

**MEMORANDUM OF ASSOCIATION
OF
LATENT VIEW ANALYTICS LIMITED**
(A COMPANY INCORPORATED UNDER THE COMPANIES ACT, 1956)

- 1st The name of the Company is LATENT VIEW ANALYTICS LIMITED².
- 2nd The registered office of the Company shall be situated in the State of the Tamil Nadu.
- 3rd The Objects for which the Company is established are:

[A] THE OBJECT TO BE PURSUED BY THE COMPANY ON ITS INCORPORATION ARE:

1. To carry on business as advisers on the administration and organisation of industry and business, and to advise on the extending, developing and improving of all types of businesses or industries and all systems or processes relating to the purchase, production, selling, distribution, marketing and sale of goods or the rendering of services in India or elsewhere in the world, using analytical, research and software tools and processes and to act as a Knowledge Process Outsourcing (KPO) Company.
2. To carry on business as management, Personnel and industrial consultants, including consultancy and advisory services in relation to industrial relations, personnel training, business systems and processes and data processing, finance and leasing, town planning, taxation, insurance, public relations and tariffs and generally concerning the production, storage, distribution, marketing and sale of goods or the provision of services and to create, develop, buy, sell, market, deal in all types of software products that are necessary for carrying on the above objects of the Company.
3. To act as agents or managers in carrying on any business concerns and undertakings and to employ experts to investigate and examine into the condition of management, prospects and value of any business or undertaking and generally of any assets property right or any kind.

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

1. To enter into negotiation, collaboration, technical or otherwise with any persons, firm, company, body corporate, institutions or Government for obtaining grant, license or on other term formulate and to obtain technical information, know-how and expert advice.
2. To borrow money from banks, institution and other agencies for the objects of the Company at such terms as may be decided by the Board of Directors from time to time.

¹ Modified in line with the Companies Act, 2013 vide special resolution dated 30th July, 2021.

² In accordance with the proviso to Section 13(2) of the Companies Act, 2013, the rules made thereunder, and other applicable provisions, if any, this Memorandum of Association was amended to change the name of the Company, where the only change in the name of the company is the deletion therefrom of the word "Private", consequent on the conversion of the Company from a private limited company to a public limited company pursuant to shareholders' special resolution passed at the extraordinary general meeting of the Company held on 18th June, 2021.

3. To draw, make, accept, endorse, discount, execute and issue promissory notes, hundies, bills of exchange, bills of lading, warrants, debentures and other negotiable instruments in course of the company's business.
4. To apply for, purchase or otherwise acquire any patents, brevets, invention, licenses, concessions and the like, conferring any exclusive or non-exclusive or limited right to use, or any secret or other information as to any invention for the purpose of the company, and to use, exercise, develop or grant or licenses in respect of or otherwise turn to account the property, rights or information so acquired.
5. To enter into partnership, contract, equity participation merger, de-merger, hiving off, amalgamation. Acquisition, or into any arrangement for sharing profits or losses or any union of interest, joint ventures, reciprocal concessions, or co- operation, with any person or persons or company or companies in India and/ or elsewhere in the world.
6. To enter into agreement with the government of Tamil Nadu or any other state Government or central government or institutions or companies for technical, financial or any other assistance for carrying out all or any of the objects of the company.
7. To pay for any property acquired by the company and remunerate any persons, firm or body corporate rendering services to the company either by cash payment or by allotment to him or them of shares or securities of the company which is paid in full or in part or otherwise.
8. To let on lease or on hire-purchase system or to lend or otherwise dispose of any property belonging to the company.
9. To sell, exchange, mortgage, let on lease, royalty or tribute, grant, licenses, easements, options and other rights over in any other manner deal with or dispose of the undertaking.
10. To acquire and undertake all or any part of the business, property and liabilities of any person or company carrying on or proposing to carry on any business which this company is authorized to carry on.
11. To appoint attorney and agents or act as attorney or agents whether on commission or otherwise and constitute agencies and sub-agencies of the company in India or elsewhere.
12. Subject to the provisions of the Companies Act, 2013, to amalgamate, or to enter into partnership or into any arrangement for shares, profits, union of interest, co- operation, joint venture, of reciprocal concession or for limiting competition with any person or persons or company or companies carrying on or engage in or about to carry on or engage in, any business transaction on or engage in or which this company is authorised to carry on or engage in or which can be carried on in conjunction therewith.
13. To engage in any business or transaction within the limits of the company's objects, in connection with or any other person, corporation, company or to hold shares, stocks, or bonds in any such company or corporation, the business which this company is authorised to carry on.
14. To obtain any provisional order or act of the government for enabling the company to carryout of its objects into effect or for effecting any modification of the company's constitution.
15. To procure the recognition of the company in or under the laws of any place outside India.

16. 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 interest acquired by or belonging to the company in any person or company or companies on behalf of or for the benefit of the company and with or without any declared trust in favour of the company for the purpose of the business of the company.
17. Subject to provisions of the Companies Act, 2013, to accept gifts and to give gifts and donations to create trusts for the welfare of the employees, members, directors and/or their dependents, heirs and children and for any deserving object and for other persons also and to act as trustees.
18. To subscribe or guarantee money for national, charitable, religious, educational, benevolent or other institutions, societies, clubs, funds, association, public general or useful objects or for any exhibition but not intended to serve any political cause or purpose.
19. To communicate with chambers of commerce and other mercantile and public bodies throughout the world and promote measures for the protection of trade, industry and persons engaged therein.
20. To subscribe for, become a member of, subsidies and co-operate with any other association, whether incorporated or not, whose objects are altogether or in part similar to those of the company, and to procure from and communicate to any such association, such information as may be likely to further the objects of the company.
21. To pay legally any premium or salaries and to pay for any property, right or privileges acquired by the company or for services rendered or to be rendered in connection with the promotion, formation of the business of the company or for services rendered or to be rendered by any person, firm or body corporate in placing or assisting to place or guaranteeing the placing of, any of the shares of the company or any debentures, or other securities of the company or otherwise either wholly or partly in cash or in shares, bonds, debentures, or other securities of the company and to issue any such shares either as fully paid up or with amount credited as paid up therein as may be agreed upon to charge any such bond, debentures or other securities upon all or any part of the property of the company.
22. To appoint, agents, selling representatives, commission agents, and to engage lawyers and solicitors and to grant them or any of them necessary power of attorney.
23. To pay out of the funds of the company, all costs, charges or expenses preliminary and incidental to the promotion, formation establishment and registration of the Company.
24. To adopt such means of making known the services, business interest of the company as it may deem to expedient and in particular by advertising in the press, internet, radio, television and cinema, by circulars, by purchase, construction and exhibitions of work or at or general interest, by publication of books and periodicals, and by granting prizes, rewards and donations subjects to the provisions of the Companies Act, 2013.
25. In the event of winding up, to distribute all or any of the property of the company amongst the members in specie or kinds or any proceeds or sale or disposal of any property of the company subject to the provisions of the Companies Act, 2013.
26. To undertake, carryout, promote and sponsor development including and programme for promoting the social and economic welfare or the uplift of the public in any rural area and to incur any expenditure on any programme of rural development and to assist execution and promotion thereof either directly or through an independent agency or in any other manner

without prejudice to the generality of the promoting of rural development shall also include any programme for promoting the social and economic welfare of or the uplift of the public in any rural area which the Directors considers it likely to promote assist rural development and that word rural area shall include such area as may be regarded as rural areas under section 35CC of the Income Tax Act, 1961 or any other law relating to rural development for the time being in force or as may be regarded by the Directors as rural areas.

27. To achieve greater growth of the national economy through increased productivity, effective utilisation materials and manpower resources, export promotion and continued application of modern techniques so as to discharge its social and moral responsibilities to the shareholders, employees, customers, local community and the society, and to undertake, carry out, promote and sponsor or assist any activity which the Directors consider likely to promote national welfare or social, economic or moral uplift of the public or any Section of the public and in such manner and by such means as the Directors may think fit and the Directors may without prejudice to the generality of the foregoing undertake, carry out, promote and sponsor any activity for publication of any books, literature, newspaper or for organising lectures or seminars likely to advance these objects or for giving merit awards, or giving scholarships or other person to enable them to prosecute their studies, academic pursuits or researchers and for establishing, conducting, or assisting any institution, fund, trust having any one of the aforesaid objects as one of its objects by giving donations or otherwise in any other manner and two Directors may at their discretion in order to implement any of the above mentioned objects or purposes transfer without consideration or at such value as the Directors may think fit and driver the ownership of any property of the company to or in favour of any public or local body or authority or central or State Govt. or any public institutions or trust or funds or organisations or persons as the Directors may approve.
28. To act as principals, agents, contractors, or otherwise by or through trustees, attorneys, agents or otherwise and either alone or in conjunction with others and to establish offices, agencies or branches for carrying on any of the aforesaid objects in India or elsewhere in the world.
29. To refer to or agree to refer any claims, demand, dispute or any other question by or against the company or in which the company is interested or concerned, and whether between the company and the member or members or his or their representatives or between the company and third part, to arbitration and to observe and perform and to do all acts. Matters and things to carryout or enforce the awards.
30. To form, manage, join or subscribe to any association, chamber of commerce or other bodies.
31. To insure with any other company, firm or persons against losses, damages and risks of all kinds which may affect the company.
32. To trains or pay for training in India or abroad of any of the company's employees or any candidate in the interest of or for the furtherance of the company's objects.
33. To expend money in experimenting on and testing and improving or seeking to improve any patents, rights, inventions, discoveries, processes, or information of the company of those, which the company, which the company may acquire or propose to acquire.
34. To pay or provide incentive, bonuses, tips, insurance, facilities, conveyance, vehicles, awards, certificates, gifts, perks to any person as deemed fit and to undertake all other activities or things required for improvement of, promotion or maintenance of business.
35. To purchase take on lease or in exchange, hire or otherwise acquire any real or personal property and any rights or privileges which the Company may think necessary or convenient

for the promotion of its objects, and to construct, maintain and alter any buildings or erections necessary or convenient for the work of the Company.

36. To carry on any negotiation with or between any authorities national local municipal or otherwise or any corporations or persons calculated directly or indirectly to promote any of the objects of the company; to take all necessary or proper steps for any of the purposes aforesaid and to oppose any steps taken by any other authority corporation firm or person which may be considered likely directly or indirectly to prejudice any of the objects of the Company.
 37. To form a fund for the purpose of carrying out the objects of the Company and to receive subscriptions thereto from persons whether Members of the Company or not subscribing or guaranteeing sums of money or credits for the purpose of carrying out the objects of the Company or any of them defraying the expenses incurred in carrying out the objects of the Company on any terms the company thinks fit and either subject or not subject to repayment on any contingency.
 38. To publish any kind of information on Internet, a global computer network or otherwise, compiled and updated by the Company or any other person, for commercial purposes or otherwise, set up and/or give or take on lease/hire appropriate systems and technology to render these services to any person, including inviting subscriptions, advertisements from any persons, through agents, franchise, by any available means in India or abroad.
 39. To undertake and provide Internet related services, systems, technology, information and software development services and products, including hardware's, to any person through agents, franchise, by any available means, in India or abroad including value added services such as interactive, Television, Internet, E-Mail, V-Sat, Telephony, Video Shopping, Entertainment, Infotainment, Tele-shopping, E-Commerce, Games, Data Transmission, Computer networking, Video conferencing etc. and to establish links via. Satellite uplink and downlink through available reception systems.
- 4th The liability of the Members is limited and this liability is limited to the amount unpaid, if any, on the shares held by them.
- 5th ³The Authorised Share Capital of the Company is Rs. 30,00,00,000/- (Rupees Thirty Crores Only) divided into 30,00,00,000 (Thirty Crores) Equity Shares of Re.1 (Rupee One Only) each.

³ The Authorised Share Capital of the Company has been increased from Rs. 1,00,00,000/- (Rupees One Crore Only) divided into 1,00,00,000 Equity Shares of Re. 1/- each to Rs. 30,00,00,000/- (Rupees Thirty Crores Only) divided into 30,00,00,000 Equity Shares of Re. 1/- each vide ordinary resolution passed at the extra-ordinary general meeting held on 30th July, 2021.

6th We, the several persons whose, names and addresses are subscribed and 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.

Sl. No	Signature, name, description, address, & occupation of subscribers	No of equity shares subscribed by each subscriber	Signature, name, description, address, & occupation of witness
1.	Sd/- A.V. VENKATRAMAN S/O. Mr. A.V. VISWANATHAN B6, SHANTI EMPRESS 165 L.B. ROAD, THIRUVANMIYUR CHENNAI 600041 PAN: AAIPV3768Q OCCUPATION: BUSINESS	9,000 (Nine Thousand only)	SIGNED BEFORE ME Sd/- R. GOWRISANKAR FCA., ACS S/o. V. RAMAMOORTHY 2/184 Rangarajapuram Main Road Kodambakkam CHENNAI 600 024 CHARTERED ACCOUNTANT Membership No : 25993
2.	Sd/- PRAMADWATHI JANDHYALA W/o Mr. A.V. VENKATRAMAN. B6, SHANTI EMPRESS 165 L.B. ROAD, THIRUVANMIYUR CHENNAI 600041 PAN: AAOPJ1821G OCCUPATION: SERVICE	1,000 (One Thousand only)	
	Total	10,000 (Ten Thousand only)	

Place Chennai

Date 30.12.2005