**THE COMPANIES ACT, 2017 (XIX of 2017)**

(COMPANY LIMITED BY SHARES)

MEMORANDUM OF ASSOCIATION

1. The name of the company is \_\_\_\_\_\_\_\_\_\_\_\_ Type of Company

2. The registered office of the Company will be situated in Select a Province

3. (i) The Principle line of business of the company shall be to carry on the business of online shopping of consumer goods and other goods, internet advertising and marketing, creating virtual malls, stores, shops, shopping catalogs, provide e-commerce services and e-commerce solutions in all or any one of the following mode i.e., business to business (b2b), business to consumers (b2c), business-to-government (b2g), government-to-business (g2b), consumer to consumer (c2c), consumer to government (c2g) , legally permissible under the Law and to deliver the same to its customers in and outside Pakistan and to comply with the National e-Commerce Policy including but not limited to Code of Conduct, Complaint handling procedure of Customers and guide lines issued thereunder from time to time.

(ii) Except for the businesses mentioned in sub-clause (iii) hereunder, the company may engage in all the lawful businesses and shall be authorized to take all necessary steps and actions in connection therewith and ancillary thereto.

(iii) Notwithstanding anything contained in the foregoing sub-clauses of this clause nothing contained herein shall be construed as empowering the Company to undertake or indulge, directly or indirectly in the business of a Banking Company, Non-banking Finance Company (Asset Management Services, Leasing, Investment Finance Services, Investment Advisory Services, REIT management Services, Housing Finance Services, Private Equity and Venture Capital Fund Management Services, Discounting Services, Pension Fund Scheme Business, Micro Financing), Corporate Restructuring Company, Insurance Business, Modaraba management company, Stock Brokerage business, forex, Clearing House, Securities and Futures Advisor, Commodity Exchange, managing agency, business of providing the services of security guards or any other business subject to license and restricted under any law for the time being in force or as may be specified by the Commission*.*

 (iv) It is hereby undertaken that the company shall not:

(a) engage in any of the business mentioned in sub-clause (iii) above or any unlawful operation;

(b) launch multi-level marketing (MLM), Pyramid and Ponzi Schemes, or other related activities/businesses or any lottery business;

(c) engage in any of the permissible business unless the requisite approval, permission, consent or license is obtained from competent authority as may be required under any law for the time being in force.

4. The Liability of the Members is Limited.

5. The Authorized Capital of the Company is Rs. 100,000/- (Rupees One Hundred Thousand only) divided into 1,000 (One Thousand) Ordinary shares of Rs. 100/- (Rupees One Hundred only) each.

Choose an item. subscribed below, Choose an item. desirous of being formed into a company, in pursuance of this memorandum of association, Choose an item. to take the number of shares in the capital of the company as set opposite our respective name(s):

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Name and surname (present & former) in full (in Block Letters)** | **NIC No. (in case of foreigner, Passport No)** | **Father's/ Husband's Name in full** | **Nationality (ies) with any former Nationality** | **Occupation** | **Usual residential address in full or the registered / principal office address for a subscriber other than natural person** | **Number of shares taken by each subscriber (in figures and words)** | **Signatures** |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  | Total number of shares taken (in figures and words) |  |  |

Dated the day of, Enter a Date

Witness to above signatures: *(For the documents submitted in physical form only,* ***Remove in case of Online application submission****)*

|  |  |
| --- | --- |
| Signature |  |
| Full Name (in Block Letters) |  |
| Father’s/ Husband’s name |  |
| Nationality |  |
| Occupation |  |
| NIC No. |  |
| Usual residential address |  |