



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

Auction Notices under Liquidation (Liq.AN/L63040MH1939PLC011352/1/IP-11901/1023/00012)

|                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|---------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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        | 12/10/2023                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 8. Last Date of Submission of EMD (including extension) | 06/11/2023                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 9. Date of Auction                                      | 08/11/2023                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 10. Reserve Price (In Rupees)                           | 449030000                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 11. EMD Amount (In Rupees)                              | 8957000                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 12. Auction Platform                                    | Others                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 12(a). Auction Platform (Others)                        | M/s Linkstar Infosys Private Limited                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 14. Web address of Auction Platform                     | <a href="https://www.eauctions.co.in">https://www.eauctions.co.in</a>                                                                                                                                                                                                                                                                                                                                                                                    |
| 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 10th October, 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-11901/1023/00012

**Name of IP -** Mr. Ashutosh Agarwala

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

**Date -** 12/10/2023