether and to what extent and at what times and places and under what conditions or

regulations, the accounts and books of the company, or any of them, shall be open to the inspection of members not being directors.

ii. No member (not being a director) shall have any right of inspecting any account or book or document of the company except as conferredby law or authorised by the Board or by thecompany in general meeting. Restriction on inspection by members

Winding up

154. Subject to the provisions of Chapter XX of the Act and rules made thereunder-

Winding up of Company

- i. If the company shall be wound up, the liquidator may, with the sanction of a special resolution of the company and any other sanction required by the Act, divide amongst the members, in specie or kind, the whole or any part of the assets of the company, whether they shall consist of property of the same kind or not.
- ii. For the purpose aforesaid, the liquidator may set such value as he deems fair upon any property to be divided as aforesaid and may determine how such division shall be carried out asbetween the members or different classes of members.
- iii. The liquidator may, with the like sanction, vest the whole or any part of such assets in trustees upon such trusts for the benefit of the contributories if he considers necessary, but so that no member shall be compelled to accept any shares or other securities whereon there is any liability.

Indemnity and Insurance

155. Subject to the provisions of the Act, every director, managing director, whole-time director, manager, company secretary and other officer of the Company shall be indemnified by the Company out of the assets of the Company against any liability incurred by him in defending any proceedings whether civil or criminal in which judgment in given in his favour or in which he is acquitted or in which relief is granted to him by the court or the tribunal.

Directors and officers right to indemnity

157. The Company may take and maintain any insurance as the Board may think fit on behalf of its present

Insurance

and/ or former directors and key managerial personnel for indemnifying all or any of them against any liability for any acts in relation to the Company for which they may be liable but have acted honestlyand reasonably.

General Power

158. Wherever in the Act, it has been provided that the Company shall have any right, privilege or authority or that the Company could carry out any transaction only if the Company is so authorized by its articles, then and in that case this Article authorizes an empowers the Company to have such rights, privileges or authorities and to carry suchtransactions as have been permitted by the Act, without there being any specific Article in that behalf herein provided.

For Max Marketing Limited

We, the several persons, whose names and address are subscribed, are desirous of being formed into a company in pursuance of this articles of association:

	SUBSCRIBERS D	ETAILS	
SR. NO	Name, Address, Description and Occupation	DIN / PAN / Passport number	Place
1	Varun Gupta Flat 701, 7 th Floor, Prakashgarh Sharmsafalya CHS Ltd, D N Nagar, Andheri (W), Mumbai- 400053 Occupation: Business	08703761	Mumbai
2	Shilpi Gupta A-87, Santoshi Nagar, Nizampura, Garba Ground, Fateganj Padra, Near Mehsana Nagar, Baroda, Gujrat-390002 Occupation: Service	08703762	Baroda

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 / Member ship number	Place
FCA	Jaiprakash Daga	A 101, Trishul Heights, Near Blue Empire Complex, New Link Road, Kandivali West, Mumbai-400067	136719	Mumbai

For Max Marketing Limited

For Max Marketing Private Limited

Director / Authorized Signatory