

**MEMORANDUM OF ASSOCIATION
OF
MOBAVENUE MEDIA PRIVATE LIMITED**

THE COMPANIES ACT, 2013
(COMPANY LIMITED BY SHARES)
MEMORANDUM OF ASSOCIATION
OF
MOBAVENUE MEDIA PRIVATE LIMITED
(INCORPORATED UNDER THE COMPANIES ACT, 2013)

- I. The name of the company is **MOBAVENUE MEDIA PRIVATE LIMITED**.
- II. The Registered office of the company will be situated in the State of Maharashtra i.e. within the jurisdiction of the Registrar of Companies, Maharashtra, at Mumbai.
- III. (a)****THE OBJECTS TO BE PURSUED BY THE COMPANY ON ITS INCORPORATION ARE:**
1. To carry on the business of as advertising and media agent's consultants and to produce and procure advertising and other publicity and promotion materials in furtherance of the main objects of the Company.
 2. To carry on the business of Digital Media, Marketing and Advertising Agency.
 3. To carry on the business of delivery of Mobile information Solutions to Mobile Phone Subscribers across different mobile phone operators.
 4. To sell advertising space which would be delivered to mobile phones/web other connected devices.
 5. To create/ source content which would be show cast on the mobile phone and other connected devices.
 6. To create solutions which would add value to the user experience on mobile phone and other connected devices.
 7. To carry on the business of offering customized computer applications, programming services, data services, internet technology, technical advice, maintenance and support services and generally to act as consultants and advisers in the provision of business solutions involving information technology, including but not limited to computer software, data networks and systems and related services, and to carry on the business of designing, developing and dealing in computer and peripheral equipment and software and to provide technical and advisory services for users and potential users including providing the service of integration of networks and systems.
 8. To carry on the business of developing, owning, operating and providing artificial intelligence (AI) powered advertising technology, digital marketing, consumer

For Mobavenue Media Pvt. Ltd.

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Director



For Mobavenue Media Pvt. Ltd.

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Director

growth and data intelligence platforms and solutions for businesses, brands, media agencies and publishers in India and globally, enabling them to connect with high-intent consumers and achieve measurable outcomes across the consumer journey.

9. To design, develop and commercialize software applications, digital products, proprietary frameworks, algorithms and AI-enabled tools for awareness, acquisition, activation, engagement, analytics, performance marketing, media monetization and growth optimization.
10. To undertake research, development and innovation in artificial intelligence, data analytics and digital technologies, and to provide advisory, consulting and managed services relating to AdTech, MarTech, consumer analytics and AI-driven business growth, in line with ethical and responsible use of technology.
11. To carry on of any kind of Advertising services through Mouth Print & Papers, Audio-Video or Visual Representation or any other form of Electronic Media.
12. To carry on the business of advertising contractors and to act as advertisers, advertising agents, press agents, newspaper cutting agents, bill posters, commission agents, promoters or organizers or agents for all kinds of advertising or publicity schemes or methods, publicity advertisers consultants and to require and dispose of advertising time, space, opportunities in any media and to undertake and provide advertising and promotional campaign of every nature and to acquire and provide promotional requisites of every kind and description and for the purpose aforesaid and to undertake and carry on the business of designers, commercial artists, engravers, lithographers, typesetters, stereo typers, newspaper reporters, printers, publishers of any magazine, periodicals, stationers, electro typers, photographic, printers, photo-gravure, photographers, cromo-lithographers, offset printers, draftsman, type founders and manufacturers of all kinds of advertising novelties and to act as consultants any carry on all other business to advertising and publicity through all kinds of media including films, radio, television, sign boards and wall posters, etc.
13. To carry on the business of development and upgradation of software, engineering works; electronic data processing, designing, developing, planning, assembling, integration and installation of computer network system, data networks and systems of every description and for whatever purpose and to provide system consultancy and integration services, solutions, assistance, help, maintenance relating to software, mobile advertising, digital transformation, mobile app and game publishing, mobile and game monetization.
14. To provide consultancy, advisory, execution and marketing services related to brand building of products and services through Mobile medium.
15. To provide mobile content, services, applications, solutions, technology, or technology platforms, to consumers, mobile network operators, media companies, brands or to any other parties.

For Mobavenue Media Pvt. Ltd.


Director



For Mobavenue Media Pvt. Ltd.



Director

16. To promote, develop, build, construct, create, operate, manage, run, supervise, maintain, produce, market, direct, edit, distribute, exhibit, record, trade, give on hire, and otherwise deal in all types of mobile products, services, contents, technologies, solutions and applications.
17. To develop, buy, sell, market, trade, import, export, manufacture, put-up, install and consultancy in the field of outsourcing, technology support, mobile technology, applications, solutions, applications, contents or services or otherwise deal in information technology and IT enabled services, cyber technology, electronic commerce, mobile commerce, electronic mail, internet, intranet, ISP, computers, computer hardware, computer software, TV software, system designing, web designing, web hosting, portals, web sites, search engines, devised driver development, domain name registration, data processing, remote data processing, data transfer, call centres, cyber point, cyber cafe, IT education and training, placement services, selection and management consultant for IT, electronic communication equipment's, electronic data processing equipment's, data storage media/ equipment's, their peripherals and allied products, components and consumables.

**** Object Clause has been altered in accordance with the provision of the Companies Act, 2013, vide a Special Resolution passed by shareholders in the Extra-Ordinary General Meeting held on Monday, January 19, 2026.**

MATTERS WHICH ARE NECESSARY FOR FURTHERANCE OF THE OBJECTS SPECIFIED IN CLAUSE 3(A) ARE:

1. To acquire, hold, sell, buy or otherwise deal in any share units, stocks debentures, debenture stock, bonds, mortgages obligations and other securities by original subscription, tender purchase, change, gift or otherwise and to underwrite, sub underwrite or guarantee the subscription thereof to purchase and sell units.
2. To employ and remunerate Indian and Foreign Experts or to investigate, plan, design and supervise the jobs taken up by the Company.
3. To promote, organize or deal with Unit Trust, and to hold, dispose off and deal with their securities whether of fixed or variable return.
4. To acquire, hold, sell, buy or otherwise deal in any share units, stocks debentures, debenture stock, bonds, mortgages obligations and other securities by original subscription, tender purchase, change, gift or otherwise and to underwrite, sub underwrite or guarantee the subscription thereof to purchase and sell units.
5. To employ and remunerate Indian and Foreign Experts or to investigate, plan, design and supervise the jobs taken up by the Company.
6. To promote, organize or deal with Unit Trust, and to hold, dispose off and deal with their securities whether of fixed or variable return.

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Director



For Mobavenue Media Pvt. Ltd.



Director

7. To act as an advisor to the issue in the case of new issue of shares.
8. To take into consideration and to approve and confirm all acts, deeds or things that may be done or entered into with any person, firm or body corporate by the promoters of the Company and further to enter into any arrangements, agreements or contracts with the promoters and to reimburse them for all costs and expenses that may be incurred by them in connection with the formation or promotion of the Company.
9. To draw, make, accept, endorse, discount, execute and issue promissory notes, hundies, bills of exchange, bill of lading, warrants and other negotiable or transferable instruments.
10. To receive grants, loans, advances or other moneys or deposits from the state or Central Government, Banks, Companies, financial Institutions, trusts, firms or individuals with or without allowance of interest thereon.
11. To communicate with chamber of Commerce and other mercantile and public bodies throughout the world and concerns and promote measures for the protection of the trade, industry or persons engaged therein.
12. To subscribe to become a member of and co-operate with any other association whether incorporated or not whose objects are altogether or in part similar to those objects of the Company and to procure from and communicate to any such associations such information as may be likely to further the objects of the Company
13. To lease, let out on hire, mortgage, pledge, hypothecation, sell or otherwise dispose of the whole or any part of the undertakings of the Company or any land, business property, right or assets of the Company including all and every description, apparatus or appliances or any share of interest therein respectively in such manner and for such consideration as the Company may think fit and according to the procedure of the Company Law and in particular, for shares Debentures or securities of any other body Corporate having objects altogether or in part similar to those of the Company.
14. To amalgamate, enter into partnership or into any arrangement for sharing profits, union of interests, cooperation joint venture or reciprocal concession or for limiting competition with any person, firm or corporate whether in India or outside carrying on or engaged in or about to carry on or engage in similar business or transaction which the Company is authorized to carry on and further to enter into any such arrangement or contract with any person, association or body corporate whether in India or outside India for such other purpose that may seem calculated, beneficial and conducive to the objects of the Company.
15. To establish agencies in India and elsewhere and to regulate the same.

For Mobavenue Media Pvt. Ltd.



Director



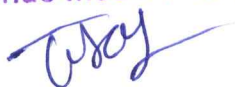
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Director

16. To subscribe in or donate to or guarantee money for any national philanthropic, charitable, benevolent, public, general or useful object fund or organization, association, institutions or for any Companies Act, 2013
17. To make arrangements with persons engaged in any trade, business or profession for the concession to the Company' member, ticket holders and their friends of any special rights, privileges and in particulars in regard to the supply of the goods.
18. To undertake and execute any trusts either gratuitously or otherwise.
19. To obtain any order or act of Legislature or parliament for enabling the Company to obtain all powers and authorities necessary or expedient to carry out or extend any other purpose which may seem expedient and to oppose any proceedings on application which may seem calculating directly or indirectly to prejudice the Company's interest.
20. To create any Depreciation Fund, Reserve Fund, Sinking Fund, Insurance Fund or any special or other Fund whether for depreciation or for repairs improvising, extending or maintaining any of the property or other assets of the Company or for redemption of debentures or transferable preference Shares or for any purpose whatsoever conducive to the interest of the Company.
21. To amalgamate funds and to invest or otherwise employ money belonging to the Company upon any shares, securities or other investments whatsoever and upon such terms as may be thought proper and from time to time to vary such investments in such manner as the Company may think fit.
22. To invest and deal with the moneys of the Company in any investments, moveable manner as may from time to time seem expedient and be determined.
23. To borrow or raise money or to receive money on deposits at interest or otherwise in such manner as the Company may think fit and in particulars, by the issue of debenture stock convertible into shares of the Company or money so borrowed, raised or received to mortgage, pledge or charge the whole or any part of the property, assets or revenue of the Company present or future including its uncalled capital by special assignment or otherwise or to transfer or convey the same absolutely or in trust and to give the lender the power of sale and other powers as may seem expedient and to purchase, redeem or to payoff and to the Company will not transact any business which will fall within the purview of the Banking Regulation Act, 1949 subject to the provisions of Section SSA of Companies Act, 1956 and directives of Reserve Bank of India.
24. To dedicate, present or otherwise dispose of either voluntarily or for value any property of the Company deemed to be of national, public body, museum, corporation or authority or any trustee for or on behalf of any of the same or for the public.

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Director



For Mobavenue Media Pvt. Ltd.



Director

25. To place, to reserve or to distribute as bonus shares among the members or otherwise to apply as the Company may from time to time think fit any money received by way of premium on shares or debentures issued at the premium by the Company and any moneys arising from the sale by the Company of the Forfeited shares.
26. To pay all the cost, charges or expenses of an incidental to promotion, registration and establishment of the Company and the issue of the Capital
27. To do the above things and all such other things as are incidental to or as may be thought conducive to the attainment of the above objects or any of them in India or any other parts of the world and as principals, agents, contractors, trustees or otherwise and either alone or in conjunction with others.
28. To take part in the formation, management or supervision or control of the business or operation of any Company having similar objects or undertaking and to appoint and remunerate any Directors, administrators, Managers or agents subject to the provisions of the Companies Act.
- IV. **The liability of the members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.**
- V. ***The authorized Share Capital of the Company is Rs. 1,10,000/- (Rs. One Lakh Ten Thousand Only) divided into 11,000 (Eleven Thousand) Equity Shares of Rs. 10/- (Rs. Ten) each.**

** Capital Clause has been altered vide an ordinary resolution passed by shareholders in the Extra-Ordinary General Meeting held on Wednesday, 15th January, 2020.*

*** Object Clause has been altered in accordance with the provision of the Companies Act, 2013, vide a Special Resolution passed by shareholders in the Extra-Ordinary General Meeting held on Monday, January 19, 2026.*

For Mobavenue Media Pvt. Ltd.

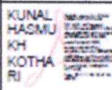
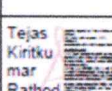


Director

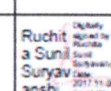


For Mobavenue Media Pvt. Ltd.


Director

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, and we respectively agree to take the number of shares in the capital of the company set against our respective names:

S.No.	Subscriber Details					
	Name, Address, Description and Occupation	DIN/PAN/Passport Number	No. of shares taken		DSC	Dated
1	Kunal Kothari Add: 201, AMRUT SAGAR, JAIN MANDIR ROAD NEAR JAIN MANDIR, VIRAR (WEST) MUMBAI 401305 Occ: Business	07111105	3334	Equity		06/11/17
2	Tejas Rathod Add: 304 SHREERAM JAIRAM CHS LTD., SV ROAD, NEAR BAL BHARTI SCHOOL, KANDIVALI (WEST) MUMBAI 400016 Occ: Business	07111110	3333	Equity		06/11/17
3	Prachi Arora Add: 381-B, Pocket 2, Mayur Vihar, Phase I, East Delhi, Delhi-DL 110091 Occ: Business	07961622	3333	Equity		06/11/17
Total Shares taken			10,000.00	Equity		
			0			
			0.00			

Signed before Me					
Name	Address, Description and Occupation		DIN/PAN/Passport Number/ Membership Number	DSC	Dated
ACS	Ruchita S Suryavanchi	B 1504, Anand Dham Chs Ltd, nahur east, Mumbai 400042	36698		06/11/17

For Mobavenue Media Pvt. Ltd.



Director



For Mobavenue Media Pvt. Ltd.



Director