

**Notice for Sale of Assets of
PRATISHTHA DAIRY FARMS PRIVATE LIMITED (IN LIQUIDATION)
Regd. Office.: Nand Colony, Peetal Nagari Moradabad UP-244001 INDIA**

(Sale under Insolvency and Bankruptcy Code, 2016)

The undersigned Liquidator of Pratishtha Dairy Farms Private Limited (In Liquidation) ('Corporate Debtor'), appointed by Hon'ble NCLT, Allahabad, vide order dated 15.09.2025 intends to sell the following immovable properties on "as is where is", "as is what is", "whatever there is basis" and "without recourse basis" sale will be done by the undersigned through online e-auction service provider PSB Alliance (Baank Net) at <https://baanknet.com/eauction-psb/eproc-listing>

Date and Time of E-auction	16/07/2026 at 10.00 AM to 01.00 PM
Last Date for Submission of EOI including KYC documents, Eligibility Criteria Documents, etc by the prospective bidder.	Upto 14/07/2026, by 06:00 PM
Date of Declaration of Highest Bidder	17/07/2026
Due diligence of assets under auction by Prospective Bidder(s)	Upto Tuesday, 14/07/2026 (with one day prior notice to the liquidator)
Last Date for submission of EMD	14/07/2026

Lot No.	Description (Assets) (Bids are invited for each of Lot separately)	Reserve Price (Rs In Lakhs)	Initial EMD (of Reserve Price) (Rs In Lakh)	Incremental Value
1.	<p>Land situated at Khasra.No-750 Mi, Area 0.9060/- 1/6 0.151/- Hect. Khasra.No-753 Mi Area 1.1160/- 1/6 0.186/- Hect. Total area 0.337/- Hect</p> <p>Khasra.No-755 Area 0.0890/- Hect. Khasra.No-757 Area 0.0930/- Hect. Total area 0.1820/- 1/3 0.060/- Hect. Khasra.No-754 Area 0.4450/- Hect. Total area 0.5056/- Hect.</p> <p>Khasra.No-753 Mi Area 1.1160/- 1/6 0.186/- Hect. Khasra.No-750 Area 0.9060/- 1/6 0.151/- Hect. Khasra.No-750 Area 0.9060/- 1/2 0.453/- Hect. Total area 0.790/- Hect.</p> <p>Note: The Building consisting main dairy plant which is currently vacant is not in control of liquidator as other party claiming his share on that piece of land where building is built up i.e on 2.5 bighas only. The liquidator has filed IA for taking possession of the same with NCLT. Once NCLT order, the same will be handed over to the liquidator or bidder.</p> <p>Auction id-</p>	Rs.4,85,00,000 /- (Rupees Four Crore Eighty Five Lacs Only)	Rs. 48,50,000/- (Rupees Fourty Eight Lacs Fifty Thousand Only)	Rs. 4,85,000 INR (Four Lacs Eighty Five Thousand Only)

url https://baanknet.com/eauction-psb/x-login				
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Note:

1. Bidders may refer to detailed terms and conditions and tender documents (Process Memorandum) through websites: <https://baanknet.com/eauction-psb/eproc-listing> and also visit www.ibbi.gov.in for sale auction notice. They can contact through Email ID: ashishkrishancaip@gmail.com or liquidator.pratishtha@gmail.com Contact No.:09897388700 (Ashish Sharma) .
2. The Liquidator has the absolute right to accept or reject any or all offer(s) or adjourn/ postpone/ cancel/ modify/ terminate the e-Auction or withdraw any assets thereof from the auction proceeding at any stage without assigning any reason thereof. Any revision in the sale notice will be uploaded on the website on <https://baanknet.com/eauction-psb/eproc-listing> and www.ibbi.gov.in it is requested to all bidders to kindly visit the website regularly.
3. The assets are being offered for sale on an Individual basis. There is no offer for sale of the corporate debtor as going concern sale.
4. The liquidator shall keep in mind the value maximization for declaration of a bid as unsuccessful, if the bid for individual lot is fetching more value. Liquidator has such liberty and aim of value maximization shall not be challenged.
5. As per Schedule-1 (5A) 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 if found ineligible at any stage, the earnest money deposited shall be forfeited.

Date and Place: 26TH June 2026, Moradabad

(Ashish Sharma)
Liquidator of Pratishtha Dairy Farms Private Limited
IP Registration no. IBBI/IPA-001/IP-P02825/2023-24/14375
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