

JUSTRIDE ENTERPRISES LIMITED

CIN: L74899DL1967PLC004704

Reg. Off.: B-1, 34/1, Vikas House, Vikas Path Marg, East Punjabi Bagh, Delhi 110026;

Email ID: justridelimited@gmail.com ;

Website: www.justrideenterprises.com

October 21, 2023

Listing Compliance Department

BSE Limited

Phirozee Jeejeebhoy Towers,

Dalal Street, Fort,

Mumbai - 400 001

Ref Scrip Code: 531035_JUSTRIDE ENTERPRISES LIMITED (ISIN: INE432F01024)

SUB: OUTCOME OF BOARD MEETING HELD ON SATURDAY, OCTOBER 21, 2023

Dear Sir,

With reference to the captioned subject, pursuant to the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find attached herewith outcome of Board Meeting held on Saturday, October 21, 2023

You are requested to kindly take the same on record.

Thanking You,

For **JUSTRIDE ENTERPRISES LIMITED**

Vasudha Aggarwal

Company Secretary & Compliance Officer

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SUB: OUTCOME OF BOARD MEETING HELD ON SATURDAY, OCTOBER 21, 2023

In terms of Regulation 30 of the SEBI (LODR) Regulations, 2015, we wish to inform you that the Board of Directors of the Company at its duly convened meeting held today i.e. Saturday, October 21, 2023 at the registered office of the Company, *inter-alia* considered and approved, subject to members and other statutory approvals, if any, the following businesses:

- 1. Venturing into hospitality, leisure, lifestyle and allied businesses and alteration in 'Object Clause':** to venture into hospitality, leisure, lifestyle and allied businesses, in addition to the existing businesses, and alteration in the 'Object Clause' of Memorandum of Association, along with certain other modifications as detailed in as **Annexure-A**.
- 2. Fund Raising:** as per the business forecast and its fund requirements, by issuance and allotment of equity shares for aggregate amount not exceeding Rs. 100 Crore (Rupees One Hundred Crore), by way of QIP's, ADR, GDR, FCCB or any other method or combination thereof including series of Right Issue(s), each tranche not exceeding s. 50 Crore (Rupees Fifty Crores Only), on such terms (to be decided by the Board or a duly constituted committee of the Board at a later date) as are in accordance with the Companies Act, 2013 and the rules made thereunder and the SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018, and other applicable regulations, guidelines etc. as amended up to date; and
- 3. Authorized Share Capital of the Company:** increase the Authorized Share Capital of the Company from Rs. 30,00,00,000 (Rupees Thirty Crores) to Rs. 75,00,00,000 (Rupees Seventy-Five Crores Only) to accommodate the future fund raising and consequent amendment in Clause V of the Memorandum of Association of the company;
- 4. Seek members approval for the directors already appointed:** To seek members approval under Regulation 17(1C) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 for the directors already appointed, namely
 - (i) Ms. Sukriti Garg (DIN: 09585946)
 - (ii) Ms. Meenakshi (DIN: 10281806)
 - (iii) Ms. Poonam Dhingra (DIN: 09524982)
- 5. Notice of Postal Ballot:** initiate the postal ballot process to seek members approval for the today's above-said board decisions and approved the notice of Postal Ballot, and appointment of Scrutinizer for postal ballot and other incidental activities. Copy of Postal Ballot Notice and other information shall be filed separately.

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The Board Meeting commenced at 11:00 A.M. and concluded at 11:50 A.M.

You are requested to kindly take the same on record.

Thanking You,

For **JUSTRIDE ENTERPRISES LIMITED**

Vasudha Aggarwal

Company Secretary & Compliance officer

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Annexure A: Alteration in the main object of Memorandum of Association

- a) by replacing existing sub clause 1 of the Clause III(A) (Main Objects) of Memorandum of Association of the Company with the following:

To establish, conduct, manage, takeover, construct, acquire, purchase, sell, lease, rent, promote, develop and run holiday resorts, castles, inns, hotels, motels, restaurants, cafes, vacation resorts, villas, rest houses, guest houses, cottages, holiday camps, spas, health rejuvenation centres, clubs, breweries, pubs, bars, swimming pool and other facilities, commercial, ceremonial, residential constructions, premises of all descriptions across the country and abroad, and to carry on the business of all types and forms of hospitality, leisure activities, tourist, travel services, hosting, organising, managing lavish parties, food and beverage centenaries, concerts, exhibitions, branding activities including events, holidays, trips, corporate and family functions, brand launches, brand promotion, celebrity management, and own, maintain, operate places of amusements, recreation, sports, entertainments, theme parks, water parks, motor sports, yacht, luxury cruise lines, other watercrafts, and all such other businesses which enhances quality, pleasure, leisure, comfort, indulgence, opulence, finer things in life, ceremonies, travel and spaces.

- b) by inserting the following new sub-clause 2 after the replaced sub clause 1 of Clause III(A) (Main Objects) of Memorandum of Association of the Company and accordingly, the existing objects listed at sub clause 2, 3, 4 and 5 will be re-numbered as 3, 4, 5 and 6:

to organize, sponsor, manage, host, produce, either individually or various other arrangements like sponsorship, assignment of rights, titles licensing, sharing, collaboration with others, various events like beauty pageant, beauty contests, quiz shows, fashion shows, jewelry exhibition, designers conclave, film festivals, sports events, folk carnivals, collaborations of International brands, design, launching, promotion, management of brands, celebrities, , and to make, produce, sponsor various shows, series, serials, movies, short films, documentaries, for different mediums and other allied activities.

- c) by modifying the renumbered object clause 3 Clause III(A) (Main Objects) of Memorandum of Association of the Company as per the following:

to carry on business of purchase, sale, subscription, acquisition or dealing in shares, units, negotiable instruments, debentures, bonds, obligations, mortgages, and securities of any kind, movable and immovable assets and any interest therein.

For the sake of better clarity and understanding, the entire revised Clause III (the Object Clause) of the Memorandum of Association of the Company is reproduced herein below:

1. To establish, conduct, manage, takeover, construct, acquire, purchase, sell, lease, rent, promote, develop and run holiday resorts, castles, inns, hotels, motels, restaurants, cafes, vacation resorts, villas, rest houses, guest houses, cottages, holiday camps, spas, health rejuvenation centres, clubs, breweries, pubs, bars, swimming pool and other facilities, commercial, ceremonial, residential constructions, premises of all descriptions across the country and abroad, and to carry on the business of all types and forms of hospitality, leisure activities, tourist, travel services, hosting, organising, managing lavish parties, food and beverage centenaries, concerts, exhibitions, branding activities including events, holidays,

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trips, corporate and family functions, brand launches, brand promotion, celebrity management, and own, maintain, operate places of amusements, recreation, sports, entertainments, theme parks, water parks, motor sports, yacht, luxury cruise lines, other watercrafts, and all such other businesses which enhances quality, pleasure, leisure, comfort, indulgence, opulence, finer things in life, ceremonies, travel and spaces.

2. to organize, sponsor, manage, host, produce, either individually or various other arrangements like sponsorship, assignment of rights, titles licensing, sharing, collaboration with others, various events like beauty pageant, beauty contests, quiz shows, fashion shows, jewelry exhibition, designers conclave, film festivals, sports events, folk carnivals, collaborations of International brands, design, launching, promotion, management of brands, celebrities, , and to make, produce, sponsor various shows, series, serials, movies, short films, documentaries, for different mediums and other allied activities.
3. to carry on business of purchase, sale, subscription, acquisition or dealing in shares, units, negotiable instruments, debentures, bonds, obligations, mortgages, and securities of any kind, movable and immovable assets and any interest therein.
4. To carry on the business of buying, selling, reselling, importing, exporting, transporting, storing, developing, promoting, marketing or supplying, trading, dealing in any manner whatsoever in all type of goods on retail as well as on wholesale basis in India or elsewhere, and to carry on the business as exhibitors of various goods, services and merchandise and to undertake the necessary activities to promote sales of goods, services and merchandise manufactured/dealt with/provided by the Company and to act as broker, trader, agent, shipper, distributor, representative, franchiser, collaborator, stockiest, liaison, job worker, export house of goods, merchandise and services of all grades, commodities of any specifications, descriptions, applications, modalities, fashions, including by-products, spares or accessories thereof.
5. To carry on the business of providing digital marketing services such as website design and development, search engine optimization, advertising, social media marketing, email marketing, content marketing, influencer marketing, video marketing, mobile marketing, ecommerce marketing, local SEO, display advertising, affiliate marketing, analytics and data analysis, remarketing, voice search optimization, digital PR, virtual and augmented reality marketing, online reputation management, and digital marketing consultancy, online presence along with conducting research and analysis on digital marketing trends and technologies. And to acquire, invest in, and manage any other businesses or entities that are complementary to the company's digital marketing services along with entering into partnerships, collaborations, and agreements with other businesses or entities for the provision of digital marketing services and engage in any other activities that are related or incidental to the said business objects.
6. To carry on new edge technology and data driven businesses, trades and activities, essentials for enhancing quality of life, environment or otherwise, having economic values and to undertake these businesses either individually or in collaboration with other persons, companies or corporations and to enter into agreements and contracts, strategic alliances, business association, joint-ventures, partnerships or into any arrangement for sharing profits, union of interest, co-operation, reciprocal concession or other alike business propositions, with such person, firm, corporate or other entity carrying on or engaged in or about to carry on or engage in any business or transaction which this company is authorised to carry on or engage in or any business or undertaking or transaction which may seem capable of being carried on or conducted so as directly or indirectly to benefit the company.