



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

Auction Notices under Liquidation (Liq.AN/L63040MH1939PLC011352/1/IP-11901/0923/00011)

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	08/09/2023
8. Last Date of Submission of EMD (including extension)	04/10/2023
9. Date of Auction	05/10/2023
10. Reserve Price (In Rupees)	494050000
11. EMD Amount (In Rupees)	9903000
12. Auction Platform	Others
12(a). Auction Platform (Others)	M/s Linkstar Infosys Private Limited
14. Web address of Auction Platform	https://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 6th September, 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-11901/0923/00011

Name of IP - Mr. Ashutosh Agarwala

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

Date - 08/09/2023