



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

Auction Notices under Liquidation (Liq.AN/U15520WB1991PTC052155/1/IP-10339/0726/00006)

1. Name of Corporate Debtor	Madhusala Drinks Private Limited
2. CIN/LLPIN of Corporate Debtor	U15520WB1991PTC052155
3. Insolvency Commencement Date	26/08/2019
4. Process Number	1
5. Liquidation Commencement Date	03/08/2021
6. Form is being filed for	Issue of Auction Notice
7. Date of Issue of Auction Notice in Newspapers	16/07/2026
8. Last Date of Submission of EMD (including extension)	01/08/2026
9. Date of Auction	03/08/2026
10. Reserve Price (In Rupees)	0
11. EMD Amount (In Rupees)	50000
12. Auction Platform	Others
12(a). Auction Platform (Others)	ip.jitulohia@gmail.com
14. Web address of Auction Platform	ip.jitulohia@gmail.com
15. Nature of Assets to be Auctioned	Assignment of all rights, title, and remaining assets of the Corporate Debtor as Not Readily Realizable Assets (NRRA), comprising: (i) assignment of all rights, title, and interest in the order passed in the Application filed under Section 66 of the Insolvency and Bankruptcy Code, 2016 ("PUFE Application"), confirming recovery of an amount of Rs. 72,45,00,000/- (Rupees Seventy-Two Crore Forty-Five Lakh only) vide order of the Hon'ble NCLT, Kolkata Bench dated 18.07.2022 and upheld by the Hon'ble NCLAT vide order dated 02.05.2023; (ii) all residual rights in the application filed against the Land & Land Reforms Department, Government of West Bengal, seeking renewal of lease of 3 (three) acres of land, presently pending adjudication before the Hon'ble NCLT, Kolkata Bench in I.A. No. 2350/KB/2024; and (iii) any other residual assets of the Corporate Debtor.
16. Location of Assets to be Auctioned	Kolkata

Unique Number - Liq.AN/U15520WB1991PTC052155/1/IP-10339/0726/00006

Name of IP - Mr. Jitendra Lohia

IP Registration Number - IBBI/IPA-001/IP-P00170/2017-18/10339

Date - 16/07/2026