

## E-AUCTION SALE NOTICE

### **Purple Advertising Services Private Limited - In Liquidation (Corporate Debtor)**

(U74300WB2008PTC127335)

Regd. Office: Century Tower. 2nd Floor, 45. Shakespeare Sarani Kolkata, West Bengal, India,

### **E-Auction Notice for Sale under the Insolvency and Bankruptcy Code, 2016**

**Date & Time of E-Auction: 16<sup>th</sup> February, 2023 at 12:00 Noon to 1:00 PM IST** (with unlimited extension of 5 min each)

**Date of Inspection of the unit:** Any day after notice of 48 hours on a date fixed for all Bidders at one go before the e-auction

Notice is hereby given to the public in general for Sale of the unit / business /assets of **Purple Advertising Services Private Limited-In Liquidation** forming part of Liquidation Estate prepared by the Liquidator, appointed by the Hon'ble National Company Law Tribunal, Kolkata Bench vide order dated 18<sup>th</sup> May, 2022 will be sold on "AS IS WHERE IS, AS IS WHAT IS, WHATEVER THERE IS AND WITHOUT RECOURSE BASIS".

The sale will be done by the undersigned through the e-auction platform <https://ncltauction.auctiontiger.net>

Basic Description of Assets and Properties for sale:

Sl. No.	Details of Assets of Corporate Debtor	Location	Reserve Price (Amount in Rs.)	EMD Amount (10% of Reserve price) (Amount in Rs.)
1.	<b>Sale of the Corporate Debtor as a "Going-Concern" in its totality or the business of the Corporate Debtor as a "Going-Concern"</b>	<b>Regd. Office:</b> Century Tower. 2nd Floor. 45. Shakespeare Sarani Kolkata, WB <b>Studio Office:</b> Narendrapur/ Sonarpur (Near Garia, Kolkata)	<b>13,35,00,000</b> (Rupees Thirteen Crores Thirty- Five Lakhs only)	<b>66,75,000</b> (Rupees Sixty-Six Lakhs Seventy-Five Thousand only)

Interested buyers can submit a bid after due diligence. The EMD (Refundable) shall be paid by the interested bidders through NEFT/RTGS/Demand Draft on or **before 13/02/2023**. in the account of "**Purple Advertising Services Private Limited-In Liquidation**" having account number: **3190002101020186** and IFSC Code: PUNB0319000

For detailed terms and condition of E-auction sale, refer Sale Notice available on <https://ncltauction.auctiontiger.net>. For any query regarding E-auction, contact to Mr. Praveen Kumar Thevar on 09722778828/ 07968136854, E-mail: [nclt@auctiontiger.net](mailto:nclt@auctiontiger.net)

Date: 21/01/2023

Place: Kolkata

**Shyamal Kumar Bhattacharjee**

Liquidator of **Purple Advertising Services Private Limited-In Liquidation**

IBBI Regn. No.: IBBI/PA-003/IP-N00092/2017-18/10892

Regd. Address: 27/1, B T Road, Green View Apartment Flat-I-001,

Kamarhati, Kolkata-700058

Registered E-mail of the liquidator: [skbhattacharjee90@gmail.com](mailto:skbhattacharjee90@gmail.com)