

Your key to living the better life



The Company

Myky is being developed by Luck and Belief Marketing Solutions Pvt Ltd. The business was established in March 2021. Myky is situated in the city of Pathanapuram, in the Kollam district of Kerala. Our immediate objective is to establish regional offices in significant cities with the capacity to assist customers across the nation. With two directors, Mr. Binosh Sivaprakasam and Mr. Liju Leon, the company is legally organized. Their dedication and global expertise enable them to develop this remarkable business concept, which will improve the lives of millions of Indians on a daily basis. The founder's intention is for Myky app to be used by citizens for their daily purchases, thereby changing the lives of common people. The company is in the capable hands of the Directors, who are always thoughtful in making strategic moves to elevate the company to the top level.





The founders,

It has been our enduring ambition to create a mobile application that offers a dependable source of daily cashbacks for all individuals without imposing any fees. We were aware that numerous elderly individuals in our community face challenges in fulfilling their medical expenses, and we wanted to help restore joy to their lives. During the initial stages of the project, we undertook to plan every viable approach to provide a daily returns to each household through shopping at local stores and utilizing our online shopping platform. This led to the creation of the Myky application, designed to generate income everyday for our members who simply promote our brand.

Legal Documents


GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS
Central Registration Centre

Certificate of Incorporation

[Pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 2013) and rule 18 of the Companies (Incorporation) Rules, 2014]

I hereby certify that LUCK AND BELIEF MARKETING SOLUTIONS PRIVATE LIMITED is incorporated on this Twenty fifth day of March Two thousand twenty-one under the Companies Act, 2013 (18 of 2013) and that the company is limited by shares.

The Corporate Identity Number of the company is U52520KL2021PTC068292.

The Permanent Account Number (PAN) of the company is **AAECL5692A** *

The Tax Deduction and Collection Account Number (TAN) of the company is **PTLL12197D** *


Given under my hand at Manesar this Twenty sixth day of March Two thousand twenty-one.


Digital Signature Certificate
ALOK TANDON
Deputy Registrar Of Companies
Registrar of Companies
Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or collect deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on www.mca.gov.in

Mailing Address as per record available in Registrar of Companies office:
LUCK AND BELIEF MARKETING SOLUTIONS PRIVATE LIMITED
C/O JAGATHA KUMARI P., CHARRUVILA PUTHEN
VEEDUNAKULAM, ALIMURKU, KOLLAM, Kollam, Kerala, India,
689096

* as issued by the Income Tax Department


Government of India
Form GST REG-06
[See Rule 10(1)]

Registration Certificate

Registration Number: 32AAECL5692A

1. Legal Name	LUCK AND BELIEF MARKET ING SOLUTIONS PRIVATE LIMITED
2. Trade Name, if any	
3. Additional trade names, if any	
4. Constitution of Business	Private Limited Company
5. Address of Principal Place of Business	SYNTHIA, Thiru Sath Square, Pulhinparam, Pattikkal, Kollam, Kerala, 689095
6. Date of Validity	From: 04/04/2021 To: Not Applicable
7. Type of Registration	Regular
8. Particulars of Approving Authority	Valid till unknown 25/03/2021 10:00:57 PT
9. Signature	
Name	Prabakaran Subramanian
Designation	Representative
Jurisdictional Office	Kollam
Date of issue of Certificate	26/03/2021

Note: The registration certificate is required to be prominently displayed at all places of business (Office/s) in the State.

This is a system generated, digitally signed Registration Certificate issued based on the approval of application granted on 26/03/2021 by the jurisdictional authority.


GOVERNMENT OF INDIA
Form TM - 01
[See Rule 10(1)]

Trade Marks Registry
Trade Marks Act, 1999
Certificate of Registration of Trade Mark, Section 23 (2), Rule 56 (1)

Registration Number: 49051462
Class: 35
Date of issue: 30 April 2021

Trade Mark as entered


Registered on: 31st day of October, 2021

Trade Mark as entered

Registered on: 31st day of October, 2021

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आयकर विभाग
INCOME TAX DEPARTMENT


भारत सरकार
GOVT. OF INDIA

e - Permanent Account Number (e-PAN) Card
AAECL5692A

PN / Name: LUCK AND BELIEF MARKETING SOLUTIONS PRIVATE LIMITED

Date of Incorporation / Formation: 25/03/2021


Signature Not Verified

Permanent Account Number (PAN) for Income Tax Department filing of various documents, including payment of taxes, assessment, tax returns, etc. The PAN is a unique alphanumeric code used for identification of the taxpayer.

Caution: The PAN Card is valid only for the purpose of filing of tax returns and other documents with the Income Tax Department. It is not valid for other purposes.

Electronically issued and digitally signed e-PAN is a valid mode of PAN. Permanent Account Number (PAN) card is issued by the Income Tax Department. It is valid for all purposes. For more details, visit www.incometax.gov.in

आयकर विभाग
INCOME TAX DEPARTMENT


भारत सरकार
GOVT. OF INDIA

Ref No.: 0000016556457FANVENV

Date: Mar 26, 2021

To: LUCK AND BELIEF MARKETING SOLUTIONS PRIVATE LIMITED
C/O JAGATHA KUMARI P., CHARRUVILA PUTHEN
VEEDUNAKULAM, ALIMURKU, KOLLAM, Kollam, Kerala, India,
689096

Sub: Allotment of Tax Deduction Account Number (TAN) as per Income Tax Act, 1961.

Kindly refer to your application (Form 49B) dated: Mar 25, 2021 for the allotment of Tax Deduction Account Number.

In this connection, the following TAN has been issued to you/your organization:

PTLL12197D

Please quote the same in all TDS challans, TDS Certificates, TDS returns, Tax Collection at Source (TCS) returns as well as other documents pertaining to such transactions.

Quoting of TAN on all TDS returns and challans for payment of TDS is necessary to ensure credit of TDS paid by you and faster processing of TDS return.

The above TAN should also be used as Tax Collection at Source Account Number under Section 200CA.

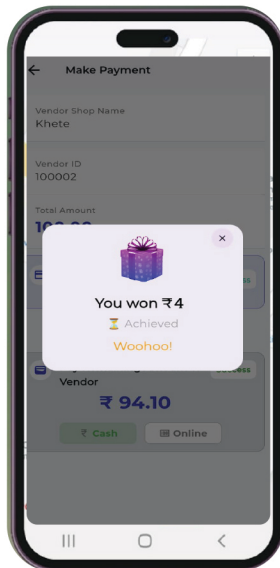
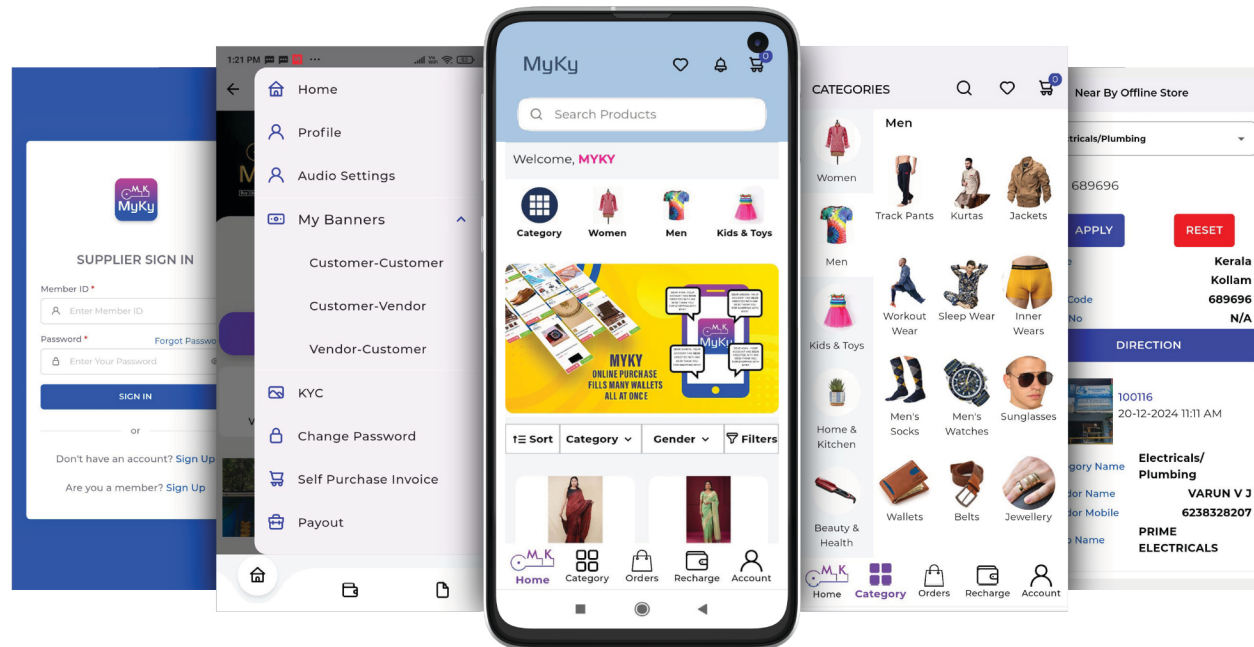
Kindly note that it is mandatory to quote TAN while furnishing TDS returns, including e-TDS returns, e-TDS returns will not be accepted if TAN is not quoted.

This supersedes all the Tax Deduction / Collection Account Number, allotted to you earlier.

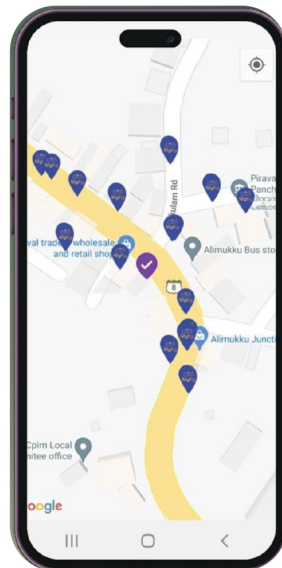
Income Tax Department
Signature Not Verified
25/03/2021 10:00:57
PT

Caution: Income Tax Department does not send e-mails regarding refunds and does not send any tax return information via e-mail. Payments, details of ATM, bank accounts, credit cards, etc. Taxpayers are advised not to put such information on the basis of e-mails.

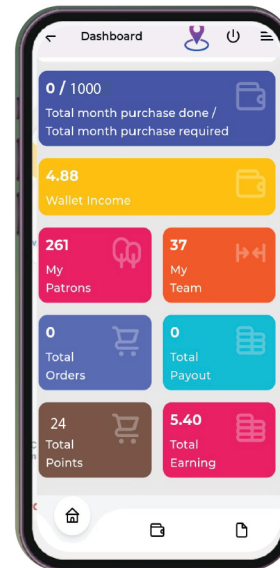
Myky App features



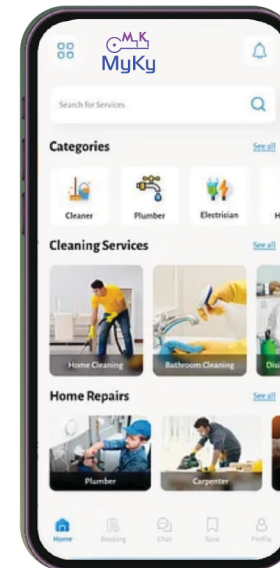
Instant Shop Discount



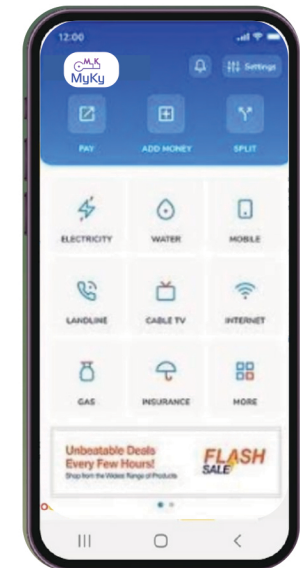
Vendor on Map



User friendly Dashboard



A 2 Z Home Service



Recharges

Business Overview and The Plan

Myky is the answer to how a start-up concept can tremendously change the life of the general public.



MyKy is a project that aims to empower individuals to make wise decisions and strive for success in life, regardless of their current economic or financial situation. At MyKy, we provide an opportunity for everyone to improve their lives and the assurance of a regular stream of cash-back income to help them both end meets. MyKy is a committed organization, continually developing new ways to support your success. We understand that having someone who genuinely understands your struggles can be incredibly helpful when attempting to achieve something significant, and Myky is there to support you every step of the way.

No matter their level of technological expertise, Myky is a platform that enables anybody to participate in safe transactions at discounted pricing in both Offline and Online marketplaces. Customers rapidly understand the business's concept and start using the mobile app after installing it from Google Play store. Even if they are not tech-savvy, they will find the desktop and mobile versions interesting, recommend them to their friends and family, start purchasing and using the in-app features, and start receiving daily cashbacks.

Our Vision

As we grow into one of the largest online marketplaces in the country, we hope to have tens of millions of happy families across the nation.



Our Mission

To promote inclusivity; we aim to connect everyone for a good reason, ensuring no one is left behind.

Our Values



Deliver **Transparency**
and expect the same
in return.



Lead with
Compassion



We aim to **Consistently**
remain at the forefront.



We **Share**



Honouring our member's
time and values.



Perfection in all our
procedures.



We consider **Accepting** and
Appreciating the differences
is the beauty.



We **Care**

Products & Services

No matter whether a customer shops online or offline, we aim to revolutionize the way consumers make purchases. Each purchase made by you and your loved ones may generate passive income through Myky.

At Myky, there are two main shopping categories, one service category and a Supplier Terminal (available for online suppliers to sell their products.)



Recharges

- ✦ Mobile
- ✦ FASTag
- ✦ LPG booking
- ✦ Insurance
- ✦ Water bill
- ✦ Electricity bill
- ✦ DTH
- ✦ Subscription
- ✦ Fees

Online Shopping

- ✦ Share & Earn

Supplier Terminal

Offline Shopping

Offline shopping

The shopping you completed yesterday at your local store is being repeated today at the same location using the Myky application, offering you a personal discount on every purchase and a favourable monthly return.

Myky aims to promote our local Shops and also draw public attention to these traditional gems.

Buying from local businesses supports the community. It strengthens the local economy, creates employment opportunities, and contributes to the growth of small businesses. Additionally, it allows you to explore unique products made in the region. Physical stores offer the chance to handle, feel, and test merchandise firsthand. The ability to physically inspect items aids significantly in the decision-making process when buying clothing, electronics, or home furnishings. One can personally evaluate the fit, quality, and texture of the products. Purchases made from local stores can be taken home immediately, bypassing the wait associated with shipping or delivery. The instant receipt of an item can be particularly gratifying, especially when it is needed

Supporting neighbourhood businesses is a powerful way to contribute to both the economic recovery and the well-being of our community. Whether it's savouring a coffee from the corner café, selecting fresh produce at the farmer's market, or enjoying a haircut at the neighbourhood salon, each purchase makes a meaningful impact. Let's stand by our local entrepreneurs.



Benefits of a Shop Owner who registers in Myky

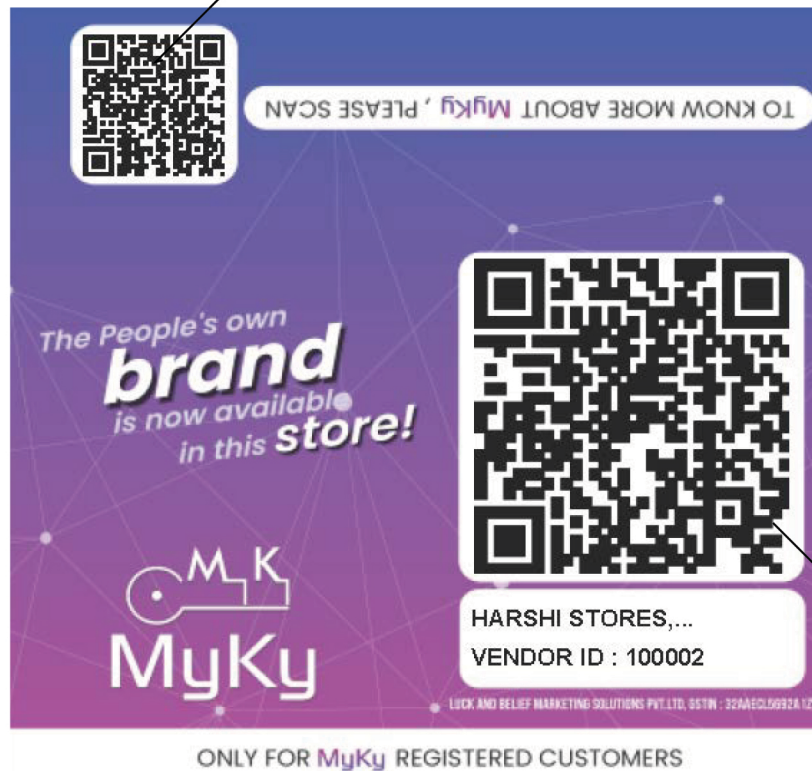
- First and foremost, you will be **going online** once you register the shop in Myky.
- Your shop will be **recognized by Myky members**.
- The '**Nearby Offline Store**' locator simplifies the process for our members **to find the business**.
- Our application incorporates a **Google map** widget that displays each store's location and supports images to **enhance search results**.
- For Myky members, finding a store by **category** and **pin code** is incredibly easy, even when traveling from Delhi to Bangalore.
- The Myky app allows you to display **four images of your shop or business and classifies it into three different categories**. This feature helps our members easily find and recognize your shop/business.
- The traffic to your shop will increase significantly, and **sales will shoot up in no time**.

- Have you ever heard of receiving a share of profit from other stores where the Myky members are making purchases those who are registered under your ID? This is going to happen. Whenever the **members purchase from other stores, a share of the profit comes to you as well**. How incredible is that!
- Have you previously received income from your online shoppers? This will happen as well. **You will also receive a portion of the profits when a Myky member who registered using your ID makes purchases on Myky's online store**. We think it's fantastic.



Scan and Pay

- Shop owner's digital brochure



Member to scan for myky payments

Please note: Myky QR only accepts payment greater than ONE rupee

How does Myky system operates in a shop?

Before Myky

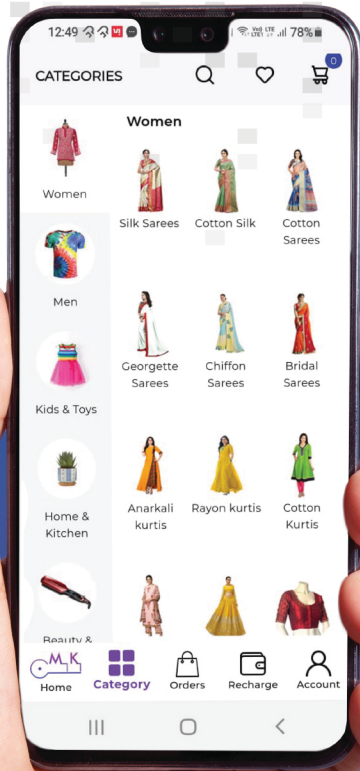
Local shopkeepers and conventional traders do not benefit from the trend of online shopping. Especially amid the pandemic, numerous small-scale retailers have faced failure and ceased operations. How unfortunate is that they are even failing to pay the rent?



After Myky

Myky's approach to integrating digital solutions with traditional stores is indeed a game-changer. **By empowering local businesses to thrive in today's dynamic marketplace**, Myky is helping to create a more inclusive and connected community. It's great to see that local retailers are keen to embrace this innovative business approach.

We generate traffic and sales for the shop resulting in significant revenue growth. In return, the shop owner has agreed to provide certain percentages of discounts to the company. **Shop owners are willing to offer discounts of 1%+gst (solely for Petrol pumps and a minimum of rupees 300 required) 2%, 3%, 6%, 10%, 15%, and 20% to the company based on the size of their business.** The company considers this as their profit from offline sales and distributes 70% of the profit to their members and shop owners as a token of gratitude for referring and promoting Myky to the public. This creates a mutually beneficial ecosystem where everyone involved can thrive.



You are aware that it is. The payment process on Myky is similar to other shopping sites, with a preference for UPI payments. For more details on the Refund and Return policy, you can check the app or website.

Online shopping.

The founders,



“Supporting traditional manufacturers and producers not only help preserve local craftsmanship but also provides Myky community with high-quality goods and services at competitive prices. By offering both traditional and globally sourced products on the Myky platform, we're creating a diverse and inclusive marketplace that benefits everyone”.

Discover a world of affordable and exciting products that meet your needs online. We are to delivering your order to your door with the utmost speed and reliability. We take pride in welcoming you to the Myky community and ensuring you enjoy its benefits.

To guarantee the best possible prices, we purchase goods directly from manufacturers and wholesalers. Each product is carefully inspected by our team of quality experts before being listed on our app or website.

You may notice similarities in online shopping with other sites, but we still add our unique touch.

70% of the company's online sales profits are being distributed.

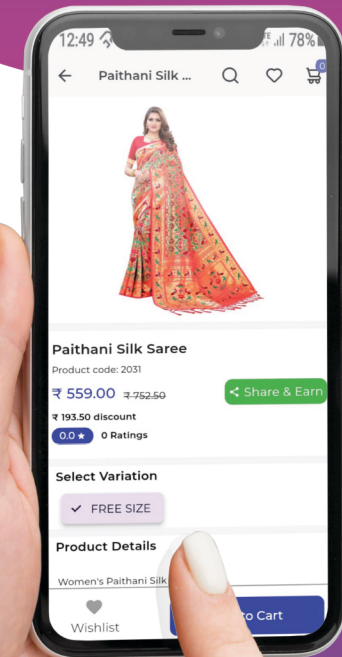
Share & earn (become an affiliate).

You may share a product with someone by using your member ID on any social media site. You don't care about the order being received, the money being received, the packaging, or the delivery.

Sharing the product is all you want to do. All hassles are owned by the company. If they accept the terms of sale and register with your ID. You will benefit greatly from it in the long run. After a trade goes through successfully, the 70% percentage of the profit is credited to your Myky wallet.

Guest User interface

Simply use your mobile number and OTP to register as a visitor and browse our online store. Unfortunately, guest users cannot make offline purchases and not eligible to receive a share of the company's profits from sales and services. However, visitors may sign up at any time as a Myky Member.



Recharges & Bill payments

These are services that you can utilize at Myky

- **Mobile recharge prepaid.**
- **Mobile recharge postpaid.**
- **Broadband postpaid.**
- **Landline postpaid.**
- **Recharge DTH.**
- **Pay Electricity bill.**
- **Pay water bill.**

The in-app services are designed for your convenience. As a registered customer, not only you get the benefit of easy and hassle-free payments, but you also earn cash back on your transactions. This is our way of thanking you for using our platform. So, go ahead and make the most of these services. Absolutely! The cash back, though fractional, can indeed accumulate into a significant amount over time. This is particularly true if you use the services from Myky regularly. It's a smart way to save money in the long run. So, continue using the Recharges and Bills and enjoy the benefits.



Myky Supplier Terminal

A platform for cataloguing online products provided by suppliers throughout our country.

We extend a warm invitation to manufacturers, local producers, distributors, wholesalers and small to medium-sized enterprises to showcase their products on Myky. Our platform welcomes GST-registered sellers to offer their merchandise. For assurance of quality, our team meticulously reviews each product listing. **For one year from the date of supplier registration, product listings on our platform will be free.** In return, we are hopeful for outstanding quality products offered at a budget-friendly price for our Myky community. Furthermore, **a supplier has the opportunity to earn referral commissions similar to that of the members.**



Roadmap

The company has a comprehensive vision for its future activities, aiming for a vast range of possibilities. A variety of projects are underway. The founders are dedicated to making sure that all projects associated with the Myky app will be advantageous for our Myky community.

In public

In pipeline

Supplier Terminal

Recharges

Online

Offline

More rewards
implementations

APIs

Service sector

Myky brand products

Shop Registration

The primary requirement for **shop registration is to enable the device's location settings and to register exclusively at the shop's premises.** This ensures that our customers can accurately locate the shop.

Please ensure that you **upload four images of the shop to the system**, with the first image representing the front view of the shop.

It is essential to ensure that you are entering the appropriate discount tier provided by the Owner. All payments will be calculated according to the specified tier. Once registered at a particular percentage, any modifications can only be made by the company.

Shops in all categories that utilize UPI as a payment method and are willing to grant a certain percentage discount to Myky are encouraged to onboard with our service.

A discount of 1% plus GST is applicable solely to petrol and fuel pumps, and it is essential to spend a minimum of 300 rupees.

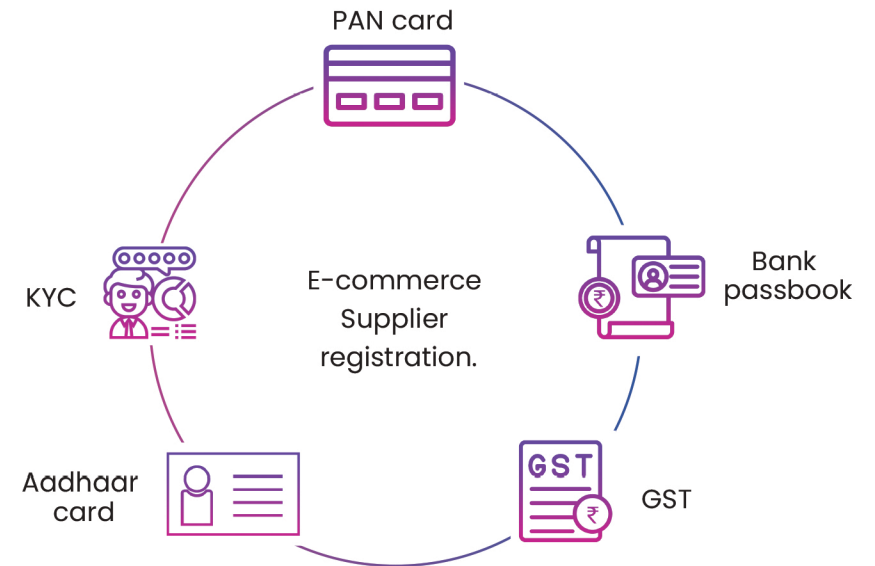
Benefits of Shop Owner.

During our earlier discussion, we explored the advantages of shop owner. We would like to supplement that by highlighting the income benefits he receives in addition to his sales. As a shop owner and a member, he is entitled to the same revenue streams as other members from both offline and online sales.



E-commerce Supplier registration

We are open to all e-commerce suppliers who sell quality products at accessible prices, inviting them to register as online suppliers. A supplier can also gain advantages by referring our application. In simple terms, they have the potential to earn additional income each day beyond their sales by promoting our brand to a wider audience.



Our approach is to maintain a simple supplier registration process, although certain criteria need to be met. KYC is completed at the time of registration. It is essential to upload the GST, Aadhaar card, PAN card, and Bank passbook. A working email address and mobile number are required. Suppliers must provide a pickup address on the registration portal for delivery purposes. Moreover, suppliers should be ready to show their products, or services to our authorized personnel for quality assurance, either online or offline.



USP of Myky

- Free Member/Shop owner registration
- One-year free registration for Online suppliers
- All retailers become digital
- No risk, No investment
- User-friendly interface
- Designed to use by any common man
- An attractive cashback to every purchase
- Promote UPI payments- a paperless economy
- A trusted online market place to Local manufactures and craftsmen
- Follows all government rules.



Myky is a platform designed to serve a diverse audience. The company's goal is to ensure smiles are seen everywhere.

The Founders,

We look forward to the day when our community will say, "Myky has had a meaningful impact on our lives and has altered our financial status to a certain extent."

Myky checks all boxes

- ✓ The Member
- ✓ The Offline Vendor
- ✓ The Online Supplier
- ✓ The Company



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