

**AURO GOLD JEWELLERY PRIVATE LIMITED (IN LIQUIDATION)**

Liquidator's Address- Contact:106, 1st Floor, Kanakia Atrium 2, Cross Road A, Behind Courtyard Marriott,  
Chakala, Andheri East, Mumbai - 400093 +91 8693053567; Email: ip.aurogold@gmail.com

**E -AUCTION – SALE OF ASSETS UNDER IBC, 2016**

**Date and Time of Auction: 26<sup>th</sup> May 2025 at 12:00 P.M. to 1:00 P.M.**  
**(with unlimited extension of 5 minutes each)**

Sale of Assets owned by **AURO GOLD JEWELLERY PRIVATE LIMITED** (In Liquidation) forming part of Liquidation Estate under section 35(f) of IBC 2016 read with regulation 32 & 33 of IBBI (Liquidation Process) Regulations, 2016. E-Auction will be conducted on “**AS IS WHERE IS**”, “**AS IS WHAT IS BASIS**”, “**WHATEVER THERE IS BASIS**” AND **NO RECOURSE BASIS**”.

The Sale will be done by undersigned through e-auction service provider **eBkray platform (Owned and operated by PSB Alliance Private Limited)** via website <https://ibbi.baanknet.com/eauction-ibbi/home>

**Sale of Assets in Parcel**

Sr No	Particulars	Reserve Price	EMD	Amount in INR
				Incremental Bid Amount
1	209, 2nd Floor, Ajay Industrial Premises CHS, B Anjirwadi, Dr. Mascarenhas Road, Mazgaon, Mumbai, Maharashtra – 400010	INR 87,49,500	INR 8,74,950	INR 87,000
2	Gala no. 8, Ground Floor, Prakash Industrial Premises CHS, Bharat Industrial Estate, TJ Road, Sewree, Mumbai, Maharashtra – 400015	INR 1,61,02,500	INR 16,10,250	INR 1,60,000
3	Unit No. 001, Plot No. 193, Surat Economic Zone, GIDC, Sachin, Surat, Gujarat – 394230	INR 20,23,500	INR 2,02,350	INR 20,000

**Notes to Auction Process:**

1. Bidding shall be allowed only on submission of EMD.
2. The Liquidator reserves the right to cancel or modify the process without assigning any reason and without any liability. This is a non-binding process and shall be subject to discretion of Liquidator/Stakeholders Consultation Committee. Refer Process Memorandum for further details.
3. 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.

**Last date for submission of Bid documents - 13<sup>th</sup> May 2025 (Tuesday)**

**Last date for Inspection - 20<sup>th</sup> May 2025 (Tuesday)**

**Last date of EMD submission - 23<sup>rd</sup> May 2025 (Friday) up to 8:00 PM**

**Date and time of E-Auction - 26<sup>th</sup> May 2025 (Monday) at 12:00 P.M. to 1:00 P.M.**

Note: The detailed Terms & Conditions, E-Auction Bid Document, Declaration & other details of online auction sale are available on <https://ibbi.baanknet.com/eauction-ibbi/home>.

In case of any clarifications, please contact the undersigned at [ip.aurogold@gmail.com](mailto:ip.aurogold@gmail.com)

**Date: 29<sup>th</sup> April 2025**

**Place: Mumbai**

Sd/-

Avil Menezes

Liquidator of Auro Gold Jewellery Private Limited

Vide order dated 6 December 2023

Reg. No. IBBI/IPA-001/IP-P00017/2016-17/10041

Authorization for Assignment valid till 31<sup>st</sup> December 2025

Address: 106, 1st Floor, Kanakia Atrium 2,

Cross Road A, Behind Courtyard Marriott,

Chakala, Andheri East, Mumbai - 400093

Email: [ip.aurogold@gmail.com](mailto:ip.aurogold@gmail.com)