

Notice of Sale of Assets of Cox & Kings Limited

Cox & Kings Limited (In Liquidation)

(Registered Office: Todi Estate, Unit No. 48, A-Wing 4th floor, Sun Mill Compound, Above Post office, Lower Parel (W), Mumbai 400013)

Liquidator: Mr. Ashutosh Agarwala

Address for Correspondence

Peninsula Business Park, Tower B, 19th Floor, Lower Parel, Mumbai 400013, India

Email ID: ip.coxandkings@excedor.com

**E-Auction for Sale of Assets of Cox & Kings Limited
Under**

Insolvency and Bankruptcy Code, 2016

Date and Time of Auction:

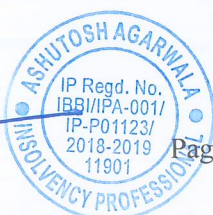
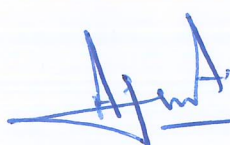
18th December, 2023 from 2.00 PM to 4.00 PM

(With unlimited extension of 5 minutes each)

Notice for sale of Assets of M/s. Cox & Kings Limited -In Liquidation ("Company") by the Liquidator appointed by the Hon'ble National Company Law Tribunal, Mumbai Bench vide order dated 16th December 2021. The sale of Assets will be done by the Liquidator on E-Auction Platform on the portal (<https://www.eauctions.co.in>) of M/s Linkstar Infosys Private Limited.

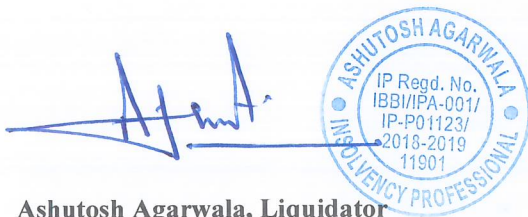
Lot	Description of Assets	Reserve Price in INR (Assets for Sale)	Earnest Money Deposit (EMD) in INR
1.	Sale of M/s Cox & Kings Limited – In Liquidation ("Company") as a Going Concern	Rs. 15.07crores	Rs. 30.13 Lacs
2.	Sale of Trade Receivables of M/s Cox & Kings Limited outstanding as on 19 th November, 2023 collectively as a set of Assets.	Rs. 7.92 crores	Rs. 7.92 Lacs
3.	Sale of Trademarks & Domains Names of M/s Cox & Kings Limited collectively as a set of Assets	Rs. 16.93 crores	Rs. 33.86 Lacs
4.	Sale of each of the Paintings & Artefacts of M/s Cox & Kings Limited as an individual Asset on standalone basis.	Rs. 91.20 Lacs (Aggregate Reserve Price)	Rs. 9.12 Lacs (Aggregate EMD)

The sale of Assets is grouped in 4 (four) Lots and the Eligible Bidders may Bid for each individual lot or for multiple lots. Additionally, in case of Lot No. 4 of Paintings and Artefacts, the Eligible Bidders may Bid for one (1) Item or any combination of multiple Items.



Terms and Condition of the E-Auction are as under:

1. E-Auction will be conducted on “AS IS WHERE IS”, “AS IS WHAT IS” AND “WHATEVER THERE IS” basis. As such sale of the Assets of the Company is without any recourse or any kind of warranties and indemnities and is being conducted through approved E-Auction Service Provider M/s Linkstar Infosys Private Limited.
2. The complete E-Auction Process Document containing overview of the Assets of the Company along with Eligibility Documents and other supporting documents to be submitted by the Bidders including General Terms and Conditions of the E-Auction Process and the technical procedure for submission of Bids are available on website of the Company (<https://www.coxandkings.com/liquidation-process/>) and the website of the E-Auction Service Provider (<https://www.eauctions.co.in>).
3. The Qualified Bidders will be identified by the Liquidator and only the Qualified Bidders can participate in E-Auction Process on the E-Auction Platform (<https://www.eauctions.co.in>) after payment of Earnest Money Deposit (EMD). The E-Auction Service Provider (M/s Linkstar Infosys Private Limited) will provide User ID and Password by email to the Qualified Bidders on registration at the E-Auction Platform.
4. The Qualified Bidders, prior to submitting their Bid, should make their independent inquiries regarding the Company, Assets, Claims and Liabilities, Commercial and Financial Commitments, Operational and Maintenance charges, and other Recurring and Incidental business costs, if any, at their own expense and satisfy themselves.
5. The Successful Bidder shall be responsible for the applicable stamp duties, legal costs, transfer charges and fees, GST or any other taxes related to the sale of Assets under this E-Auction and for completing the documentation and obtaining the permissions relating to the sale of Assets of the Company and sale of Company as a going concern.
6. The sale shall be subject to provisions of Insolvency and Bankruptcy Code, 2016 and related regulations. For the sale of Company as a going concern, the Liquidator/ Successful Bidder would be mandatorily required to approach to Hon'ble NCLT, Mumbai Bench for suitable orders in accordance with the E-Auction Process Document.
7. The Liquidator has the absolute right to accept or reject or modify any or all the Bids or adjourn/postpone/cancel the E Auction at any stage without assigning any reason thereof.



Ashutosh Agarwala, Liquidator
On behalf of Cox & Kings Limited
IBBI Registration No.: IBBI/IPA-001/IP-P01123/2018-2019/11901
IBBI Registered Off.: D-1005, Ashok Towers, Dr. S. S. Rao Road,
Parel, Mumbai City, Maharashtra – 400012.

Place: Mumbai

Date: 21st November , 2023



The Financial Express English All Edition Date of Publish 21/11/2023

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Under Insolvency and Bankruptcy Code, 2016
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