

THE COMPANIES ACT, 2013
COMPANY LIMITED BY SHARES
#MEMORANDUM OF ASSOCIATION
OF
PURPLE FINANCE LIMITED

- i. The name of the Company is **PURPLE FINANCE LIMITED.**
- ii. The Registered Office of the Company will be situated in State of Maharashtra.
- iii. The objects for which the company is established are:

A) THE MAIN OBJECTS TO BE PURSUED BY THE COMPANY ON ITS INCORPORATION:

1. To carry on and undertake the business or business of a holding, asset finance and investment Company, and to buy, underwrite and to invest the capital and other moneys of the Company in the purchase or upon the security of shares, stocks, units, debentures, debenture-stock, bonds, negotiable instruments, hedge instruments, warrants, certificates, premium notes, treasury bills, obligations, Inter corporate deposits, call money deposits, commercial papers, options futures, money market securities, marketable or non-marketable, securities derivatives, mortgages, obligations and securities of any kind issued or guaranteed by any Company, corporation, Partnership firm or body corporates or undertaking of whatever nature, whether incorporated or otherwise and constituted or carrying on investment business, and shares, stocks, debentures, debenture-stock, bonds, notes, mortgages, obligations and other securities issued or guaranteed by any government, sovereign ruler, commissioners, trust, municipal, local or other authority or body of whatever nature, whether in India or elsewhere, either singly or jointly, with any other person (s), body corporate or partnership firm or any other entity carrying out or proposing to carry out any activity whether in India or elsewhere in any manner including but not limited to the following: to acquire and hold any shares, stocks, units, debentures, debenture-stock, bonds, mortgage, obligations and other securities by original subscription, participation, tender, purchase, exchange or otherwise, and to subscribe for the same either conditionally or otherwise and to underwrite or guarantee the subscription thereof issued or guaranteed by government, state, public body or authority, firm, body corporate of any other persons in India or elsewhere.
2. To lend and advance money and assets of all kinds or give credit on any terms or mode and with or without security to any individual, firm, body corporate or any other entity (including without prejudice to the generality of the foregoing any holding company, subsidiary of fellow subsidiary of, or any other Company whether or not associated in any way with, the company, to enter into guarantees, contracts of indemnity and suretyship of all kinds, to receive money on deposits or loan upon any terms, and to secure or guarantee in any manner and upon any terms the payment of any sum of money or the performance of any obligation by any person, firm or Company (including without prejudice to the generally of the

foregoing any holding company, subsidiary or fellow subsidiary of, or any other company associated in any way with the Company).

3. *To engage in distribution, marketing and broking of all kinds of insurance products and insurance agency, and to act as composite corporate agents, representatives, surveyors, sub-insurance agents, franchisees, consultants, advisors, collaborators, group insurance holders for life and general insurance and engage in the activity of promotion, distribution, sales, advertising and marketing of insurance products on fee basis and without any risk participation.

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

4. To acquire, take up and hold shares, debentures, debentures stocks, bonds, obligations and securities issued or guaranteed by Company constituted or carrying on business in India, or in any foreign country, and debentures, debentures stocks, bonds, obligations and securities issued or guaranteed by any Government, Sovereign Ruler, Commissioners, public body or authority supreme, municipal, local or otherwise, whether at home or abroad.
5. To promote effect, guarantee, underwrite, participate in managing and carrying out of any issue, public or private of State, municipal or other loans or of shares, stocks, debentures or debentures-stocks of any Company, corporation or association and to lend money for the purpose of any such issue.
6. To advance or lend moneys to or deposit the same which such individuals persons, firms, associations or bodies corporate or other persons, as the Company may think fit and on such terms it may think fit or seem expedient, and to discount buy, sell and deal in bills, notes, warrants, coupons, as any seem expedient and any other negotiable, transferable, securities or documents and to guarantee, gratuitously or otherwise, the performance of any contract by any person.
7. For the purposes of or in connection with any of the aforesaid business or purposes, to give guarantees and indemnities and to undertake obligations of every kind and description and also to undertake and execute trusts of all kinds.
8. To receive moneys, securities and valuable of all kinds, on deposit or safe custody, and to borrow or raise moneys in such manner as the Company or its Directors may think fit and in particular by the issue of debentures or debenture-stocks (perpetual or otherwise), and to secure the repayment of any moneys borrowed raised or owing by the Company by mortgage, charge or lien upon all or any of the Company's property and assets (both present and future), including its uncalled capital, and also by a similar mortgage, charge or lien to secure and guarantee the performance by the Company or any other body corporate or other person whomsoever or any obligation undertaken by the Company or any other body corporate or person as the case may be.
9. To draw, make, accept, endorse, discount, execute, buy, sell and deal bills of exchange, hundies, promissory notes, bills of lading, warrants, debentures and other negotiable or transferable instrument or securities.

10. In accordance with the law for the time being in force to reserve or to issue as bonus shares to the members or otherwise to apply as the company deems fit any money received by way of premium on any shares, stock, mortgage, debenture stock of the company.
11. To contact for public or private loans and to negotiate and issue the same.
12. To invest and deal with the moneys of the Company not immediately required on such manner as the Company may deem fit.
13. To pay for any rights 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 of shares or security of the Company as paid up in full or in part or otherwise.
14. To take part in the formation, supervision or control of the business or operations of any Company or undertaking having similar objects and for that purpose to appoint and remunerate any Directors, accounts or other experts or agents.
15. To employ experts to investigate and examine into the condition, prospects, value, character and circumstances of business concerns and undertakings having similar objects and generally of any assets, property or rights.
16. To erect and construct either by the Company or through other parties, houses, buildings or works of every description on any of the land of the Company or upon any other land or hereditaments and to pull down, rebuild, enlarge, alter and improve existing houses, buildings or works thereon and generally to deal with and improve the property of the Company.
17. To make advances upon trust, issue on commission, sell or dispose of any of the investments aforesaid and to act as agents for any of the above or the like purposes.
18. To improve, manage, develop and grant rights or privileges in respect of, or otherwise deal with all or any part of the property and rights of the Company.
19. To vest any area of persons property rights or interests acquired by 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 favour of the Company.
20. To apply for, purchase or otherwise acquire, protect and renew in any part of the world, patents, licences and concessions any secret or other information regarding any research and to use, develop or grant licence in respect thereof or otherwise turn to account the rights or information acquired and to expend money in experimenting upon, testing or improving any such patents, rights or inventions.
21. To acquire and undertake the whole or any part of the business or liabilities of any person, firm or body corporate carrying on or proposing to carry on any business which the Company is authorised to carry on or

having property suitable for the purposes of the Company or which can be carried on in conjunction therewith.

22. To enter into any arrangements with any Government or any authority supreme, municipal, local or otherwise that may seem beneficial to any of the Company's object and to apply for, promote and obtain any act of Parliament, privilege, concession, licence or authorised on of the Government or any other authority, local or otherwise for enabling the company to carry any of its objects into effect or for extending any of the powers of the Company and to carry out exercise and comply with any such act, privilege, concession, licence or authorisation.
23. To procure the recognition of the Company in or under the laws of any place outside India.
24. To adopt such means of making known the business of the Company as may seem expedient and in particular by advertising in press, by circular, by purchase and exhibition of works of art or interest, by publication of books and periodicals and by granting prizes, rewards and donations.
25. 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 anywise connected with any particular trade or business or with trade or commerce generally and particularly with the trade, including any association, institution or fund for the protection of the interests of masters, owners and employers against loss by bad debts, strikes, fire, accidents or otherwise or for the benefit of any clerks workmen or others at any time employed by the Company or any of its predecessors in business or their families or dependants and in particular of co-operative and other societies, reading rooms, libraries, educational and charitable institutions, refectories and recreation rooms, schools and hospitals and to grant gratuities, pensions and allowances and to contribute to any funds, raised public or local subscription for any purpose whatsoever.
26. To aid, peculiarly or otherwise, any association, body of movement having for its object the solution, settlement or surmounting of industrial of labour problems or troubles for business objects or the promotion of industry or trade.
27. To subscribe or guarantee money for any national, charitable benevolent, public object or for any exhibitions and to support, donate, contribute and subscribe to any charitable, religious, educational or other public institutions, trusts, clubs, societies or individuals or body of individuals.
28. To establish and maintain or procure the establishment and maintenance of any contributory or non-contributory pension or superannuation funds for the benefit of and give or procure the giving of donations, gratuities, pensions, allowance or employments to any person who are or were at any time in the employment or service of the Company or who are or were at any time Directors of the Company.
29. In the event of winding up, to distribute among the members, in specie any property of the Company or any proceeds of sale or dispose of any property of the Company, subject to the provisions of the Companies Act, 2013.

30. To lease out and or mortgage real and personal property moveable and immoveable and right of all kinds and in particular lands, buildings, other fixed assets, hereditaments, business concerns and undertakings, debenture-stocks, patents including any kind of real personal property.
31. To sell or dispose of the undertaking of the Company or any part thereof or to amalgamate with any other Company for consideration as the Company may think fit, to form and promote any other Company or companies having similar objects for the purpose of acquiring all or any of the property, rights and abilities of the Company.
32. To advance money to any person or persons or co-operative society or A.O.P Company or Corporation, jointly or individually, for long term, either at interest or without and/or with or without any security for the purpose of enabling the person borrowing the same to erect or purchase, any house or building or any part or portion thereof for residential purposes in India upon such items and conditions as the company may think fit.
33. To purchase or acquire, hold, trade and further to dispose of any right, stake or controlling interest in the shares, stocks, debentures, debentures stock, bonds, obligation or securities of companies or partnership firms either singly or jointly with any other person(s), body corporate or partnership firm carrying out of proposing to carry out any activity in India or elsewhere or to facilitate and encourage the creation, issue or conversion of debentures, debenture stock, bonds, obligation, shares and stocks and securities and to act as trustees in connection with any such securities, and to take part in the conservation of business concerns and undertaking into companies. To carry on the business of financing and advancing money and assets of all kinds or give credit on any terms or mode, for the long or short term, and with or without security (such as shares, debentures, gold, bonds, government securities, stock certificates, land, building, property or part thereof, machinery, plants, vehicles, life insurance policies, stock-in-trade, bullion, other precious metals, commodities or any other security as an guarantee or to finance or give loan, advances or credit in any other form) to any individual, firm, body corporate or any other entity, by whatever named called, (including without prejudice to the generality of the foregoing any holding company, subsidiary or fellow subsidiary of, or any other Company whether or not associated in any way with, the company), to enter into guarantees, contracts of indemnity and suretyship of all kinds, to receive money on deposits or loan upon any terms, and to secure or guarantee in any manner and upon any terms the payment of any sum of money or the performance of any obligation by any person, firm or Company (including without prejudice to the generality of the foregoing any holding company, subsidiary or fellow subsidiary of, or any other Company, associated in any way with the Company). To transact or carry on all kinds of agency business, and in particular in relation to the investment of money and the collection and receipt of money. To form, promote, establish, subsidise and assist companies, syndicates and firms with capital, credit, means or resources for the execution of any works, undertakings, projects or enterprise.
34. For the purpose of investments to acquire by purchase, lease, exchange, rent or otherwise and deal in lands, buildings, and hereditaments of any tenure or description and any estate or interest their and any rights over or connected with lands so situated and to turn the same to account as

may deem expedient and in particular by laying out, developing or assisting in developing and preparing land for paving drawing and by constructing, reconstructing, pulling down, altering, improving, decorating, furnishing and maintaining offices, flats, services, houses, hotels, restaurants, guest houses, bungalows, chawls, factories, warehouses, shops, cinemas, houses, building, work and conveniences and by consolidating or connecting or sub-dividing properties, leasing, letting or renting, selling (by instalments) ownership, hire purchase basis or otherwise and/or disposing of the same on any others terms and conditions of the purpose of investment.

35. To negotiable loans, underwriting, contracts, mortgages, equity participation, cash credit, overdrafts, and other financial facilities from banks, financial institutions, Government or Semi- Government Bodies and other on behalf of any companies, firm, societies, associations and others.
36. To purchase, sell or otherwise deal in real and personal property and to finance builders and to take part in development and exploitation of any kind of property to undertake real estate business, work or transaction usually undertaken by auctioneers, estate agents or valuers, or which might advantageously be carried on by them.
37. To exchange sell, convey, assign or let on lease or grant licenses for the whole or any part of the Company's immovable properties and to accept as consideration or in lieu thereof either land or Government securities or shares in joint stock companies or partly the one and partly the other.
38. To carry on business in connection with the main objects or which are calculated directly or indirectly to, or which it may be advisable to undertake with a view to developing, rendering valuable, prospecting or tuning to account, any property, real or personal or rights belonging to the Company or in which the Company may be interested.
39. To acquire hold, construct, hold, manage and administer any land or building, including any structure under construction, coming in possession and control of the Company on account of any default committed by the borrower in repayment of their dues.
40. To invest any of the surplus moneys and funds of the Company from time to time in Government securities or in securities for money issued by or on behalf of any Municipal Body or of any Corporate Body established in India or elsewhere or any shares of securities of a Company as may be.
41. From time to time be determined by Directors or on the mortgage of immovable properties whether freehold or leasehold or of any other tenure in India or elsewhere or on the pledge of movable property in India or elsewhere or in fixed deposits or by way of loans or interest in any of the local banks or with any firms, companies or banks (including the agents of the Company) or in such other securities as may from time to time be determined by the Directors and from time to time sell, redeem or vary any or all such investments and to execute all assignments, transfers, receipts and documents that may be necessary in that behalf.

42. To purchase or otherwise acquire, sell, dispose of concerns, and undertakings, mortgages, charges, annuities for certain period or on deferred basis, patents, licenses, securities, concessions, options, policies, book, patents, license, securities, concessions options, policies, book debts and claims and any interest in real or personal property and any claims against such property, or against any persons or Company and to carry on any business in the concern or undertakings so acquired.
43. To collect rents and debts and to negotiable loans, to find investments, and to issue and pledge shares, stocks, debentures, debentures-stock and other securities.
44. To take or hold mortgages, liens, and charges, to secure the payment of the purchase price, or any unpaid balance of the purchase price of any part of the Company's property of whatsoever kind, sold by the Company or any money due to the Company from the purchaser and others.
45. To hold, administer, sell, realise, invest, dispose of and deal with the moneys and property both real and personal and carry on, manage, sell realize, dispose of and deal with any business, comprised or included in any estate of which the Company is executor or administrator or in any trust of which the Company is the Trustee, or if which the Company in administrator, manage or against.
46. To let on lease or license or on hire purchase or to lend or otherwise dispose of any property belonging to the Company and to finance the purchase of any article or articles, whether made by the Company or not by way of loans or by the purchase of any such article or articles and letting thereof on the hire purchase system or otherwise howsoever and to act as financiers generally.
47. To vest any movable or immovable property, rights or interest acquired by 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 favour of the Company.
48. To finance or assist in financing the sale of homes, buildings, flats, either furnished or otherwise by way of hire purchase or returned payment or similar transaction and to institute, enter into, carry on subsidies finance assistance in subsidizing or financing the sale and maintain of any such homes, buildings, flats, furnished or otherwise as aforesaid upon any terms whatsoever.
49. To acquire and discount hire purchase or other agreement or any rights therein (whether proprietary or contractual) and generally to carry on business and to acts as financiers traders, commission, agents or in any other capacity in India and to sell, barter, exchange, pledge, make advance upon or otherwise deal in properties, houses, building, flats, furnished or otherwise as aforesaid.
50. To borrow and raise money in any manner for the purpose of any business of the Company or of any Company in which the Company is interested and to secure the repayment of any money borrowed, raised or owing by mortgage, charge, standard security, lien or other security upon the whole or any part of the Company's property or assets (whether present or future).

51. To transact or carry on all kinds of agency business, and in particular in relation to the investment of money, the sale of property and the collection and receipt of money.
52. To purchase or otherwise acquire, and to sell, exchange, surrender, lease, mortgage, charge, convert, turn to account, dispose of, and deal with properly and rights of all kinds, and in particular, mortgages, debentures, produce, concessions, options, contracts, patents, licenses, stocks, shares, bonds, policies, book debts, business concerns, and undertakings and claims, privileges, and chooses in action of all kinds.
53. To carry on activities of leasing and/or hire-purchase.
54. To carry on the business of providing financial, investment advisory services & accordingly to act as manager to issue and offer of shares, debentures, securities and lead manager, co-manager, underwriters, brokers & sub-brokers, dealers in securities in domestic & international market & to procure capital for any Company and issue capital of such companies and to subscribe for, purchase, dispose of and otherwise deal in the shares, bonds and securities of such companies or any other securities.
55. To engage in Merchant Banking activities, Venture Capital acquisitions, amalgamations and all related merchant banking activities and also provide consultancy and investment advisory and financial services, in various fields, such as general, administrative, commercial, financial, legal, economic, labour and industrial relations, public relations, statistical, accountancy, taxation and other allied services, promoting, enhancing, propagating the activity of investment in securities, tendering necessary services related thereto, advising the potential investors on investment activities, acting as brokers, sub-brokers, investment consultant and to act as marketing agents, general agents, sub agents for individuals/ bodies corporate/ institutions for marketing of shares, securities and any similar instruments, whether singly or jointly, with any other person(s), body corporate or partnership firm or any other entity, whether incorporated in India or elsewhere, carrying out or proposing to carry out any activity whether in India or elsewhere of all kinds including but not limited to fund based and non fund based financial services project planning, syndication of loans, identification and transfer of technology, new financial instrument, share registration, credit information and risk evaluation, provident fund services dealing in treasury products, credit cards and maintenance of data bases using networks on a national grid and to act as the portfolio manager (including NRI funds), financier, broker, sub broker, underwriter, commodity exchange broker, merchant banker, lead manager to the issue, securitization of loan portfolio and trade on the commodity exchange.
56. To deal in foreign exchange or foreign securities and to act or carry on the business of money changer, authorized dealer or off shore banking unit, to undertake bills discounting business, to purchase, finance discount make, accept, discharge bills of exchange, cheques, promissory notes, bills of lading.
57. To amalgamation or enter into partnership or into any arrangements for sharing profit, union of interest, co-operation, joint venture, reciprocal

concession or otherwise with any person, firm or company carrying on or engaged in or about to carry on or engage in or to purchase from such company its business as a going concern.

58. To take or otherwise, acquire and hold, re-sale, dispose of shares in any other company having objects altogether or in part similar to those of the company or carry on business capable of being conducted so as to directly or indirectly benefit the company.
59. To buy, import, distribute, repair, maintain exchange or otherwise deal in machines, equipments, instruments, and accessories, goods, raw materials, chemicals and any other products as may be necessary for the business of the company or otherwise.
60. To deal in by products in the carrying out all or any of the objects of the Company in loose form or a packing of all sizes in Company's brands or otherwise.
61. To acquire any shares, stock, debentures, debentures-stock, bonds, units of any mutual funds scheme or any other statutory body including Unit Trust of India, obligations or securities by original subscription, and/or through markets both primary, secondary or otherwise participating in syndicates, tender, purchase (through any stock exchange, OTC exchange or privately) exchange or otherwise and to subscribe for the same whether or not fully paid up, either conditionally or otherwise, to guarantee the subscription thereof and to exercise and to enforce all rights and powers conferred by or incidental to the ownership thereof and to advance deposits or lend money against securities and properties to or with any company, body corporate, firms, person or association or without security and on such terms as may be determined from time to time.
62. To enter into contracts, agreements and arrangements with any other company, license, person, firm, trust or any other party whether in India or elsewhere for the carrying out of such other Company or partly on behalf of the Company of the Company of any of the objects for which the Company is founded.
63. To send to foreign countries Directors, employees or any other persons for investigation possibilities of any business, trade or for procuring and buying machinery, goods and materials or establishing trade connections or in promoting interest of the company and to pay all expenses incurred in his connection.
64. To purchase, take on lease or in exchange, hire or otherwise acquire any movable or immovable properties or privileges, which the company may think necessary or convenient for the purpose of its business.
65. To take part the establishment, supervision, organisation or control of the business or operations of any other company having similar objects.
66. To invest or deal with the money of the Company, not immediately required or any surplus funds of the company, in or upon shares, bonds, debentures, securities, promissory notes, obligations or other securities or with any person, firm, company, Government or Municipality or in inter-corporate deposits or deposits with banks or to provide loans to individuals, firms or any body corporates or in such manner as may from

time to time be determined by the Board of Directors and hold, to vary, transfer, to realise or otherwise deal with any such investments made.

67. To open, maintain, adjust, start or close accounts of all nature and description with any Bank or Banks as may from time to time be thought fit and to operate such account and to all acts necessary for the purpose in or outside India.
68. To apply for the purchase or otherwise acquire and protect, prolong and renew in any part of the world any patents, brevets, d'invention, rights, copy-rights, invention, trademarks, designs, licences, protections, concessions and the likes, conferring any exclusive or non-exclusive or limited right to the use of any secret or other information as to any invention, process, privileges which may seem capable of being used for any of the purposes of the company and to exercise develop or grant license or privileges of and in respect of or otherwise turn to account the property rights and information so acquired and to carry on the business in any way connected there with.
69. To form and/or promote any companies having similar objects for the purpose of acquiring all or any of the property rights and liabilities of the Company or to acquire or hold shares in any Company for any other use.
70. To buy, invest or otherwise acquire any properly movable or immovable to improve, manage, develop, sell, exchange, surrender, transfer, lease, mortgage, change, convert turn to account dispose of layout and deal with property and rights of all kinds and in particular, mortgage, leases, exchange, debenture, concessions, options, contracts, produce, patents, annuities, license, stock, shares, debenture or other bonus, policies, actionable claims, book debts, business concerns and undertakings, claims, privileges and chose-in-action of all kinds.
71. To sell, lease or grant license, easements and other rights over and above in any other manner, dispose of the whole or any part of the undertaking of the Company or any business, property rights or assets of the Company or any shares or interest therein in such manner and for such consideration as may seem fit and in particular for shares, debentures or securities of any other Company, having objects similar to those of this Company.
72. To refer any claims, demands, disputes or any other question by or against the Company and a member or members or his or their representatives or between the Company and third parties to arbitration in India or any other place outside India and to observe and perform and to do all acts, deeds, matters and to institute, defend, compromise, withdraw or abandon any legal or other proceedings and claims by or against the Company by its Officers or otherwise covering the affairs of the Company subject to provisions of the Companies Act, 2013.
73. To pay all costs, charges and expenses of and incidental to the promotion, registration and establishment of the Company and including other expenses pertaining to the issue of any circular or notices, and the printing, stamping, circulating of proxies and all forms to be filled up by the members of the Company.

74. To own, establish, have or maintain branches and / or agencies to appoint local committee, Advisory Board or boards of similar nature and agents managers, secretaries and other officers by any designation whatsoever and constitute agencies in India or/and outside India and authorize them to transact the same from time to time.
75. To acquire by purchase, lease, exchange hire or otherwise any property immovable or movable and any rights or privileges which the Company may think necessary or convenient to acquire or the acquisition of which in the opinion of the company is likely to facilitate the realization of securities held by the Company or to prevent or diminish any apprehended loss or liability.
76. To manage, sell and realize all properly movable and immovable which may come into the possession of the Company in satisfaction or part satisfaction of any its claims.
77. To acquire and hold and generally deal with any property and any right, title or interest in any property movable or immovable which may form part of the security for any loans or advances or which may be connected with any such security.
78. To sell, improve, manage, develop, exchange, lease, mortgage, dispose of any part of the property and rights of the Company. To acquire, improve, manage, work develop, exercise all rights in respect of leases and mortgages and to lease, sub-lease, mortgage, sell, dispose of property of all kinds, movable and immovable, lands, building, undertakings, concessions, licenses, patents, business concerns and adventure.
79. To indemnify, officers, Directors, Secretaries, agents and servants of Company against proceedings, causes, damages, claims and demands in respect of anything done or ordered to be done by them or in the interest of the Company or for any loss, damages or misfortunes whatsoever, which shall happen in the execution of duties of their office or in relation thereof.
80. To insure whole or any part of the property of the Company either fully or partially, to protect and indemnify the Company from liability or loss in any respect either fully or partially, and also to insure and protect and indemnify and or part or portion thereof either on mutual principle or otherwise.
81. To pay all preliminary expenses of any company promoted by the Company, or any company in which the Company is or may contemplate being interested, including such preliminary expenses all or any part of the costs of expenses of owners of any business or property acquired by the Company.
82. To carry on the business of developing systems, software and applications providing services for all processes, sub processes, transactions, activities and all other work that are enabled by information technology for all business including those related to web-based application and e-commerce; either for its own use or for sale in India or for export outside India or for and on behalf of manufacturer owners. It also includes data, voice or video collection and processing, call centre services including in bound and out bound calling services of all kinds, technical support, managed data centre, managed technical centre, training centre, web

support back office, business or financial analysis, scientific analysis, research work, and analysis, storage, disaster recovery, accounting, pay roll, inventory management, customer relationship management, enterprises resources planning and to develop software, provide consultancy, software solution and service that are normally offered by the outsourcing business and information technology services providers, the software development houses and application services providers.

83. To carry on the business of leasing and hire purchase and to acquire to provide on lease and/ or hire purchases basis all types of industrial and office plant, equipments, machinery, vehicles, buildings and real estate.
84. To carry on the business of and act as consultants and advisers in all their respective branches including without prejudice to the generality of the above, in all matters technical or of commerce, finance or business, and in such capacity to give advice and information and render services to any person, firm, company or body corporate or authority or Government, which may be given or rendered while carrying on such business as aforesaid which may lead to or be conducive to the adoption by constituents of efficient methods of management, economy in manufacturing costs or costs of production or administration, increase in production, handling of financial problem and entering into financial, commercial, industrial and technical dealings with and in particular agreements for collaboration, joint ventures or the acquisition or disposal of assets including the 'know-how' rendering of all services whether incidental to be above or not.
85. To carry on business of a finance company, finance, industrial, agriculture and other business enterprise and for that purpose lend and advance money to entrepreneurs, promoters industrial, and other business concerns on such terms and conditions and with or without security as may be thought appropriate also to act as a financial trust Company.
86. To act as sales organizers as well as consultants and advisers in all the respective branches and in such capacity to give advice and information and render services to a person, firm, Company or body corporate or authority or Government which may be given or rendered while carrying on such business as aforesaid which may lead to or be conducive to the adoption by the constituents or principles of; efficient, methods of effecting sales and marketing goods, economy in effecting sales and marketing goods, rendering of all services whether incidental to the above or not.
87. To carry on the business of and act as selling agents, purchasing agents, mercantile agents and to do agency business in all its branches and in particular to act as agents for properties of all kinds moveable and immovable, or goods, chattels, commodities and producer of all varieties.
88. To stand guarantee of furnish security for an individual firm or joint stock Company for fulfilment of any undertaking or obligation.
89. To carry on the business of purchase and sale of land and Building on Lease.
90. To undertake the administration of estates as executors, trustees, liquidation, receivers, nominees or otherwise. To act as manager or

receiver or to direct the management of any estate, property of any person or other Company or firm.

91. To purchase, advance, lend money or otherwise deal with revisionary contingent or other interest in movable and immovable property or rights.
92. To purchase, sale, deal in our hire purchase basis or otherwise let on hire and render services in the field of Computers and other electrical or mechanical numerical devices in or outside India and to render all kinds of data services in connection therewith.
93. To render services in the field of mechanized accounting, in the field of management, legal civil electrical and all other fields of consultancy.
94. To enter into franchise agreement with dealers and manufactures of all kinds.
95. To carry on and undertake the business of portfolio investment and Management for both individuals as well as large Corporate Bodies and/or such other bodies as approved by the Government in Equity shares, preference shares, stock, debentures, (both convertible and non-convertible) company deposits, bonds, units, loans, obligations and securities issued or guaranteed by Indian or Foreign Governments, States, Dominions, Sovereigns, Municipalities or Public Authorities and /or any other Financial instruments, and to provide a package of investment/Merchant Banking Services by acting as Managers to Public issues of securities to act as underwriters, issue house and to carry on the business of Registrar to public issue/ various investment schemes and to act as Brokers to Public issue subject to SEBI Rules & Regulations 1992 and other authorities or law in this regard.
96. To create a full service trading portal which would act as a trading platform for all types of financial products and services, consumer durables and non-durables, real estate and other value added services related to these.
97. To undertake and carry on all operations and transactions in regard to business of any kind in the same manner as an individual capitalist may lawfully undertake and carryout and in particular financing hire purchase contracts relating to property or assets of any description either immovable or movable such as houses, lands, stocks, shares, Government Bonds.
98. To carry on and become engaged in financial, monetary and other business transactions that are usually and commonly carried on by commercial Financing Houses, Shroff's, Credit Corporations, Merchants, Factory, Trade and General Financiers and Capitalists.
99. To carry on business of Asset Management Company/ Manager/Fund Manager in respect of any Scheme of Mutual Fund whether open-end Scheme or closed-end Scheme, floated/ to be floated by any Trust/Mutual Fund/ (whether offshore or on shore) Company by providing management of Mutual Fund for both offshore and onshore Mutual Funds, Financial Services Consultancy, exchange of research and analysis on commercial basis.

AND IT IS HEREBY DECLARED THAT:

The foregoing sub-cases shall be constructed both as objects and powers and the objects and purposes specified in the foregoing causes shall not except where otherwise expressed, be in any wise limited or restricted by reference to or interface from the terms of any other clause in this Memorandum of Association for the name of the Company but the objects and the purposes specified in each of the foregoing sub-clauses shall be regarded as independent objects and purposes and shall have the widest possible construction.

The objects and purposes of the foregoing sub-clauses shall be extend to the whole of India and to such other place or places outside India where the Company may have any or its activities.

- iv. 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.
- v. ****#**\$"The Authorised Share Capital of the Company is Rs. 55,60,00,000/- (Rupees Fifty-Five Crores Sixty Lacs Only) divided into 5,56,00,000 (Five Crores Fifty-Six Lac) Equity Shares of Rs. 10/- (Rupees Ten Only) each."

** The above clause was added w.e.f. 12th January, 2025.*

*** The following clause of the Memorandum of Association was altered by increasing the Authorised Share Capital from Rs. 20,60,00,000 (Rupees Twenty Crore Sixty Lac Only) divided into 2,06,00,000 (Two Crore Six Lacs) Equity Shares of Rs. 10/- (Rupees Ten Only) each to Rs. 35,60,00,000/- (Rupees Thirty-Five Crore Sixty Lac Only) divided into 3,56,00,000 (Three Crores Fifty Six Lac) Equity Shares of Rs. 10 (Rupees Ten Only) each pursuant to the Members' Resolution passed at the Annual General Meeting of the Company held on 07th June, 2022.*

#The following clause of the Memorandum of Association was altered by increasing the Authorised Share Capital from Rs. 35,60,00,000/- (Rupees Thirty-Five Crore Sixty Lac Only) divided into 3,56,00,000 (Three Crores Fifty Six Lac) Equity Shares of Rs. 10 (Rupees Ten Only) each to Rs. 50,60,00,000/- (Rupees Fifty Crores Sixty Lakhs Only) divided into 5,06,00,000 equity shares of Rs. 10/- (Rupees Ten only) each pursuant to the Board of Director's Resolution passed at their meeting held on 07th March, 2024 to comply with the Directions issued in the Scheme of Merger by Absorption of Canopy Finance Limited by Purple Finance Limited approved by the Hon'ble NCLT, Mumbai Bench on 15th February, 2024.

\$The following clause of the Memorandum of Association was altered by increasing the Authorised Share Capital from Rs. 50,60,00,000/- (Rupees Fifty Crores Sixty Lakhs only) divided into 5,06,00,000 equity shares of Rs. 10/- (Rupees Ten only) to Rs. 55,60,00,000/- (Rupees Fifty-Five Crores Sixty Lacs Only) divided into 5,56,00,000 (Five Crores Fifty-Six Lac) Equity Shares of Rs. 10/- (Rupees Ten Only) each pursuant to the Members' Resolution passed at the Extra Ordinary General Meeting of the Company held on 24th March, 2025.

We, the several persons, whose names and addresses and occupation are subscribed, hereunder are desirous of being formed into a Company in pursuance of these **Articles of Association** and we respectively agree to take the number of shares in the capital of the Company set opposite our respective names.

Name, Address, Description and Occupation of each Subscriber	No. of Shares by each Subscriber	Signature of Subscriber	Name and Address of the witness and his Address, Description & Occupation
HOLASH KUMAR MITTAL S/o. Mahabir Prasad Mittal 6/C/102, Prem Nagar, S. V. P. Road, Borivali (West), Bombay - 400 092 BUSINESS	10 (TEN)	Sd/-	WITNESS FOR BOTH Sd/- SURESH KUMAR MORE S/o. Shri Kanhaiyalal More CHARTERED ACCOUNTANT 16, Kazi Sayed Street, 2nd Floor, Room No.9, Bombay - 400 009.
NARESH KUMAR MITTAL S/o. Matadin N. Mittal 23, Old Hanuman 1st X Lane, 11nd Floor, Narayan Niwas, Kalbadevi Road, Bombay - 400 002. SERVICE	10 (TEN)	Sd/-	
Total :-	20 (Twenty Equity Shares)		

PLACE BOMBAY DATED THIS 28TH DAY OF OCTOBER 1993.

Arish

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