

**Notice of Sale of Assets of Cox & Kings Limited**

**Cox & Kings Limited (In Liquidation)**

(Registered Office: Unit no. 313, 3rd Floor, Turf Estate, Mahalaxmi, Mumbai 400011)

**Administrative Office: Todi Estate, Unit No. 48, A-Wing 4<sup>th</sup> floor, Sun Mill Compound, Above Post office, Lower Parel (W), Mumbai 400013**

**Liquidator: Mr. Ashutosh Agarwala**

**Address for Correspondence**

Peninsula Business Park, Tower B, 19th Floor, Lower Parel, Mumbai 400013, India

Email ID: [ip.coxandkings@excedor.com](mailto:ip.coxandkings@excedor.com)

**E-Auction for Sale of Assets of Cox & Kings Limited**

**Under**

**Insolvency and Bankruptcy Code, 2016**

**Date and Time of Auction:**

**5<sup>th</sup> October, 2023 from 2.00 PM to 4.00 PM**

**(With unlimited extension of 5 minutes each)**

Notice for sale of Assets of M/s. Cox & Kings Limited -In Liquidation ("Company") by the Liquidator appointed by the Hon'ble National Company Law Tribunal, Mumbai Bench vide order dated 16<sup>th</sup> December 2021. The sale of Assets will be done by the Liquidator on E-Auction Platform on the portal (<https://www.eauctions.co.in>) of M/s Linkstar Infosys Private Limited.

Lot	Description of Assets	Reserve Price in INR (Assets for Sale)	Earnest Money Deposit (EMD) in INR
1.	Sale of M/s Cox & Kings Limited – In Liquidation ("Company") as a Going Concern	Rs. 18.60 crores	Rs. 37.20 Lacs
2.	Sale of Trade Receivables of M/s Cox & Kings Limited outstanding as on 6 <sup>th</sup> September, 2023 collectively as a set of Assets.	Rs. 8.78 crores	Rs. 8.78 Lacs
3.	Sale of Trademarks & Domains Names of M/s Cox & Kings Limited collectively as a set of Assets	Rs. 20.90 crores	Rs. 41.80 Lacs
4.	Sale of each of the Paintings & Artefacts of M/s Cox & Kings Limited as an individual Asset on standalone basis.	Rs. 1.125 crores (Aggregate Reserve Price)	Rs. 11.25 Lacs (Aggregate EMD)

*The sale of Assets is grouped in 4 (four) Lots and the Eligible Bidders may Bid for each individual lot or for multiple lots. Additionally, in case of Lot No. 4 of Paintings and Artefacts, the Eligible Bidders may Bid for one (1) Item or any combination of multiple Items.*



**Terms and Condition of the E-Auction are as under:**

1. E-Auction will be conducted on "AS IS WHERE IS", "AS IS WHAT IS" AND "WHATEVER THERE IS" basis. As such sale of the Assets of the Company is without any recourse or any kind of warranties and indemnities and is being conducted through approved E-Auction Service Provider M/s Linkstar Infosys Private Limited.
2. The complete E-Auction Process Document containing overview of the Assets of the Company along with Eligibility Documents and other supporting documents to be submitted by the Bidders including General Terms and Conditions of the E-Auction Process and the technical procedure for submission of Bids are available on website of the Company (<https://www.coxandkings.com/liquidation-process/>) and the website of the E-Auction Service Provider (<https://www.eauctions.co.in>).
3. The Qualified Bidders will be identified by the Liquidator and only the Qualified Bidders can participate in E-Auction Process on the E-Auction Platform (<https://www.eauctions.co.in>) after payment of Earnest Money Deposit (EMD). The E-Auction Service Provider (M/s Linkstar Infosys Private Limited) will provide User ID and Password by email to the Qualified Bidders on registration at the E-Auction Platform.
4. The Qualified Bidders, prior to submitting their Bid, should make their independent inquiries regarding the Company, Assets, Claims and Liabilities, Commercial and Financial Commitments, Operational and Maintenance charges, and other Recurring and Incidental business costs, if any, at their own expense and satisfy themselves.
5. The Successful Bidder shall be responsible for the applicable stamp duties, legal costs, transfer charges and fees, GST or any other taxes related to the sale of Assets under this E-Auction and for completing the documentation and obtaining the permissions relating to the sale of Assets of the Company and sale of Company as a going concern.
6. The sale shall be subject to provisions of Insolvency and Bankruptcy Code, 2016 and related regulations. For the sale of Company as a going concern, the Liquidator/ Successful Bidder would be mandatorily required to approach to Hon'ble NCLT, Mumbai Bench for suitable orders in accordance with the E-Auction Process Document.
7. The Liquidator has the absolute right to accept or reject or modify any or all the Bids or adjourn/postpone/cancel the E Auction at any stage without assigning any reason thereof.

  


**Ashutosh Agarwala, Liquidator**  
**On behalf of Cox & Kings Limited**  
**IBBI Registration No.: IBBI/IPA-001/IP-P01123/2018-2019/11901**  
**IBBI Registered Off.: D-1005, Ashok Towers, Dr. S. S. Rao Road,**  
**Parel, Mumbai City, Maharashtra – 400012.**

**Place: Mumbai**

**Date: 8<sup>th</sup> September, 2023**



# FINANCIAL EXPRESS

Read to Lead

The Financial Express English All Edition Date of Publish 08/09/2023

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Address for Correspondence : Peninsula Business Park, Tower B,  
19th Floor, Lower Parel, Mumbai 400013, India  
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Under Insolvency and Bankruptcy Code, 2016**  
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- The Qualified Bidders, prior to submitting their Bid, should make their independent inquiries regarding the Company, Assets, Claims and Liabilities, Commercial and Financial Commitments, Operational and Maintenance charges, and other Recurring and Incidental business costs, if any, at their own expense and satisfy themselves.
- The Successful Bidder shall be responsible for the applicable stamp duties, legal costs, transfer charges and fees, GST or any other taxes related to the sale of Assets under this E-Auction and for completing the documentation and obtaining the permissions relating to the sale of Assets of the Company and sale of Company as a going concern.
- The sale shall be subject to provisions of Insolvency and Bankruptcy Code, 2016 and related regulations. For the sale of Company as a going concern, the Liquidator/ Successful Bidder would be mandatorily required to approach to Hon'ble NCLT, Mumbai Bench for suitable orders in accordance with the E-Auction Process Document.
- The Liquidator has the absolute right to accept or reject or modify any or all the Bids or adjourn/postpone/cancel the E Auction at any stage without assigning any reason thereof.

**Ashutosh Agarwala, Liquidator**  
On behalf of Cox & Kings Limited  
IBBI Registration No.: IBBI/PA-001/IP-P01123/2018-2019/11901  
IBBI Registered Off.: D-1005, Ashok Towers, Dr. S. S. Rao Road,  
Parel, Mumbai City, Maharashtra – 400012.  
Place: Mumbai  
Date: 8th September, 2023



Pratahkal Marathi Mumbai Date of Publish 08/09/2023

**काॅक्स अँड किंग्ज लिमिटेड यांच्या मालमत्तेच्या विक्रीची सूचना**  
**काॅक्स अँड किंग्ज लिमिटेड (परिसमापक मध्ये)**  
 (नोंदणीकृत कार्यालय : सुनित क्र. ३१३, ३ व मजला, टर्न इस्टेट, महालक्ष्मी, मुंबई ४०० ०११)  
 प्रशासकीय कार्यालय : तोद्री इस्टेट, सुनित क्र. ४८, ए विंग, ४ था मजला,  
 सन मिल कंपाऊंड, पोस्ट ऑफिसच्या वर, लोअर पार्ल (प), मुंबई ४०० ०१३.  
 परिसमापक : श्री. आशुतोष अमरवाल  
 संबंधिताचा पत्ता : फोनोमुला विहीनिस पार्क, टॉवर बी,  
 १९ वा मजला, लोअर पार्ल, मुंबई ४०० ०१३ भात.  
 ईमेल अवधी : ip.coxandkings@excedor.com

**काॅक्स अँड किंग्ज लिमिटेड यांच्या मालमत्तेच्या विक्रीकरिता ई-लिलाव सूचना**  
**दिवाळखोरी व कर्जबाजारीपणा कोड २०१६ अंतर्गत**  
**लिलाव तारीख व वेळ : दि. ५ ऑक्टोबर, २०२३ रोजी २.०० ते ४.००**  
**(५ मिनीटांच्या अमर्यादित विस्तारसह)**

मे. काॅक्स अँड किंग्ज लिमिटेड यांमतेची विक्री करिता सूचना - परिसमापक (कंपनी) च्या सहजाचन भारताचे दिवाळखोरी व कर्जबाजारीपणा मंडळ (परिसमापन प्रक्रिया) विनियमन अंतर्गत दि. १६ डिसेंबर, २०२१ रोजी आम जनतेस सूचित करण्यात येते की, खालील निर्देशित कंपनीच्या मालमत्तेचा ई-लिलाव खालील अनुसार आयोजित केला आहे व पोर्टल <https://www.eauctions.co.in> मे. लिक्स्टार इन्फोसिस प्रायव्हेट लिमिटेड.

लॉट	मालमत्तेचे विवरण	राखीव मूल्य रु. मध्ये (विक्री करिता मालमत्ता)	इसारा रकम ठेव रु. मध्ये इरटे
१.	मे. काॅक्स अँड किंग्ज लिमिटेड यांची विक्री - परिसमापनक मध्ये (कंपनी) संबंधित	रु. १८.६० करोड	रु. ३७.२० लाख
२.	मे. काॅक्स अँड किंग्ज लिमिटेड यांची विक्री व दि. ६ सप्टेंबर, २०२३ रोजी मालमत्तेची विक्री एकत्रितरित्या	रु. ८.७८ करोड	रु. ८.७८ लाख
३.	मे. काॅक्स अँड किंग्ज लिमिटेड यांचे ट्रेडमार्क विक्री व डोमेन्स एकत्रितरित्या मालमत्ता	रु. २०.९० करोड	रु. ४९.८० लाख
४.	मे. काॅक्स अँड किंग्ज लिमिटेड यांचे रोकाम व आर्टॅक्ट्सचे प्रत्येकी वैयक्तिक मालमत्ता आधारित	रु. १.१२५ करोड (एकत्रित राखीव मूल्य)	रु. ११.२५ लाख (एकत्रित इरटे)

**मालमत्तेची विक्री ४ (चार) लॉट्समध्ये वर्गीकृत केली आहे व बोलीदारांनी प्रत्येक वैयक्तिक लॉट अनुसार करावे.**  
**लॉट क्र. ४ मध्ये रोकाम व आर्टॅक्ट्स पात्र बोलीदार यांनी बोली एक (१) बाब संयुक्त असेल.**  
**ई-लिलावाच्या अटी व शर्ती खालीलप्रमाणे :**

- ई-लिलाव जशी आहे ती आहे व जशी आहे जेथे आहे व जेथे कुठे आहे आधारवार केला होता. कंपनीच्या मालमत्तेची विक्री वॉरंटोव व हमी आधारवार ई-लिलाव सन्विष्ट प्रदाते मे. लिक्स्टार इन्फोसिस प्रायव्हेट लिमिटेड मार्फत आयोजित केले आहे.
- वरील मालमत्तेचा प्रत्यक्ष ताबा कंपनीचे परिसमापक यांच्या क्षमतेने स्वाक्षरीकृत करून घेण्यात आला आहे. खरेदीदार लागू स्टॅम्प ड्युटीज, ट्रान्सफर चार्जेस व प्रारंभिक व अन्य खर्च जर काही असल्यास ते लागू असतील. जीएसटी पूर्वीच्या दर अनुसार लागू असेल व कंपनी वेबसाइट <https://www.coxandkings.com/liquidation-process> वर ई-लिलाव सन्विष्ट प्रदाते <https://www.eauctions.co.in> वर उपलब्ध आहे.
- पात्र बोलीदारांनी परिसमापन द्वारे व पात्र बोलीदारांनी ई-लिलाव प्रक्रियेमध्ये भाग घेण्याकरिता ई-लिलाव प्लॅटफॉर्म <https://www.eauctions.co.in> वर इरटे प्रदान करावे (इरटे). ई-लिलाव सन्विष्ट प्रदाते (मे. लिक्स्टार इन्फोसिस प्रायव्हेट लिमिटेड) यांच्या नावे ड्युप्ट मार्फत मुंबई येथे प्रदान करावे.
- पात्र बोलीदारांनी त्यांची बोली सादर करण्यापूर्वी त्यांचे वैयक्तिक चौकशी संबंधित कंपनी मालमत्ता, दावे व दाखिल, वाणिज्यीक व वित्तीय समिती, कार्यचलन व देणग्याप्रकार व अन्य मूल्य जर काही असल्यास त्यांचे स्वतःचे मूल्यावर करावे.
- यशस्वी बोलीदारांनी वरील मालमत्तेचा प्रत्यक्ष ताबा कंपनीचे परिसमापक यांच्या क्षमतेने स्वाक्षरीकृत करून घेण्यात आला आहे. खरेदीदार लागू स्टॅम्प ड्युटीज, ट्रान्सफर चार्जेस व प्रारंभिक व अन्य खर्च जर काही असल्यास ते लागू असतील. जीएसटी पूर्वीच्या दर अनुसार लागू असेल.
- विक्री दिवाळखोरी व कर्जबाजारीपणा कोड, २०१६ च्या तरतूदी अंतर्गत संबंधित विनियमन अनुसार अपोहस्ताक्षरित यांच्या माहितीनुसार व आमच्या माहितीनुसार मालमत्तेवर कोणतेही अडथळे नाही आहेत.
- परिसमापक यांच्याकडे सर्व चा बोली रद्द करणे/ स्थगित करणे/ पुढे इकलणे यांचा अधिकार राखून आहे व कोणतेही कारण न देता अधिकार आहे.

**आशुतोष अमरवाल, परिसमापक**  
**काॅक्स अँड किंग्ज लिमिटेड यांच्या वतीने**  
**आयबीबीआय नोंदणीकरण क्र. आयबीबीआय/आयपीए-००१/आयपी/पी-०११२३/२०१८-२०१९/११९०१**  
**आयबीबीआय नोंदणीकरण कार्यालय : डी-१००५, अशोक टॉवर्स, डॉ. एस. एस. राव रोड,**  
**पार्ल, मुंबई शहर, महाराष्ट्र ४०० ०१२.**  
**ठिकाण : मुंबई**  
**दि. ०८ सप्टेंबर, २०२३**