



भारतीय दिवाला और शोधन अक्षमता बोर्ड
Insolvency and Bankruptcy Board of India

Auction Notices under Liquidation (Liq.AN/U74899DL1994PLC058528/1/IP-10298/1021/00001)

1. Name of Corporate Debtor	ASSOCIATED APPLIANCES LIMITED
2. CIN/LLPIN of Corporate Debtor	U74899DL1994PLC058528
3. Insolvency Commencement Date	16/04/2019
4. Process Number	1
5. Liquidation Commencement Date	03/02/2021
6. Form is being filed for	Issue of Auction Notice
7. Date of Issue of Auction Notice in Newspapers	10/10/2021
8. Last Date of Submission of EMD (including extension)	16/10/2021
9. Date of Auction	19/10/2021
10. Reserve Price	19150000
11. EMD Amount	1915000
12. Auction Platform	Others
12(a). Auction Platform (Others)	E-auction conducting by Claim Bridge Technologies
14. Web address of Auction Platform	eauctions.org
15. Nature of Assets to be Auctioned	1) Land & Building (Land Area- 5811.16 sq mtr and Built up Area- 31215 sq ft of RCC and 13885 sq ft of Shed-Leasehold for 99 years from SIDCUL, Uttaranchal) 2) Plant & Machinery including Furniture & Fixtures and Inventory
16. Location of Assets to be Auctioned	1) A-194L, Phase-I ELDECO SIDCUL Industrial Park, Sitarganj, bearing Khasra No 141 & 145, Distt Udham Singh Nagar, Uttranchal 2) Maruti Engineering Industries, CLU Plot No 1, Sector 56A, Faridabad, Haryana

Unique Number - Liq.AN/U74899DL1994PLC058528/1/IP-10298/1021/00001

Name of IP - Mr. Sandeep Kumar Bhatt

IP Registration Number - IBBI/IPA-002/IP-N01064-C01/2017-18/10298

Date - 12/10/2021