

**PUBLIC ANNOUNCEMENT - SALE NOTICE UNDER IBC, 2016**  
**ASHAPURA INTIMATES FASHION LIMITED (IN LIQUIDATION)**  
**Reg Office: SHOP NO 3-4 GROUND FLOOR, PACIFIC PLAZA PLOT NO 507 TPS IV OFF B. S. ROAD**  
**MAHIM DIVISION DADAR-W MUMBAI MH 400028 IN**  
**CIN : L17299MH2006PLC163133**

Pursuant to Regulation 32 of the Insolvency and Bankruptcy Board of India (Liquidation Process) Regulations, 2016, Public Announcement is hereby made inviting for the **Expression of Interest** from prospective bidders for the purpose of submission of bid in respect of auction sale of Ashapura Intimates Fashion Limited (In Liquidation).

The qualified bidders who meet the Eligibility Criteria can participate in the E-Auction, by bidding for not less than the Reserve Price as mentioned below and subject to the terms of the E-auction Process Information Document.

| Description of Assets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Reserve Price | EMD         | Incremental Value |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|-------------------|
| <b>Asset category 1 : Land and Building at Pacific Plaza, Garage Galli, Dadar (West) 400028 on as is where is basis :</b><br><b>Unit No. 1,</b> Ground Flr, Pacific Plaza - 255 sq ft.<br><b>Unit No. 4,</b> Ground Flr, Pacific Plaza - 259 sq ft.<br><b>Unit No. 3,</b> Ground Flr, Pacific Plaza - 255 sq ft.                                                                                                                                                                                                                                                                                                                 | 4,71,77,285   | 47,17,238   | 4,00,000          |
| <b>Asset category 2 : Land and Building at 'Krishna Complex' Harihar Compound, Survey no. 113/2 of Village Dapode, Bhiwandi on as is where is basis</b><br><b>Gala Nos. D6/ 101 TO 109</b> on the 1st floor - 24,750 sq ft.<br><b>Gala Nos. D6/ 110</b> on the 1st floor - 2701 sq ft.<br><b>Gala Nos. D6/ 111</b> on the 1st floor - 2550 sq ft<br><b>Gala Nos. D6/ 201 TO 209</b> on the 2nd floor - 24,750 sq ft.<br><b>Gala Nos. D6/ 210</b> on the 2nd floor, totally admeasuring about 2,701 sq ft.<br><b>Gala Nos. D6/ 211</b> on the 2nd floor - 2,550 sq ft.<br><b>Gala Nos. D5/ 107</b> on the 1st floor - 2700 sq ft. | 13,24,39,500  | 1,32,43,950 | 5,00,000          |
| <b>Asset Category 3 : Plant and Machinery</b> on as is where is basis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 1,61,01,477   | 16,10,147   | 2,00,000          |
| <b>Asset Category 4 : Financial Assets (Brand)</b> on                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 10,03,25,000  | 1,00,32,500 | 2,00,000          |

|                      |  |  |  |
|----------------------|--|--|--|
| as is where is basis |  |  |  |
|----------------------|--|--|--|

It is informed that the E-auction shall be scheduled on **22<sup>nd</sup> December, 2023 between 2:00 PM to 5.00 PM with an unlimited extension of 5 minutes.** All communication to be addressed to **(liquidation.ashapura@gmail.com)**

Please drop a mail at **(liquidation.ashapura@gmail.com)** for details about the auction.

**Place: Mumbai**

**Date: 05/12/2023**

**Sd/-**

**Bhavesh Rathod**

**Liquidator of Ashapura Intimates Fashion Limited**

**Registration No.: IBBI/IPA-001/IP-P01200/2018-19/119103**

**liquidation.ashapura@gmail.com**

**Contact No : 9004478811/ 9359139080**