

Form No. INC-33



Form language

☒ English

☐ Hindi

e-MOA (e-Memorandum of Association)

[Pursuant to Schedule I (see Sections 4 and 5) to the Companies Act, 2013]]

Refer instruction kit for filing the form

*All fields marked in * are mandatory*

* Table applicable to company as notified under schedule I of the Companies Act, 2013

(A - MEMORANDUM OF ASSOCIATION OF A COMPANY LIMITED BY SHARES

B - MEMORANDUM OF ASSOCIATION OF A COMPANY LIMITED BY GUARANTEE AND NOT HAVING A SHARE CAPITAL

C - MEMORANDUM OF ASSOCIATION OF A COMPANY LIMITED BY GUARANTEE AND HAVING A SHARE CAPITAL

D - MEMORANDUM OF ASSOCIATION OF AN UNLIMITED COMPANY AND NOT HAVING SHARE CAPITAL

E - MEMORANDUM OF ASSOCIATION OF AN UNLIMITED COMPANY AND HAVING SHARE CAPITAL)

A - MEMORANDUM OF
ASSOCIATION OF A COMPANY
LIMITED BY SHARES

Table A/B/C/D/E

1 The name of the company is

V4 WELLNESS AND LIFESTYLE
MARKETING PRIVATE LIMITED

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

Tamil Nadu

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

Other retail sale not in stores, stalls or markets
1. To carry on the business of retail sale of goods, merchandise, products, articles, and items of all kinds through electronic commerce platforms, websites, mobile applications, and other digital or online channels, including but not limited to the sale of consumer goods, electronics, apparel, home essentials, groceries, and any other lawful products, and to undertake all incidental activities related to e-commerce retailing such as order processing, payment facilitation, logistics coordination, and customer support. 2. To engage in the business of retail sale of goods, merchandise, products, and articles by means other than traditional stores, stalls, or markets, including through direct selling, door-to-door sales, mail order, catalogue sales, telemarketing, vending machines, exhibitions, temporary pop-up sales, and any other non-store or

non-market-based retail channels. 3. To provide business support services of all kinds, including but not limited to data entry and processing, document preparation, transcription, secretarial support, customer relationship management, telecalling, lead generation, back-office operations, administrative assistance, and other support activities that aid the functioning of businesses across various sectors. 4. To develop, maintain, and operate digital platforms, websites, and mobile applications for the purpose of facilitating online retail sales, including the listing of products, processing of orders, managing payments, and providing a marketplace for third-party sellers, subject to applicable laws and regulations. 5. To undertake warehousing, inventory management, packaging, labeling, quality control, and order fulfillment services in connection with the retail sale of goods through any channel, whether online or offline, and to manage supply chain and logistics operations for the efficient delivery of products to customers. 6. To provide consultancy, advisory, and support services to businesses in relation to e-commerce operations, retail strategies, digital marketing, customer acquisition, and business process optimization, and to perform any other ancillary or incidental activities that may be conducive to the attainment of the above objects.

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

1. To purchase, exchange or otherwise any movable or immovable property and any rights or privileges which the Company may deem necessary or convenient for the purpose of its main business.
2. To enter into partnership or into any arrangement for sharing profits, union of interest, joint venture, reciprocal concession or cooperation with persons or companies carrying on or

engaged in the main business or transaction of this Company.

3. To import, buy, exchange, alter, improve and manipulate in all kinds of plants, machinery, apparatus, tools and things necessary or convenient for carrying on the main business of the Company.

4. To vest any movable or immovable property, rights or interests required by or received or belonging to the Company in any person or company on behalf of or for the benefit of the Company and with or without any declared trust in favor of the Company.

5. To purchase, build, carry out, equip, maintain, alter, improve, develop, manage, work, control and superintend any plants, warehouse, sheds, offices, shops, stores, buildings, machinery, apparatus, labour lines, and houses, warehouses, and such other works and conveniences necessary for carrying on the main business of the Company.

6. To undertake or promote scientific research relating to the main business or class of business of the Company.

7. To takeover the whole or any part of the business, goodwill, trade-marks properties and liabilities of any person or persons, firm, companies or undertakings either existing or new, engaged in or carrying on or proposing to carry on business this Company is authorised to carry on, possession of any property or rights suitable for the purpose of the Company and to pay for the same either in cash or in shares or partly in cash and partly in shares or otherwise.

8. To negotiate and enter into agreements and contracts with Indian and foreign individuals, companies, corporations and such other organizations for technical, or any other such assistance for carrying out all or any the main objects of the Company or for the purpose of activity research and

development of manufacturing projects on the basis of knowhow, or technical collaboration and necessary formulas and patent rights for furthering the main objects of the Company.

9. Subject to Sections 230 to 232 of the Companies Act, 2013, to amalgamate with any other company of which all or any of their objects companies having similar to the objects of the Company in any manner whether with or without the liquidation.

10. Subject to any law for the time being in force, to undertake or take part in the formation, supervision or control of the business or operations of any person, firm, body corporate, association undertaking carrying on the main business of the Company.

11. To apply for, obtain, purchase or otherwise and prolong and renew any patents, patent rights, brevets, inventions, processes, scientific technical or other assistance, manufacturing processes know-how and other information, patterns, copyrights, trade-marks, licenses concessions and the like rights or benefits, conferring an exclusive or non-exclusive or limited or unlimited right of use thereof, which may seem capable of being used for or in connection with the main objects of the Company or the acquisition or use of which may seem calculated directly or indirectly to benefit the Company on payment of any fee royalty or other consideration and to use, exercise or develop the same under or grant licenses in respect thereof or otherwise deal with same and to spend money in experimenting upon testing or improving any such patents, inventions, right or concessions.

12. To apply for and obtain any order under any Act or Legislature, charter, privilege concession, license or authorisation of any

Government, State or other Authority for enabling the Company to carry on any of its main objects into effect or for extending any of the powers of the Company or for effecting and modification of the constitution of the Company or for any other such purpose which may seem expedient and to oppose any proceedings or applications which may seem expedient or calculated directly or indirectly to prejudice the interest of the Company.

13. To enter into any arrangements with any Government or Authorities or any persons or companies that may seem conducive to the main objects of the Company or any of them and to obtain from any such Government, authority, person or company any rights, charters, contracts, licenses and concessions which the Company may think desirable to obtain and to carry out, exercise and comply.

14. To procure the Company to be registered or recognised in or under the laws of any place outside India and to do all act necessary for carrying on in any foreign country for the business or profession of the Company.

15. To draw, make, accept, discount, execute and issue bills of exchange, promissory notes bills of lading, warrants, debentures and such other negotiable or transferable instruments, of all types or securities and to open Bank Accounts of any type and to operate the same in the ordinary course of the Company.

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

17. To carry, conduct any other objects which are required to carry main business activities as

mentioned in clause 3(a).

4 The liability of the member(s) is limited, and this liability is limited to the amount unpaid if any, on the shares held by them.

5 Every member of the company undertakes to contribute:

(i) to the assets of the company in the event of its being wound up while he is a member, or within one year after he ceases to be a member, for payment of the debts and liabilities of the company or of such debts and liabilities as may have been contracted before he ceases to be a member; and

(ii) to the costs, charges and expenses of winding up (and for the adjustment of the rights of the contributories among themselves), such amount as may be required, not exceeding * rupees.

(iii) The share capital of the company is rupees, divided into

10000	Equity Share	Shares of	10	Rupees each	
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☐ We, the several persons, whose names and address are subscribed, are desirous of being formed into a company in pursuance of this memorandum of association, and we respectively agree to take the number of shares in the capital of the company set against our respective names:

☐ I, whose name and address is given below, am desirous of forming a company in pursuance of this memorandum of association and agree to take all the shares in the capital of the company:

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

Subscriber Details					
S. No.	*Name, Address, Description and Occupation	DIN / PAN / Passport number	No. of shares taken	DSC	Dated
1	VINOTH KUMAR SELVAMANI 31/15 ANNA NEDUM PATHAI CHOOLAIMEDU Chennai Tamil Nadu 600094 Choolaimedu Chennai India	G*O*S*7*0*	8000 Equity,0 Preference		12/06/2026
2	ABBAI REDDIYAR KARTHICK FLAT,NO 2082 APPASWAMY HABITAT, MR RADHA GARDEN Chinglepet Tamil Nadu 603103 Pudupakkam Kanchipuram India	B*U*K*9*2*	2000 Equity,0 Preference		12/06/2026
Total shares taken			10000 Equity,0 Preference		

Signed before me

Membership type of the witness (ACA/FCA/ACS/FCS/AC MA/FCMA)	*Name of the witness	*Address, Description and Occupation	DIN / PAN / Passport number / Membership number	DSC	Dated
FCA	NAYANI AGARWAL	SF-235, JMD MEGAPOLIS, SECTOR 48, SOHNA ROAD, GURUGRAM, HARYANA, 122018	5*1*1*		12/06/2026

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

For office use only:

eForm Service request number(SRN)

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eForm filing date(DD/MM/YYYY)

18/06/2026

Name of the authorizing officer

POONAM SHARMA

This e-Form is hereby approved



This e-Form is hereby rejected



Date of Signing (DD/MM/YYYY)

19/06/2026