



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

Auction Notices under Liquidation (Liq.AN/U74300WB2008PTC127335/1/IP-10707/0926/00001)

1. Name of Corporate Debtor	PURPLE ADVERTISING SERVICES PRIVATE LIMITED
2. CIN/LLPIN of Corporate Debtor	U74300WB2008PTC127335
3. Insolvency Commencement Date	29/10/2019
4. Process Number	1
5. Liquidation Commencement Date	22/06/2026
6. Form is being filed for	Issue of Auction Notice
7. Date of Issue of Auction Notice in Newspapers	11/09/2026
8. Last Date of Submission of EMD (including extension)	05/10/2026
9. Date of Auction	08/10/2026
10. Reserve Price (In Rupees)	137500000
11. EMD Amount (In Rupees)	13750000
12. Auction Platform	eBKray
14. Web address of Auction Platform	https://baanknet.com
15. Nature of Assets to be Auctioned	Sale of the assets of the Corporate debtor as "a Slump Sale under Regulation 32(b) of the IBBI (Liquidation Process) Regulations, 2016", (comprising of Building, Plant & Machinery, Securities & Financial Assets) " on "As is where is basis", "As is what is basis", "Whatever there is basis" and "Without any recourse basis" as per Regulation 32(b) of the IBBI Liquidation Regulation, 2016.
16. Location of Assets to be Auctioned	Purple Movie Town, Dakshin Danga, Bonhoogly Gram Panchayat II, Danga Mouza, Narendrapur, Kolkata 700103.

Unique Number - Liq.AN/U74300WB2008PTC127335/1/IP-10707/0926/00001

Name of IP - Ms. Rachna Jhunjunwala

IP Registration Number - IBBI/IPA-001/IP-P00389/2017-18/10707

Date - 14/09/2026