

SALE NOTICE

DREAM MERCHANT CONTENTS PRIVATE LIMITED (IN LIQUIDATION)

Liquidator: Ms. Smita Gupta

Liquidator's address : Flat no 702,7th floor , Godrej Central J Tower,
Shell Colony, Near Tilak Nagar Railway Station , Chembur, Mumbai,
Mumbai Suburban, Maharashtra, 400071

Email ID: liquidator.dmcpl@gmail.com | Contact No.: 9413052976

E -AUCTION - SALE OF ASSETS UNDER IBC, 2016**Date and Time of E-auction: 23.9.2024 at 11.00 AM IST to 1:00 PM IST****(With unlimited extension of 5 minutes each)****Last date of for submission of EMD 20.09.2024, by 5:00 PM IST**

Notice is hereby given for Sale of M/s Dream Merchant Contents Private Limited (In Liquidation) under as a going concern under Regulation 32(e) and 32A and for assignment of "Not Readily Realizable Assets" under Regulation 37A of the IBBI (Liquidation Process Regulations) 2016. E-Auction will be conducted on "AS IS WHERE IS, AS IS WHAT IS, WHATEVER THERE IS AND NO RECOURSE BASIS" formed by the Liquidator appointed by the Hon'ble National Company Law Tribunal, Jaipur Bench vide Order dated 8th January, 2024. The sale as a going concern will be done by the undersigned through the e-auction Platform <https://www.eauctions.co.in>.

Sr. No.	Assets	Reserve Price	Earnest Money Deposit (EMD)	Bid Increment Amt.
A.	Sale of the Corporate Debtor as a going concern without assignment of the Not Readily Realizable assets being PUF E transactions in this matter Date and Time of Auction: September 23, 2024 at 11:00 A.M. to 01:00 P.M.			
	Sale of Corporate Debtor as a going concern as per Regulation 32(e) and 32A of the Liquidation Process Regulations, 2016 excluding NRRRA being PUF E transactions	3750000/- (Thirty Seven Lacs Fifty Thousand Only)	375000/- (Three Lacs Seventy Five Thousand Only)	The incremental Bid amount shall be Rs. 50000/- per bid
B.	Assignment of assets underlying proceedings for preferential, undervalued, extortionate credit & fraudulent transactions referred to in sections 43 to 51 & 66 of the Code, as per Regulation 37A of IBBI (Liquidation process) Regulations, 2016			
	Assignment of Not readily realizable assets i.e. pending application being PUF E transaction under sections 43 to 51 and 66 of the IBC, 2016 before the Hon'ble NCLT, Mumbai Bench.	Offers are invited from bidders for Assignment of Not readily realizable assets being PUF E transactions under regulation 37A of the Liquidation Process Regulations, 2016 and bidders may send their EOI to the liquidator at liquidator.dmcpl@gmail.com		

Particulars	Last Date
Last date for submission of Eligibility Documents / last date to send offer under Option B	Wednesday, September 11, 2024
Declaration of Qualified bidder under Option A	Thursday, September 12, 2024
Last date for inspection or due diligence of assets / documents under Option A	Thursday, September 19, 2024
Last date for Submission of EMD under Option A	Friday, September 20, 2024
E - Auction Date under Option A	Monday, September 23, 2024

Notes to Auction Process:

- Bidding in Option A shall be allowed on submission of EMD.
- If Highest bidder under Option A offers bid value as mentioned in point above, H1 bidder under Option A shall be declared as the successful bidder and E-auction under Option B shall stand cancelled.
- Interested applicants may refer to the "E-AUCTION PROCESS DOCUMENT" containing details of terms and conditions of online E-Auction and other details uploaded on the e-auction platform i.e. <https://www.eauctions.co.in>
- The Liquidator has right to accept or cancel or extend or modify etc any terms and conditions of E-Auction (or) the liquidator can cancel E-Auction (or) any item of E-Auction at any time. She has right to reject any of the bid without giving any reasons.
- As per proviso to clause (f) of section 35 of the Code, the interested bidder shall not be eligible to submit a bid if he/she/it fails to meet the eligibility criteria as set out in section 29A of the Code (as amended from time to time).

Contact person on behalf of E- Auction agency (Linkstar Infosys Private Limited): Mr. Vijay Pipaliya/
Mr. Istihak Ahmed Email ID - admin@eauctions.co.in , Mobile No. 9870099713.

Sd/-

CS Smita Gupta

Liquidator

In the matter of Dream Merchant Content Private Limited

Regd No.: IBBI/PA-001/IP-P-02768/2023-24/14283

Email id : liquidator.dmcpl@gmail.com

Date : 28/08/2024

Place: Mumbai



