

**E-AUCTION SALE NOTICE UNDER THE INSOLVENCY AND BANKRUPTCY CODE, 2016  
BALLY EXPORTS LIMITED - IN LIQUIDATION**

CIN: U51909WB1996PLC079772

REGISTERED OFFICE: P 26B, KASBA INDUSTRIAL ESTATE PHASE III, TILJALA,  
KOLKATA, WEST BENGAL, INDIA - 700107.

**SALE OF ASSETS**

Under Insolvency and Bankruptcy Code, 2016

**Date and Time of Auction:** 31 July 2026 from 11:00 A.M. to 01:00 P.M.

M/s Bally Exports Limited is under liquidation pursuant to the Order dated 21st April 2026 passed by the Hon'ble National Company Law Tribunal, Kolkata Bench in I.A. (IB) No. 1547/KB/2025 in C.P. (IB) No. 200/KB/2023, whereby M/s Bally Exports Limited was ordered to be liquidated and the undersigned was appointed as Liquidator.

Notice is hereby given to the public that the undermentioned asset forming part of the liquidation estate of M/s Bally Exports Limited shall be sold through E-Auction on "AS IS WHERE IS", "AS IS WHAT IS", "WHATEVER THERE IS", "WITHOUT RECOURSE" and "WITHOUT ANY WARRANTIES" basis.

Prospective bidders are advised to independently verify the title, nature, area, measurements, encumbrances, lease conditions, statutory liabilities and all other aspects relating to the asset before submission of bids.

The sale of assets will be done by the undersigned through the e-auction platform, (<https://ibbi.baanknet.com/eauction-ibbi/home> )

**1.Assets & Auction Details**

Brief Description of Asset for Sale	Reserve Price (in Rs.)	Earnest Money Deposit (10% of Reserve Price) (in Rs.)	Bid Increment Amount (in Rs.)	E-Auction Date & Time	Last Date of EMD Submission
Leasehold Industrial Land situated at Plot No. P-61 & P-62, Santoshpur Industrial Estate, Modern Integrated Readymade Garments Complex, Kalinagar, P.O. Bidhangarh, P.S. Maheshtala, District South 24 Parganas, West Bengal – 700066	66,63,000/-	6,66,300/-	50,000/-	31.07.2026 (Friday) from 11:00 AM to 1:00 PM	29.07.2026 (Wednesday) by 5:00 PM

**2. Auction Schedule**

Particulars	Schedule Date
Publication of Sale Notice	30.06.2026 (Tuesday)
Commencement of Due Diligence / Sharing of Documents	01.07.2026 (Wednesday)
Last Date for Submission of Eligibility & Sec 29A Documents	14.07.2026 (Tuesday) by 5:00 PM
Inspection of Property (Only for Qualified Bidders)	18.07.2026 to 27.07.2026 (With prior booking)
Last Date for Submission of Earnest Money Deposit (EMD)	29.07.2026 (Wednesday) by 5:00 PM
Issuance of E-Auction Credentials to Eligible Bidders	30.07.2026 (Thursday)
Date & Time of E-Auction	31.07.2026 (Friday) from 11:00 AM to 1:00 PM (With unlimited extension of 5 min each)
Declaration of Successful Bidder/ Provisional H1	31.07.2026 (Friday)
Issuance of Letter of Intent (LOI)/ Confirmation to Successful Bidder, post verification of eligibility under Section 29A and other applicable terms.	04.08.2026 (Tuesday)

**Terms and Condition of the E-auction are as under**

1. The Liquidator reserves the right to modify the auction schedule, including postponement or cancellation of the auction, by notification on the e-auction portal, without assigning any reason.
2. E-Auction will be conducted on "AS IS WHERE IS", "AS IS WHAT IS", "WHATEVER THERE IS", "WITHOUT RECOURSE" and "WITHOUT ANY WARRANTIES" basis. The sale of assets will be conducted by the undersigned through the e-auction platform at <https://ibbi.baanknet.com/eauction-ibbi/home>.
3. Prospective bidders need to register on the BaankNet auction platform <https://ibbi.baanknet.com/eauction-ibbi/home>, and shall carefully submit the requisite documents, including a declaration of eligibility under Section 29A of the Insolvency and Bankruptcy Code, 2016 through the electronic auction platform. The bidders shall refer to the Asset ID / Auction ID as available on the BaankNet portal.
4. Kindly note that the prospective bidders shall submit an undertaking that they do not suffer from any ineligibility under section 29A of the Code to the extent applicable and that if found ineligible at any stage, the earnest money deposited shall be forfeited.
5. Prospective bidders shall deposit the Earnest Money Deposit (EMD) through the BaankNet auction platform. It is also specified that if the bidder is found ineligible under any criteria, EMD shall be forfeited in accordance with IBBI Circular No. IBBI/LIQ/84/2025 dated 28th March, 2025.
6. Kindly note that EMD payment must be made through the BAANKNET portal by adding funds to the e Wallet and clicking "Participate"

for the respective auction. The interested bidder should create their User ID & Password in the auction portal and deposit their EMD amount in the E-Wallet of the portal. For any query regarding the e-auction portal, reach out to BAANKNET (Bank Asset Auction Network), Email ID - [support.baanknet@psballiance.com](mailto:support.baanknet@psballiance.com) , Mobile No: +91 8291220220 or to the Liquidator.

7. All the auction process documents are uploaded on the BaankNet Portal and the participants must download the same and submit all the documents on the portal.
8. The intending bidders, prior to submitting their bid, should make their independent inquiries and inspect the above-mentioned assets at their own expense and satisfy themselves. The assets mentioned above can be inspected by the prospective bidders at the site from 18<sup>th</sup> July, 2026 to 27<sup>th</sup> July, 2026, between 10:00 AM to 5:00PM with prior appointment by contacting the Liquidator.
9. The Successful Bidder shall be solely responsible for payment of all costs, expenses, charges and liabilities in relation to the sale and transfer of the asset, including applicable stamp duty, registration charges, legal costs, transfer charges, transfer fees, GST, taxes, rates, assessments, statutory and non-statutory dues, lease transfer charges, lessor / authority charges and all other outgoings, if any, in respect of the property / asset put up for auction, in accordance with applicable law. The Liquidator shall not be responsible for any such dues, charges, costs or expenses. Completion of all documentation and compliance with applicable requirements for transfer shall be the responsibility of the Successful Bidder.
10. In terms of Schedule I to the IBBI (Liquidation Process) Regulations, 2016, as amended from time to time, on the close of the auction, the highest bidder shall be invited to provide the balance sale consideration within 90 days from the date of issuance of the Letter of Intent / demand by the Liquidator. Payments made after 30 days shall attract interest at the rate of 12% per annum or such other rate as may be prescribed under the applicable regulations. The sale shall stand cancelled if the balance sale consideration is not received within 90 days. The Liquidator shall conduct due diligence and verify the eligibility of the highest bidder, including eligibility under Section 29A of the Insolvency and Bankruptcy Code, 2016. The auction result, details of the highest bidder and due diligence conducted shall be dealt with in accordance with Schedule I to the IBBI (Liquidation Process) Regulations, 2016, as amended from time to time, and with approval of the Committee wherever required under the applicable regulations. If any bidder is found ineligible at any stage, the Earnest Money Deposit shall be liable to forfeiture. In case the highest bidder is found ineligible, the Liquidator may consider the next highest bidder only in the manner permitted under Schedule I to the IBBI (Liquidation Process) Regulations, 2016, as amended from time to time, and after obtaining approval of the Committee with the requisite voting share wherever required.  
On receipt of the full sale consideration and completion of applicable formalities, the Liquidator shall execute the sale certificate / sale deed / transfer documents in favour of the Successful Bidder, subject to the provisions of the Code, the Liquidation Process Regulations, lease / lessor / transfer conditions, statutory requirements and requisite approvals.
11. It is clarified that this invitation purports to invite prospective bidders and does not create any kind of binding obligation on the part of the Liquidator or the Company to effectuate the sale. The Liquidator reserves the right to cancel or modify the e-auction process and / or not to accept and / or disqualify any interested party/ potential investor / bidder without assigning any reason and without any liability
12. Please refer to the complete e-auction process document for the detailed terms and conditions of the auction.
13. The sale shall be subject to the provisions of the Insolvency and Bankruptcy Code, 2016, the rules and regulations made thereunder, and all other applicable laws, as amended from time to time.

  
Neeraj Kumar Sureka

Liquidator  
M/s Bally Exports Limited (In Liquidation)  
IBBI Regn. No. IBBI/PA-001/IP-P-01539/2019-2020/12517  
Address: Central Plaza, 6th Floor, Room No 'H'  
41 B. B. Ganguly Street, Kolkata- 700012  
Email: [cirp.bally@gmail.com](mailto:cirp.bally@gmail.com)  
Mobile: 9831114540

Place: Kolkata  
Date: 30-06-2026

# Business Standard

## E-AUCTION SALE NOTICE UNDER THE INSOLVENCY AND BANKRUPTCY CODE, 2016

### BALLY EXPORTS LIMITED - IN LIQUIDATION

CIN: U51909WB1996PLC079772

REGISTERED OFFICE: P 26B, KASBA INDUSTRIAL ESTATE PHASE III, TILJALA, KOLKATA, WEST BENGAL, INDIA - 700107.

## SALE OF ASSETS

Under Insolvency and Bankruptcy Code, 2016

Date and Time of Auction: 31 July 2026 from 11:00 A.M. to 01:00 P.M.

M/s Bally Exports Limited is under liquidation pursuant to the Order dated 21st April 2026 passed by the Hon'ble National Company Law Tribunal, Kolkata Bench in LA. (IB) No. 1547/KB/2025 in C.P. (IB) No. 200/KB/2023, whereby M/s Bally Exports Limited was ordered to be liquidated and the undersigned was appointed as Liquidator.

Notice is hereby given to the public that the undermentioned asset forming part of the liquidation estate of M/s Bally Exports Limited shall be sold through E-Auction on "AS IS WHERE IS", "AS IS WHAT IS", "WHATEVER THERE IS", "WITHOUT RECOURSE" and "WITHOUT ANY WARRANTIES" basis. Prospective bidders are advised to independently verify the title, nature, area, measurements, encumbrances, lease conditions, statutory liabilities and all other aspects relating to the asset before submission of bids.

The sale of assets will be done by the undersigned through the e-auction platform, (<https://ibbi.baanknet.com/eauction-ibbi/home>)

## 1. Assets &amp; Auction Details

Brief Description of Asset for Sale	Reserve Price (in Rs.)	Earnest Money Deposit (10% of Reserve Price) (in Rs.)	Bid Increment Amount (in Rs.)	E-Auction Date & Time	Last Date of EMD Submission
Leasehold Industrial Land situated at Plot No. P-51 & P-62, Santoshpur Industrial Estate, Modern Integrated Readymade Garments Complex, Kainagar, P.O. Bichangarh, P.S. Maheshwala, District South 24 Parganas, West Bengal - 700066	66,63,000/-	6,66,300/-	50,000/-	31.07.2026 (Friday) from 11:00 AM to 1:00 PM	29.07.2026 (Wednesday) by 5:00 PM

## 2. Auction Schedule

Particulars	Schedule Date
Publication of Sale Notice	30.06.2026 (Tuesday)
Commencement of Due Diligence / Sharing of Documents	01.07.2026 (Wednesday)
Last Date for Submission of Eligibility & Sec 29A Documents	14.07.2026 (Tuesday) by 5:00 PM
Inspection of Property (Only for Qualified Bidders)	18.07.2026 to 27.07.2026 (With prior booking)
Last Date for Submission of Earnest Money Deposit (EMD)	29.07.2026 (Wednesday) by 5:00 PM
Issuance of E-Auction Credentials to Eligible Bidders	30.07.2026 (Thursday)
Date & Time of E-Auction	31.07.2026 (Friday) from 11:00 AM to 1:00 PM (With unlimited extension of 5 min each)
Declaration of Successful Bidder/ Provisional H1	31.07.2026 (Friday)
Issuance of Letter of Intent (LOI)/ Confirmation to Successful Bidder, post verification of eligibility under Section 29A and other applicable terms.	04.08.2026 (Tuesday)

## Terms and Condition of the E-auction are as under

- The Liquidator reserves the right to modify the auction schedule, including postponement or cancellation of the auction, by notification on the e-auction portal, without assigning any reason.
- E-Auction will be conducted on "AS IS WHERE IS", "AS IS WHAT IS", "WHATEVER THERE IS", "WITHOUT RECOURSE" and "WITHOUT ANY WARRANTIES" basis. The sale of assets will be conducted by the undersigned through the e-auction platform at <https://ibbi.baanknet.com/eauction-ibbi/home>.
- Prospective bidders need to register on the BaankNet auction platform <https://ibbi.baanknet.com/eauction-ibbi/home>, and shall carefully submit the requisite documents, including a declaration of eligibility under Section 29A of the Insolvency and Bankruptcy Code, 2016 through the electronic auction platform. The bidders shall refer to the Asset ID / Auction ID as available on the BaankNet portal.
- Kindly note that the prospective bidders shall submit an undertaking that they do not suffer from any ineligibility under section 29A of the Code to the extent applicable and that if found ineligible at any stage, the earnest money deposited shall be forfeited.
- Prospective bidders shall deposit the Earnest Money Deposit (EMD) through the BaankNet auction platform. It is also specified that if the bidder is found ineligible under any criteria, EMD shall be forfeited in accordance with IBBI Circular No. IBBI/LI/94/2025 dated 28th March, 2025.
- Kindly note that EMD payment must be made through the BAANKNET portal by adding funds to the e-Wallet and clicking "Participate" for the respective auction. The interested bidder should create their User ID & Password in the auction portal and deposit their EMD amount in the E-Wallet of the portal. For any query regarding the e-auction portal, reach out to BAANKNET (Bank Asset Auction Network), Email ID - [support.baanknet@psballiance.com](mailto:support.baanknet@psballiance.com), Mobile No: +91 8291220220 or to the Liquidator.
- All the auction process documents are uploaded on the BaankNet Portal and the participants must download the same and submit all the documents on the portal.
- The intending bidders, prior to submitting their bid, should make their independent inquiries and inspect the above-mentioned assets at their own expense and satisfy themselves. The assets mentioned above can be inspected by the prospective bidders at the site from 18th July, 2026 to 27th July, 2026, between 10:00 AM to 5:00 PM with prior appointment by contacting the Liquidator.
- The Successful Bidder shall be solely responsible for payment of all costs, expenses, charges and liabilities in relation to the sale and transfer of the asset, including applicable stamp duty, registration charges, legal costs, transfer charges, transfer fees, GST, taxes, rates, assessments, statutory and non-statutory dues, lease transfer charges, lessor/ authority charges and all other outgoings, if any, in respect of the property / asset put up for auction, in accordance with applicable law. The Liquidator shall not be responsible for any such dues, charges, costs or expenses. Completion of all documentation and compliance with applicable requirements for transfer shall be the responsibility of the Successful Bidder.
- In terms of Schedule I to the IBBI (Liquidation Process) Regulations, 2016, as amended from time to time, on the close of the auction, the highest bidder shall be invited to provide the balance sale consideration within 90 days from the date of issuance of the Letter of Intent / demand by the Liquidator. Payments made after 30 days shall attract interest at the rate of 12% per annum or such other rate as may be prescribed under the applicable regulations. The sale shall stand canceled if the balance sale consideration is not received within 90 days. The Liquidator shall conduct due diligence and verify the eligibility of the highest bidder, including eligibility under Section 29A of the Insolvency and Bankruptcy Code, 2016. The auction result, details of the highest bidder and due diligence conducted shall be dealt with in accordance with Schedule I to the IBBI (Liquidation Process) Regulations, 2016, as amended from time to time, and with approval of the Committee wherever required under the applicable regulations. If any bidder is found ineligible at any stage, the Earnest Money Deposit shall be liable to forfeiture. In case the highest bidder is found ineligible, the Liquidator may consider the next highest bidder only in the manner permitted under Schedule I to the IBBI (Liquidation Process) Regulations, 2016, as amended from time to time, and after obtaining approval of the Committee with the requisite voting share wherever required.
- On receipt of the full sale consideration and completion of applicable formalities, the Liquidator shall execute the sale certificate / sale deed / transfer documents in favour of the Successful Bidder, subject to the provisions of the Code, the Liquidation Process Regulations, lease / lessor / transfer conditions, statutory requirements and requisite approvals.
- It is clarified that this invitation purports to invite prospective bidders and does not create any kind of binding obligation on the part of the Liquidator or the Company to effectuate the sale. The Liquidator reserves the right to cancel or modify the e-auction process and / or not to accept and / or disqualify any interested party / potential investor / bidder without assigning any reason and without any liability.
- Please refer to the complete e-auction process document for the detailed terms and conditions of the auction.
- The sale shall be subject to the provisions of the Insolvency and Bankruptcy Code, 2016, the rules and regulations made thereunder, and all other applicable laws, as amended from time to time.

Neeraj Kumar Sureka

Liquidator

M/s Bally Exports Limited (In Liquidation)

IBBI Regn. No. IBBI/LI/A-001/IP-P-01539/2019-2020/12517

Address: Central Plaza, 6th Floor, Room No 'H'

41 B. B. Ganguly Street, Kolkata - 700012

Email: [cirp.bally@gmail.com](mailto:cirp.bally@gmail.com)

Mobile: 9831114540

Place: Kolkata

Date: 30-06-2026

