



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

*Auction Notices under Liquidation (Liq.AN/U52602RJ2008PTC025717/1/IP-13039/0324/00003)*

|                                                         |                                                                                                                                                                                                            |
|---------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Name of Corporate Debtor                             | Balaji Lifestyle Technologies Private Limited                                                                                                                                                              |
| 2. CIN/LLPIN of Corporate Debtor                        | U52602RJ2008PTC025717                                                                                                                                                                                      |
| 3. Insolvency Commencement Date                         | 01/06/2022                                                                                                                                                                                                 |
| 4. Process Number                                       | 1                                                                                                                                                                                                          |
| 5. Liquidation Commencement Date                        | 16/03/2023                                                                                                                                                                                                 |
| 6. Form is being filed for                              | Issue of Auction Notice                                                                                                                                                                                    |
| 7. Date of Issue of Auction Notice in Newspapers        | 03/03/2024                                                                                                                                                                                                 |
| 8. Last Date of Submission of EMD (including extension) | 01/04/2024                                                                                                                                                                                                 |
| 9. Date of Auction                                      | 03/04/2024                                                                                                                                                                                                 |
| 10. Reserve Price (In Rupees)                           | 3968840                                                                                                                                                                                                    |
| 11. EMD Amount (In Rupees)                              | 396880                                                                                                                                                                                                     |
| 12. Auction Platform                                    | Others                                                                                                                                                                                                     |
| 12(a). Auction Platform (Others)                        | EIBC Auction                                                                                                                                                                                               |
| 14. Web address of Auction Platform                     | <a href="https://eibcvoting.com/upcoming_auction.php">https://eibcvoting.com/upcoming_auction.php</a>                                                                                                      |
| 15. Nature of Assets to be Auctioned                    | Block A. Sale of Corporate Debtor as a Going Concern<br>Block B. Sale of Assets of Corporate Debtor (Building and Securities & Financial Assets)                                                           |
| 16. Location of Assets to be Auctioned                  | 1. Unit No. S-1, S-2, S-3, S-8, S-9, S-10, S-11, S-12 Third Floor, Shubham Tower, Plot No.A-3, Shastri Nagar, Jaipur 302016<br>2. G-7 Ground Floor. Shubham Tower, Shatri Nagar, Jaipur, Rajasthan- 302016 |

**Unique Number -** Liq.AN/U52602RJ2008PTC025717/1/IP-13039/0324/00003

**Name of IP -** Jai Prakash Rawat

**IP Registration Number -** IBBI/IPA-001/IP-P-01969/2020-2021/13039

**Date -** 05/03/2024