



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

Auction Notices under Liquidation (Liq.AN/U74300WB2008PTC127335/1/IP-10892/0223/00001)

1. Name of Corporate Debtor	Purple Advertising Services Pvt Ltd
2. CIN/LLPIN of Corporate Debtor	U74300WB2008PTC127335
3. Insolvency Commencement Date	29/10/2019
4. Process Number	1
5. Liquidation Commencement Date	18/05/2022
6. Form is being filed for	Issue of Auction Notice
7. Date of Issue of Auction Notice in Newspapers	21/01/2023
8. Last Date of Submission of EMD (including extension)	13/02/2023
9. Date of Auction	16/02/2023
10. Reserve Price (In Rupees)	133500000
11. EMD Amount (In Rupees)	6675000
12. Auction Platform	Others
12(a). Auction Platform (Others)	Auction Tiger
14. Web address of Auction Platform	nclt@auctiontiger.net
15. Nature of Assets to be Auctioned	Land & Building, Plant & Machinery
16. Location of Assets to be Auctioned	Studio office: Narendrapur/Sonarpur Near Garia, Kolkata.

Unique Number - Liq.AN/U74300WB2008PTC127335/1/IP-10892/0223/00001

Name of IP - Mr. Shyamal Kumar Bhattacharjee

IP Registration Number - IBBI/IPA-003/IP-N00092/2017-18/10892

Date - 02/02/2023