

THE COMPANIES ACT 2013
(COMPANY LIMITED BY SHARES)
MEMORANDUM OF ASSOCIATION
*** BULLS EYE KNOWLEDGE SYSTEM LIMITED**

- I. The name of the company is " **BULLS EYE KNOWLEDGE SYSTEM LIMITED**".
- II. The Registered Office of the Company shall be situated in the **Union Territory of CHANDIGARH**.
- III. The objects for which the Company is established are:

(A) MAIN OBJECTS: for which the Company shall pursue on its Incorporation:

1. To design, develop and lease digital transformation tools to schools and colleges in India & Abroad; to be used for improving teaching processes, continuous evaluation and assessment of students, using software/platform as a service model, with or without academic content
2. To continuously strive to develop multiple resourceful software solutions for schools and colleges to promote adoption of technology in academic delivery; and improvement of academic and operational processes
3. To impart education in the sphere of professional, career oriented & competitive courses through classroom, web & mobile based learning platforms in India & Abroad
4. To provide skill training to students to increase their employability and help prepare for the placements
5. To provide training to students to help prepare for various competitive examination at national & international level across all categories be it Undergraduate or Postgraduate, among others
6. To design, develop and lease a technology driven career information cum counseling solution with in-depth information on relevant exams and career streams, using software as a service model for schools and colleges in India & Abroad, as applicable.
7. To run, manage school and colleges and institute of higher studies, to collaborate with various national and international educational schools, Colleges and universities for imparting professional courses and to manage the schools, colleges, vocational institutes for imparting professional courses

(b) Matter which are necessary for furtherance of the object specified in clause 3(a) are:-

1. To do all or any of the acts or things as mentioned in the main objects either as principals, contractors or otherwise and either alone or in conjunction with others.
2. To remunerate any firm, person or body corporate rendering services to the Company, including without limitation, in relation to the promotion or formation of the Company, either by cash payment or by allotment to him or them of shares and securities of the Company as paid -up in full or in part or otherwise.

**The Company is converted from Private Limited to Public Limited by passing a Special Resolution by the Shareholders at their Extra- Ordinary General meeting held on 30.06.2024.*



3. To pay all costs, charges and expenses incurred or sustained in or about the formation, registration, promotion, incorporation, establishment and advertisement of the Company or which the Company shall consider to be preliminary including contracts entered into by the company.
4. To enter into contracts or arrangements or other dealings for more efficient conduct of the business of the Company or any part thereof and also to enter into any arrangement with any Government or Authorities or any persons or companies that may seem conducive to the main objects of the Company.
5. To buy, sell, repair, alter, improve, exchange, let on hire, import, export and deal in all works, plant, machinery, tools, appliances, apparatus, products, materials, substances, articles and things capable of being used in any business which the Company is competent to carry on, or which may be required by any customer or person having dealings with the Company or which may seem capable of being profitably dealt with in connection therewith and to manufacture, experiment with, render marketable and otherwise deal in all products and services incidental to any of the businesses carried on by the Company.
6. To lease, sub-lease, hire, purchase, license or otherwise acquire and/or sell, dispose of, construct, alter, modify, develop or otherwise deal in any properties, factories, shades, offices, guest houses, employee accommodation, godowns, warehouses, or other structures for housing and carrying on the businesses of the Company or for its employees, clients or other persons or for any other persons or for any other purpose as the Board of Directors may think expedient for the benefit of the Company.
7. To enter into, undertake and execute contracts or other arrangements with any parties for any transactions, including the provision and supply or use of materials, machinery, equipment, articles or other products and/or services necessary for or otherwise required for or incidental to carrying out the objectives of the Company.
8. To recruit, train and develop staff, organize seminars, training programs and conferences for employees, customers and the general public.
9. To recruit, train and develop a pool of technical, managerial and administrative personnel including staff, employees, agents, for the Company or any subsidiary, affiliate or group companies or any other company, firm or other person, particularly where such companies, firms or persons are engaged in any business related to the business of the Company.
10. To employ, engage, appoint, retain or otherwise procure, suspend or terminate the services of professionals, consultants, engineers, design consultants, technicians, legal and financial advisors, or other experts and to imbibe innovation and modern management techniques in the functioning and businesses of the Company.
11. To retrench, lay-off, suspend, terminate the appointment of or dismiss executives, managers, assistants, support staff and other employees and to remunerate them at such rates as may be thought fit.
12. To acquire, and possess the whole or part of the business assets, property, goodwill, rights and liabilities of any persons, society, association or company carrying on any business.



13. To take and/or provide discounts or to approve other terms of payment or credit in relation to any sums owing to or due from the Company and to impose or agree to pay any interest thereon or to write off any such sums or parts thereof.
14. To pay for any property or rights acquired, either in cash, against debentures, or in fully or partly paid shares, or by the issue of securities, or by providing services and generally in such terms as may be determined and agreed upon.
15. To carry on research and development activities on all aspects related to the business and objects of the Company.
16. To apply for, purchase, or otherwise acquire, protect or prolong any patent, design, concessions, trademarks, copyrights and the like, conferring an exclusive or non-exclusive or limited right of use, or any secret or other information and/or systems, processes of the Company or which the Company may develop or acquire or propose to develop or acquire.
17. To apply for, purchase or otherwise acquire brand names/service marks for the products manufactured and the services rendered by the Company, from any company, firm, or other person anywhere in the world, particularly international brand names/ service marks of the Company's holding or group companies.
18. To use, exercise, develop, sell, assign, grant licenses or otherwise turn to account the property, rights and information so acquired.
19. To establish and maintain or procure the establishment and maintenance of any noncontributory or contributory pension, superannuation, provident, welfare and education funds and trusts for the benefit of any person who is or was at any time in the employment or service of the Company or any subsidiary or affiliate of the Company, or who is or was at any time a director of the Company or of any such other company as aforesaid and the spouse, family and dependants of any such person.
20. To provide for the welfare of employees or ex-employees of the Company and their spouses or the dependants of such persons by grant of money, pensions, allowances, bonus or other payments or by contributing to other associations, institutions, funds or trusts and by providing or subscribing or contributing towards places of instruction and recreation, hospitals and dispensaries, medical and other assistance as the Company may think fit.
21. To acquire and hold one or more memberships or membership privileges in stock/security exchanges, commodity exchanges, clearing houses in any other trade or service associations which memberships, or membership privileges are likely in any manner to facilitate the conduct of the Company's business.
22. To enter into joint venture, partnership, or any other arrangement for joint working in business, sharing profits or for co-operation or for mutual assistance or form, promote, subsidize and assist companies and partnerships of all kinds with any person, firm or company or to acquire or carry on any other business (whether manufacturing or otherwise) auxiliary to the business of the Company or connected therewith or which may seem to the Company capable of being conveniently carried on in connection with the above, or calculated directly or indirectly to enhance the value of or render more profitable any of the Company's property or to amalgamate with any person, firm or company carrying on or about to carry on any business or transaction included in the objects of the Company or any other similar business, in India or abroad.



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 10,00,00,000/- (Rupees Ten Crore Only) divided into 1,00,00,000 (One Crore) Equity Shares of Rs.10/- (Rupees Ten) each.



we the several person whose names and addresses are subscribed herein, 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 our respective names:-

S. No.	Name, Father's Name, Address & Description and Occupation of subscribers	Number of Equity shares taken by each subscriber	Signature of Subscribers	Signature and Address of the Witness
1.	HIRDESH MADAN S/O SH. KRISHAN CHAND MADAN, HNO. 1483/2, SECTOR 43-B, CHANDIGARH, 160036 (BUSINESS)	1667 (One Thousand Six Hundred Sixty Seven Only)	S.D	<p style="text-align: center;">-SD- ANKUSH K SOOD S/O SH. V.P SOOD</p> <p style="text-align: center;">H NO. 369, SECTOR 16, PANCHKULA, COMPANY SECRETARY DO HEREBY WITNESS THE SIGNATURES OF ALL THE SUBSCRIBERS TO MEMORANDUM OF ASSOCIATION BULLS EYE KNOWLEDGE SYSTEM PRIVATE LIMITED FCS-4618 CP-7667</p>
2.	DEEPAK KUMAR S/O SH. CHANDER MOHAN HNO. 332, VILLAGE RAIPUR RANI, BLOCK-2, TEH NARAINGARH, DIST AMBALA, HARYANA-134203 (BUSINESS)	1667 (One Thousand Six Hundred Sixty Seven Only)	S.D	
3.	SANJAY KUMAR S/O SH. NARSI DASS HNO. 416, SECTOR 10, PANCHKULA, 134113 (BUSINESS)	1666 (One Thousand Six Hundred Sixty Six Only)	S.D	
	TOTAL	5,000 (Five Thousand Only)		

Place: CHANDIGARH
Date: 08/03/2013



we the several person whose names and addresses are subscribed herein, 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 our respective names:-

S. No.	Name, Father's Name, Address & Description and Occupation of subscribers	Number of Equity shares taken by each subscriber	Signature of Subscribers	Signature and Address of the Witness
4.	ATUL KRISHAN GOPAL S/O SH. KRISHAN GOPAL SOC NO. 3, FL NO. 9 SHAILENDRA SOCY, PL 32 33 FP 395 S. NAGAR, PUNE- 411004 MH – INDIA (BUSINESS)	5,000 (Five Thousand Only)	S.D	-SD- VIJAY TIKOTEKAR 3, HEMANT SOCIETY, MANISHA SOCIETY, KAVE NAGAR, PUNE-411502 MAHARASHTRA INDIA OCC: CHARTERED ACCPUNTANT M. NO 102293
	TOTAL	5,000 (Five Thousand Only)		

Place: PUNE
Date: 08/03/2013