

This Memorandum of Association is in conformity with the provisions of Companies Act, 2013 as adopted by the shareholders vide Special Resolution passed at the Extra-ordinary General Meeting of the Company held on 05.02.2019.

THE COMPANIES ACT, 2013  
COMPANY LIMITED BY SHARES

**MEMORANDUM OF ASSOCIATION  
OF  
LLOYDS LUXURIES LIMITED**

- \* 1<sup>st</sup>. The name of the Company is Lloyds Luxuries Limited
- 2<sup>nd</sup>. The Registered Office of the Company will be situated in the State of Maharashtra i.e. within the jurisdiction of Registrar of Companies, Maharashtra at Mumbai.
- 3<sup>rd</sup>. The Objects for which the Company is established are :-
- (a) \*\*THE OBJECTS TO BE PURSUED BY THE COMPANY ON ITS INCORPORATION ARE :
1. To carry on the business to prepare, promote, polish, alter, brand, mould, convert, commercialize, dismantle, design, develop, dress, discover, fit, establish, erect, equip, fabricate, finish, print, repair, recondition, remodel, stretch, stitch, import, export, buy, sell, resale, distribute, display, demonstrate, and to act as agent, broker, C & F agent, stockiest, franchiser, representative, advisor, service provider, consultant, liaisoner or otherwise to deal in all shapes, sizes, varieties, modalities, uses and description or other sorts of luxury goods, shapes, sizes varieties, modalities, uses and description or other sorts of luxury goods, articles or things, their components, parts, fittings, & accessories whether made of plastic, wood, paper, rubber, cloth, clay, ceramic, soil, plaster of paris, metal, glass, acrylic, fibre, or other natural or synthetic material or with any combination thereof and to take and give any Franchisee of any brand in India and abroad, open retail stores, shops in India and abroad which includes but not limited to products and services like salon, leather goods, tobacco items including cigars, cafeterias, restaurants, jewellery including artificial jewellery, garments, foods and beverages.

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\*As amended by passing Special Resolution at EGM of the Company held on 14.12.2013

\*\* As amended by passing Special Resolution at EGM of the Company held on 28.04.2014

- (b) MATTERS WHICH ARE NECESSARY FOR FURTHERANCE OF THE OBJECTS SPECIFIED IN CLAUSE 3(a)
1. To establish and maintain agencies, distributorships, branches, warehouses, depots, shops, establishments, offices or appoint representatives, agents, commission agents canvassers, selling and buying agents in India or abroad for sale, purchase, hire distribution or for anyone or more of the objects of the Company and to regulate and discontinue the same.
  2. To purchase, sell acquire, construct, erect, maintain, work, install, import, export, and otherwise acquire and deal in all materials and substances and ancillaries used in process of dealing in various items and doing various things mentioned under the main objects.
  3. To act as sales organisers as well as consultants and advisers in all the respective branches and in such capacity to give advice and information and render advice to a person, company, or body corporate or authority or Government which may lead to or be conducive to the adoption by the constituents or principals of the efficient methods of effecting and marketing goods, effecting sales and rendering of all goods and effecting sales and rendering of all services.
  4. To act as sales agent, stockist, representatives or agent, purchasing agent, commission agents, and distributors for any other company, firm, corporation or person, dealers, agents, exporters, importers of any products.
  5. To acquire and to dispose of dealership, agencies, sub agencies, sub- dealership and any other interests or arrangement or arrangement about dealings in, to acquire and to grant, sub-let of or hire out concessions, privileges, monopolies, licences, permits, quotas, about any particular manufacture, brand, variety, shape, design and purpose.
  6. To enter into and carry into effect such agreements and arrangements for technical know-how, commercial marketing, for such other services with foreign or indigenous collaborators, dealers, exporters, importers or consultants for achievement of the objects mentioned herein.
  7. To establish, provide, maintain, conduct, set up market research, consumer research, industrial and sociological research anywhere in India or abroad, and to undertake public poll, to ascertain views and reactions of public at large on any products or problems and issues for Company's own business and for others.
  8. To act as contractors, suppliers, agents, importers and exporters for any government or autonomous body or any firm, company, organization in the private or public sector in furtherance of any of the objects of the Company.

9. To apply for, tender, purchase, or otherwise acquire contracts, sub- contracts, licences and concessions and to undertake, execute, carry out, dispose of or any otherwise turn to account the same and sublet all or any contracts from time to time and upon such terms and conditions as may be thought expedient.
10. To take on lease, hire purchase or otherwise acquire, erect, construct, work, maintain, improve land, building structure and facilities, all other appliances required for the business of the Company.
11. To carry out in any part of India and elsewhere, any part of the objects of the Company and do above things and either as principal, agent, factor, trustee, contractor or otherwise and by or through trustees or agents or otherwise and either alone or in conjunction with others.
12. To establish, provide, maintain and conduct, or otherwise subsidise research laboratories and experimental workshops scientific and technical research and experiments and to undertake and carry on with all scientific and technical investigations and invention by providing, subsidising, endowing or assisting laboratories, workshops, libraries, lectures, meetings and conferences and by providing for the remunerations of scientific or technical professors or teachers and by providing for the award of exhibitions, scholarships, prizes and grants to students or otherwise and generally to encourage, promote and reward studies, researches, investigations, experiments, tests and inventions of any kind that may be considered likely to assist any of the business which the Company is authorised to carry on.
13. To enter into contracts, agreements, collaborations and arrangements with any other person, firm, company or body corporate for the carrying out by such other person, firm, company or body corporate on behalf of the company of any of the objects for which the Company is formed.
14. To send any Director, employee or other person to any place in India or abroad for the purpose of obtaining training or knowledge in the techniques and methods of running or improving the business of the Company or for the purpose of advancement or promotion of any of its objects, chattels, property, expertise or services of any nature.
15. To take or otherwise acquire, and to hold shares, debentures, or other securities of any other Company, having similar objects.
16. To establish branch of a business which this Company is authorised to carry on by means, or through the agency of, any subsidiary company or companies, and to enter into any arrangement with such subsidiary company for taking the profits and bearing the losses of business or branch so carried on, or for financing any such subsidiary company or guaranteeing its liabilities, or to make any other arrangement which may seem desirable with reference to any business or branch so carried on including power at any time and either temporarily or permanently to close any such branch or business.

17. To enter into partnership or into any arrangement for sharing profits, amalgamation, union of interest, co-operation, joint venture, reciprocal concession or otherwise or amalgamate with any person or Company carrying on, engaged in or about to carry on or engage in business or transaction which the Company is authorised perform or act on and to take or otherwise acquire share and securities of any such company and to sell, hold, reissue with or without guarantee or otherwise deal with the same.
18. To enter into foreign or Indian technical and/or financial collaboration, partnership or into any arrangement for sharing of profits, union of interest, co-operation, joint venture, reciprocal concession or otherwise with any person, firm, corporation or government or company carrying on, engaged in or about to carry on or engage in business, undertaking or transaction which the Company is authorised to perform or engage in or business undertaking or transaction which may seem capable of being carried on or conducted so as to directly or indirectly benefit the Company, to guarantee contracts or otherwise assign any such person, firm or company and to take or otherwise acquire and hold shares or securities of any such persons firms or companies, to sell, hold, re-issue with or without guarantee or otherwise deal with the same.
19. To acquire and undertake the whole or any part of the business, property and liabilities of any person, firm or any Company carrying on business which the Company is authorised to carry on or possessed of property suitable for the business of the Company.
20. To purchase, take on lease or otherwise acquire any land, grants, concessions and easement and hereditaments or other properties required for the attainment of the main objects of the Company.
21. To adopt such means of making known the business of the Company as may seem expedient and in particular by advertising in the press, by circulars, by purchase and exhibition of works of art or interests, by publication of books and periodicals and by granting prizes and rewards.
22. To enter into any arrangement with any government or authority that may seem conducive to the attainment of the Company's objects or any of them and to obtain from any such government or authority, any rights, privileges, licences and concessions which the Company may consider necessary or desirable to obtain and carry out, exercise, use or comply with any such arrangements, rights, privileges or concessions.
23. To pay for any services rendered to the Company or for supply of technical know-how for acquisition of properties by the Company either in the shares of the Company or partly in shares and partly in cash or otherwise.
24. To issue and allot fully or partly paid shares in the capital of the Company in payment or part payment of any real or personal property purchased or otherwise acquired by the Company or any services rendered to the Company.

25. To amalgamate, enter into any partnership or acquire interest in the business of any other Company, person or firm carrying on or engaged in, or about to conduct on, engage in business or transaction included in the objects of the Company or enter into any arrangement for sharing profits or for co-operation, or for limiting competition or for sharing mutual assistance with any such person, firm or company or to acquire and to give or accept by way of consideration for any of the acts or things aforesaid or property acquired, any shares, debentures, debenture stock or securities that may be agreed upon, and to hold and retain or sell, mortgage and deal with any shares, debentures, debenture-stock or securities so received.
26. To establish or promote or concur in establishing or promoting any company or companies having similar objects for the purpose of acquiring all or any of the properties, rights and liabilities of the Company and to place or guarantee the placing of, underwrite, subscribe for, or otherwise acquire all or any part of the shares, debentures or other securities of any such other company or companies.
27. To sell, lease, mortgage, hypothecate, transfer, let-out, exchange or otherwise deal with the undertaking of the Company or any property whatever, or any part thereof for such consideration as the Company may think fit and in particular for shares, debentures and other securities of any other companies having objects altogether or in part similar to those of this Company if thought fit to distribute the same among the shareholders of the Company subject to the provisions of the Companies Act, 2013.
28. To lend and advance money, either with or without security and give credit to such persons (including Government) and upon terms and conditions as the company may think fit.
29. To create any depreciation fund, reserve fund, sinking fund, insurance fund or any special or other fund whether for depreciation or for repairs, improving, 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.
30. To invest the surplus funds in shares, stocks, debentures, debenture-stocks, bonds, obligations and securities issued or guaranteed by any company constituted or carrying on business in India or in any foreign country and debentures, debenture stocks, bonds, obligations and securities issued or guaranteed by any Government, Sovereign Rulers, Commissioners, public body or authority supreme, municipal, local or otherwise whether at home or abroad
31. To receive loan or borrow or raise money other than public deposits in such manner as the Company shall think fit without doing Banking business within the meaning of the Banking Regulation Act, 1949 and Rules or Regulations framed there under and in particular by the issue of debentures, debenture stocks (perpetual or otherwise) and to secure the repayment of any money borrowed, raised or owing by mortgage charge or lien upon all or any of the property or assets of the Company (both present and future), including its uncalled capital, and also by a similar mortgage, charge or lien to secure and guarantee the performance of

contracts or obligations undertaken by the Company or any other person on behalf of the Company as the case may be

32. To draw, make, accept, endorse, discount, negotiate, execute and issue bills of exchange, promissory notes, bills of lading, warrants, debentures and other negotiable or transferable instruments or securities.
33. To apply for, purchase or otherwise acquire and protect, prolong and renew in any part of the world, any patents, patent rights, brevets d'invention, trademarks, designs, licences, protections, concession and the like conferring any exclusive or non-exclusive or limited right to their use or any secret or other information as to any invention, process or privilege which may seem capable of being used for any of the purpose of the Company and to use, exercise, develop or grant licences or privileges in respect of or otherwise turn to account, the property, rights and information acquired and to operate business in any way connected therewith.
34. To spend money in experiments on and in improving or seeking to improve patents, rights, inventions, discoveries, processes or information of the Company or which the Company may acquire or propose to acquire.
35. To enter into arrangements and to take all necessary or proper steps with Government or with other authorities supreme, national, local, municipal or otherwise of any place in which the Company may have interests and to carry on any negotiations or operations or operations for the purpose of directly or indirectly carrying out the objects of the Company or effecting any modification in the constitution of the Company for furthering the interest of its members and to oppose any such steps taken by any other company, firm or persons which may be considered likely directly or indirectly to prejudice the interest of the Company or its members and to promote or assist the promotion, whether directly or indirectly of any legislation which may appear to be in the interests of the company or its members and to promote or assist the promotion, whether directly or indirectly of any legislation which may seem advantageous to the company and to obtain from such Government authority or any company, any charters, decrees, rights, grants, loans, privileges or concessions which the company may think it desirable to obtain and exercise and comply with any such agreements, charters, decrees, rights, privileges or concessions.
36. To undertake and execute any trust/discretion the undertaking whereof may seem desirable and the distribution amongst the beneficiaries, pensioners or other person entitled thereto, of any income, capital or annuity, whether periodically or otherwise, and whether in money or specie, in furtherance of any trust, direction, discretion, other obligation or permission.
37. To apply or acquire and hold any Acts of Parliament, Acts of any State, Legislature, privileges, monopolies, licences, concessions, patents or other rights, power or orders from the Indian Government and Parliament or from any State Government or any local or other authority in any part of the world and to exercise, carry on and work any powers, rights or incorporate the Company as an anonymous or other society in a foreign

country or state.

38. To establish and maintain or procure the establishment and maintenance of any contributory or non-contributory pensions or superannuation funds for the benefit of and give or procure the giving of donations, gratitude, pensions, allowances or emoluments to any persons who are or were at any time in the employment or service of the company, or who are or were at any time Directors or officers of the Company or their wives, widows, families and to subsidise and subscribe to any institutions, associations, clubs or funds calculated to be for the benefit of or to advance the interests and the well-being of the company and make payments to or towards the insurances of any such persons as aforesaid, subject to the provisions of the Companies Act, 2013.
39. To open any kind of account including Current Account, Savings Bank Account, Overdraft, Loan, Cash Credits in any bank to make, accept, endorse, and execute promissory notes, bills of exchange and other negotiable instruments.
40. To undertake and execute any trust, the undertaking of which may seem to the company desirable, and either gratuitously or otherwise and vest any real or personal property, rights or interests acquired by or belonging to the companies in any person or company on behalf of or for the benefit of the Company and with or without any declared trust in favour of the Company.
41. To apply the assets of the Company in any way in or towards the establishment, maintenance or extension of any association, institution or fund in any way connected with any particular trade or business or with trade, including any association, institution or fund for the protection of the interest of the masters, owners and employers against loss by bad debts, strikes, fire accidents or otherwise or for the benefits of any clerks, workman or others at any time employed by any company or any of its predecessors in business or their families or dependents and in particular of reading rooms, libraries, educational and charitable institutions, refectories, dining and recreation rooms, churches, chapel, schools and hospitals and to grant gratifications, pensions and allowances and then to contribute to any funds raised by public or local subscriptions for any purpose whatsoever, subject to the provisions of the Act.
42. To aid, pecuniary or otherwise, any association, body or movement having for an object the solution, settlement or surmounting of industrial or labour problems or troubles of the promotion of industry or trade.
43. To make donations to such persons or institutions and either of cash or any other assets as may be thought directly or indirectly conducive to any of the Company's objects or otherwise expedient and in particular, to remunerate any person or corporation introducing business to this Company, and also to subscribe, contribute or otherwise assist or guarantee money for charitable, scientific, religious or benevolent, national, public or other institutions, objects or for any public or and to establish and support associations, institutions, funds, trusts and convenience for the benefit

of the employees or ex-employees (including Directors) of the Company or its predecessors in business or the dependents, with such persons and in particular other benefit societies and to grant pensions, allowances, gratuities and bonuses either by way of annual payments or in lump sum and to make payments towards insurance and to form, contribute to provident and other benefit funds of or for such persons, subject to the provisions of the Companies Act, 2013.

44. To distribute among the members in specie and property of the Company, or any proceeds of sale or disposal of any property of the company, in the event of its being wound-up subject to the provisions of the Companies Act, 2013.
  45. To pay out of the funds of the Company all expenses incurred by the promoters, which the company may lawfully incur with respect to the preliminary expenses and other formation and registration expenses.
  46. To procure the recognition of the company under the laws or regulations of any other country and to do all acts necessary for conducting business or activity of the Company in any foreign country.
  47. To act as principals, agents, contractors, trustees or otherwise and either alone or in conjunction with any other person or association.
- 4<sup>th</sup>. The liability of the members is limited and this liability is limited to the amount - unpaid, if any, on the shares held by them.
- 5<sup>th</sup>. \* (a) The Authorised Share Capital of the Company is Rs. 40,00,00,000/- (Rupees Forty Crores only) divided into 4,00,00,000 (Four Crores only) Equity Shares of Rs. 10/- each.
- (b) Minimum paid up Capital of the Company shall be Rs. 5,00,000/- (Rupees Five Lacs Only).

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\*As amended by increasing Authorised Capital of the Company from Rs. 2,00,00,000 to Rs. 25,00,00,000 and the same has been approved by the members of the Company by passing an Special Resolution in Extra Ordinary General Meeting held on 26.02.2016.

\* Further amended by subdividing 20,00,000 Equity Shares into 2,00,00,000 Equity Shares of Re. 1 each by passing special resolution in the Extra Ordinary General Meeting held on 06.06.2016

\* Authorised Share Capital of the Company was further re-classified from Rs. 25,00,00,000/- divided into 2,00,00,000 Equity Shares of Re. 1/- each and 2,30,00,000 Preference Shares of Rs. 10/- each to Rs. 25,00,00,000/- divided into 25,00,00,000 Equity Shares of Re. 1/- each at the Extra-Ordinary General Meeting held on 15.03.2022.

\* Authorised Share Capital of the Company was further consolidated by increasing the nominal value of the Equity Shares from Re. 1 (Rupee One only) each to Rs. 10/- (Rupees Ten only) each by passing special resolution at the Extra-Ordinary General Meeting held on 22.03.2022

\*As amended by increasing Authorised Capital of the Company from Rs. 25,00,00,000 to Rs. 40,00,00,000 and the same has been approved by the members of the Company by passing an Ordinary Resolution through Postal Ballot on 01.03.2026.

We, the several persons, whose names, addresses, and descriptions are subscribed hereunder 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 opposite to our respective names :

Sr. No.	Name, Address, Description and Occupation of each Subscriber	Number of Equity Shares taken by each Subscriber	Signature of Subscriber	Signature, Name, Address, Description of Witness
1.	<p><b>Sureshkumar Shriramlal Garg</b> S/o. Shriramlal Garg Flat No. B-103, Panchvati Apartment, Vijay Baugh, Opp. Roshan Petrol Pump, Kalyan Murbad Road, Kalyan (W) - 421301.</p> <p>Occupation : Service</p>	100 (One Hundred only)	Sd/-	
2.	<p><b>Lalit S. Sharma</b> S/o. Surajbhan Sharma 342, Molana Azad Road, Mumbai - 400 004.</p> <p>Occupation : Service</p>	100 (One Hundred only)	Sd/-	
3.	<p><b>Aaren Educare Pvt. Ltd.</b> Registered Office : Trade World, 'C'-Wing, 16th Floor, Kamala City, Senapati Bapat Marg, Lower Parel(W), Mumbai - 400 013. Represented By : Shri Gopinath Nair S/o. Raghavan Nair Flat No. 706, Bldg No. 7, Milleneium Park, Hari Om Nagar, Mulund (E), Mumbai - 400 081. Occupation : Service</p> <p>Vide Board Resolution Passed on 18.09.2013</p>	1960 (One Thousand Nine Hundred Sixty only)	Sd/-  <b>For AAREN EDUCARE PRIVATE LTD.</b>  Director / Authorised Signatories	<p>Witness all Sr. No. 01 to 07 Sd/- <b>Shyam G. Dandriyal</b> S/o. Shri G. K. Dandriyal C-303, Gaurav Garden, Laxmiben Chedha Marg, Nalasopara (W), Thane - 401 203 Occupation : Service</p>

Place : Mumbai

Date : 01/10/2013

Sr. No.	Name, Address, Description and Occupation of each Subscriber	Number of Equity Shares taken by each Subscriber	Signature of Subscriber	Signature, Name, Address, Description of Witness
4.	<p><b>Vidarbha Power Ltd.</b> Registered Office : Trade World, 'C' Wing, 16th Floor, Kamala City, Senapati Bapat Marg, Lower Parel, Mumbai - 400 013. Represented By : Shri Babulal Agarwal S/o. Shri Keshar Deo Agarwal 70, Dariya Mahal No.2, 12th Floor, 80 Nepean Sea Road, Mumbai - 400 006.</p> <p>Occupation : Service</p> <p>Vide Board Resolution Passed on 18.07.2013</p>	1960 (One Thousand Nine Hundred Sixty only)	<p>For <b>VIDARBHA POWER LTD.</b> Sd/- Authorised Signatories</p>	<p>Witness all Sr. No. 01 to 07 Sd/- <b>Shyam G. Dandriyal</b> S/o. Shri G. K. Dandriyal C-303, Gaurav Garden, Laxmiben Chedha Marg, Nalasopara (W), Thane - 401 203 Occupation : Service</p>
5.	<p><b>Babhari Properties Pvt. Ltd.</b> Registered Office : Trade World, 'C'-Wing, 16th Floor, Kamala City, Senapati Bapat Marg, Lower Parel(W), Mumbai - 400 013. Represented By : Shri Sureshkumar Garg S/o. Shriramlal Garg Flat No. B-103, Panchvati Apartment, Vijay Baugh, Opp. Roshan Petrol Pump, Kalyan Murbad Road, Kalyan(w) - 421301.</p> <p>Occupation : Service</p> <p>Vide Board Resolution Passed on 18.09.2013</p>	1960 (One Thousand Nine Hundred Sixty only)	<p><b>BABHARI PROPERTIES PVT. LTD.</b> Sd/- Director / Authorised Signatories</p>	<p>Witness all Sr. No. 01 to 07 Sd/- <b>Shyam G. Dandriyal</b> S/o. Shri G. K. Dandriyal C-303, Gaurav Garden, Laxmiben Chedha Marg, Nalasopara (W), Thane - 401 203 Occupation : Service</p>

Place : Mumbai

Date : 01/10/2013

Sr. No.	Name, Address, Description and Occupation of each Subscriber	Number of Equity Shares taken by each Subscriber	Signature of Subscriber	Signature, Name, Address, Description of Witness
6.	<p><b>Matrichaya Investments &amp; Traders Pvt. Ltd.</b> Registered Office : Trade World, 'C'-Wing, 16th Floor, Kamala City, Senapati Bapat Marg, Lower Parel(W), Mumbai - 400 013. Represented By : Shri Sureshkumar Garg S/o. Shriramlal Garg Flat No. B-103, Panchvati Apartment, Vijay Baugh, Opp. Roshan Petrol Pump, Kalyan Murbad Road, Kalyan(w) - 421301.</p> <p>Occupation : Service</p> <p>Vide Board Resolution Passed on 18.09.2013</p>	1960 (One Thousand Nine Hundred Sixty only)	<p>For <b>Matrichaya Investments &amp; Traders Pvt. Ltd.</b> Sd/- Director</p>	<p>Witness all Sr. No. 01 to 07 Sd/- <b>Shyam G. Dandriyal</b> S/o. Shri G. K. Dandriyal C-303, Gaurav Garden, Laxmiben Chedha Marg, Nalasopara (W), Thane - 401 203 Occupation : Service</p>
7.	<p><b>Balavati Properties Pvt. Ltd.</b> Registered Office : Trade World, 'C'-Wing, 16th Floor, Kamala City, Senapati Bapat Marg, Lower Parel(W), Mumbai - 400 013. Represented By : Shri Lalit Sharma S/o. Surajbhan Sharma 342, Molana Azad Road, Mumbai - 400 003.</p> <p>Occupation : Service</p> <p>Vide Board Resolution Passed on 18.09.2013</p>	1960 (One Thousand Nine Hundred Sixty only)	<p>For <b>BALAVATI PROPERTIES PVT. LTD.</b> Sd/- Director / Authorised Signatories</p>	

Place : Mumbai

Date : 01/10/2013