SALE NOTICE

SWISS RIBBONS PRIVATE LIMITED (IN LIQUIDATION)

Regd. Office.: 2/1415, Jariwala House,
Opp. J.K. Towers, Ring Road, Surat, Gujarat – 395002.
(CIN - U17119GJ2003PTC042006)

Notice is hereby given to the public that this Sale Notice is given by the Liquidator to sell the Corporate Debtor, Swiss Ribbons Pvt Ltd, (In Liquidation) as a going concern OR the Ribbon Business of the Corporate Debtor, as a going concern in accordance with the provisions contained in the Insolvency and Bankruptcy Code, 2016 (the Code) and Regulation 32 (e) and 32 (f) of the Insolvency and Bankruptcy Board of India (Liquidation Process) Regulations, 2016 (the Liquidation Regulations). The Assets and Liabilities included in the sale under the two options are provided in the Process Memorandum made available at:
The website of the Liquidator, **https://cmageorgesamuel.com** AND the online portal of the e-auction service provider Linkstar Infosys Private Limited at **https://eauctions.co.in/**

S.N.	PARTICULARS	DETAILS
1.	Date and Time of Auction	**Date: Wednesday, 30th March, 2022** **Time: 11:00 A.M. to 03:00 P.M.**
2.	Address and e-mail of the Liquidator, as registered with IBBI	**Reg. Address:** 110, Atria B, Sargasan Circle, Gandhinagar, Gujarat -382421 **Reg. Email:** gsforgs@gmail.com
3.	IMPORTANT DATES Submission of Letter of Intent (LOI) Submission of EOI and EMD Site Visit	 On or before Monday, 21st March, 2022 Monday the 28th March, 2022 Wednesday, 23rd March, 2022 after prior appointment of visit from Liquidator

Assets	Reserve Price	Earnest Money Deposit
OPTION – 1 CATEGORY – A ASSETS [IDENTIFIED ASSETS AND IDENTIFIED LIABILITIES] The **Ribbon Business of the Corporate Debtor as a going concern** in accordance with regulation 32 (f) of the Liquidation Regulations	Rs.7,17,20,000/- (Rupees Seven Crores Seventeen Lakhs Twenty Thousand only)	Rs.71,72,000/- (Rupees Seventy One Lakhs Seventy Two Thousand only)
OPTION – 2 CATEGORY – B ASSETS [IDENTIFIED ASSETS AND IDENTIFIED LIABILITIES] Sale of the **corporate debtor as going concern** u/r 32 [e] of the Liquidation Regulations	Rs.10,20,76,000/- (Rupees Ten Crores Twenty Lakhs Seventy Six Thousand only)	Rs.1,02,07,600/- (Rupees One Crore Two Lakhs Seven Thousand Six Hundred only)

IMPORTANT NOTES:

1. The sale shall be **AS A GOING CONCERN** where the identified assets included in the sale shall be on "AS IS WHERE IS", "AS IS WHAT IS", "WHATEVER IT IS", "WHATEVER THERE IS" and "WITHOUT RECOURSE BASIS" and as such, the sale shall be without any kind of warranties and indemnities.
2. The details of the process and timelines are outlined in the E-Auction Process Memorandum which is available on the website of the Liquidator, https://cmageorgesamuel.com or of the e-auction service provider Linkstar Infosys Private Limited at https://eauctions.co.in/
3. Interested bidders shall participate after carefully reading and agreeing to the relevant terms and conditions including all prescribed in the Process Memorandum and accordingly, submit their Letter of Intent and Expression of Interest in the manner prescribed in the Process Memorandum.
4. The Liquidator has the absolute right to accept or reject any or all offer(s) or adjourn/postpone/cancel the e-Auction or withdraw any assets thereof from the auction proceeding at any stage without assigning any reason thereof.
5. As per proviso to clause (f) of sub-section (1) of section 35 of the Code, the interested bidder shall not be eligible to submit a bid if it fails to meet the eligibility criteria as set out in section 29A of the Code (as amended from time to time).
6. **If there are bidders for Option – 1 and Option – 2, the bidders of Option – 2 will be preferred against the Option – 1 bidding.**

Sd/-
George Samuel
IBBI/IPA-003/IP-N00043/2017-18/10319
Liquidator of Swiss Ribbons private Limited (In liquidation)

Date: 12-03-2022
Place: Ahmedabad