



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

Auction Notices under Liquidation (Liq.AN/L63040MH1939PLC011352/1/IP-11901/0823/00010)

1. Name of Corporate Debtor	Cox & Kings Limited
2. CIN/LLPIN of Corporate Debtor	L63040MH1939PLC011352
3. Insolvency Commencement Date	22/10/2019
4. Process Number	1
5. Liquidation Commencement Date	16/12/2021
6. Form is being filed for	Issue of Auction Notice
7. Date of Issue of Auction Notice in Newspapers	01/08/2023
8. Last Date of Submission of EMD (including extension)	27/08/2023
9. Date of Auction	28/08/2023
10. Reserve Price (In Rupees)	592800000
11. EMD Amount (In Rupees)	12131000
12. Auction Platform	Others
12(a). Auction Platform (Others)	Linkstar Infosys Private Limited
14. Web address of Auction Platform	www.eauctions.co.in
15. Nature of Assets to be Auctioned	Lot 1 - Sale of M/s Cox & Kings Limited – In Liquidation (“Company”) as a Going Concern Lot 2 - Sale of Trade Receivables of M/s Cox & Kings Limited outstanding as on 30th July, 2023 collectively as a set of Assets. Lot 3 - Sale of Trademarks & Domains Names of M/s Cox & Kings Limited collectively as a set of Assets Lot 4 - Sale of each of the Paintings & Artefacts of M/s Cox & Kings Limited as an individual Asset on standalone basis.
16. Location of Assets to be Auctioned	All over India

Unique Number - Liq.AN/L63040MH1939PLC011352/1/IP-11901/0823/00010

Name of IP - Mr. Ashutosh Agarwala

IP Registration Number - IBBI/IPA-001/IP-P01123/2018-2019/11901

Date - 01/08/2023