

THE COMPANIES ACT 2013
COMPANY LIMITED BY SHARES
MEMORANDUM OF ASSOCIATION
OF
ICONIC SPORTS FEDERATION

- I. The name of the Company ICONIC SPORTS FEDERATION.
- II. The Registered Office of the Company will be situated in the State of Odisha.
- III. The objects for which the Company is established are following:-

A. THE MAIN OBJECTS TO BE PURSUED BY THE COMPANY ON ITS INCORPORATION ARE AS UNDER:

1. To promote and develop a structured sports ecosystem among corporate professionals by encouraging participation in sports, fitness, and wellness activities across India and abroad.
2. To organize and conduct corporate leagues, tournaments, championships, and multi-sport events at local, state, national, and international levels for employees and professionals.
3. To collaborate with the Sports Authority of India (SAI), Ministry of Youth Affairs and Sports, and recognized sports federations for the development of corporate sports initiatives.
4. To affiliate with National Sports Promotion Organizations (NSPOs), National and International Sports Federations for recognition, support, and integration of corporate sports with mainstream sports policies.
5. To promote a healthy work-life balance and employee well-being through structured sports programs, fitness campaigns, and mental health initiatives in corporate sectors.
6. To identify and nurture sporting talent among corporate employees, providing professional training, coaching, sponsorships, and platforms for national and international exposure.
7. To collaborate with corporates, industry bodies, and sponsors to create CSR-backed sports programs and establish a sustainable corporate sports movement.
8. To develop corporate-friendly sports infrastructure, fitness centres, and wellness zones in partnership with private and public stakeholders.
9. To establish and operate sports clubs, wellness centres, and sports academies in various states of India and internationally, to serve as hubs for implementing the federation's objectives.



10. To provide training, certification, and skill development opportunities in sports management, coaching, officiating, and sports sciences for corporate professionals and enthusiasts.
11. To create, support, and promote sports entrepreneurs, start-ups, and ventures in the fields of sports technology, sports education, fitness innovation, event management, and athlete development.
12. To engage with sports tech start-ups and innovations to bring in data analytics, wearable tech, and AI-based tools into corporate sports training and performance management.
13. To publish reports, magazines, and conduct seminars, conclaves, and awareness programs to promote corporate sports as a key pillar of organizational productivity and national fitness.
14. To function as a non-profit organization, with all income, donations, sponsorships, and grants reinvested into achieving the above objectives without any dividend or profit distribution to members.

(A complete set up object of the company has been adopted in MOA Vide Special Resolution passed in EGM held on 27.05.2025)


SEKH ABDUL SAMIM
(DIRECTOR)
DIN: 07005117

