



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

Auction Notices under Liquidation (Liq.AN/U92100MH2007PTC172718/1/IP-14283/0824/00001)

1. Name of Corporate Debtor	DREAM MERCHANT CONTENT PRIVATE LIMITED
2. CIN/LLPIN of Corporate Debtor	U92100MH2007PTC172718
3. Insolvency Commencement Date	24/10/2019
4. Process Number	1
5. Liquidation Commencement Date	04/10/2023
6. Form is being filed for	Issue of Auction Notice
7. Date of Issue of Auction Notice in Newspapers	28/08/2024
8. Last Date of Submission of EMD (including extension)	20/09/2024
9. Date of Auction	23/09/2024
10. Reserve Price (In Rupees)	3750000
11. EMD Amount (In Rupees)	375000
12. Auction Platform	Others
12(a). Auction Platform (Others)	https://www.eauctions.co.in
14. Web address of Auction Platform	https://www.eauctions.co.in
15. Nature of Assets to be Auctioned	Sale of the Corporate Debtor as a going concern without assignment of the Not Readily Realizable assets being PUFEE transactions in this matter
16. Location of Assets to be Auctioned	Axis Bank: Laxmi The Mall, Building No.5, Laxmi Industrial Estate, New Link Road, Andheri (W), Mumbai 400053

Unique Number - Liq.AN/U92100MH2007PTC172718/1/IP-14283/0824/00001

Name of IP - Smita gupta

IP Registration Number - IBBI/IPA-001/IP-P-02768/2023-2024/14283

Date - 30/08/2024