



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

Auction Notices under Liquidation
(Liq.AN/U74300WB2008PTC127335/1/IP-10707/0926/00001-C01)

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	Corrigendum
6(a). Auction notices issued	Liq.AN/U74300WB2008PTC127335/1/IP-10707/0926/00001
7. Date of Issue of Auction Notice in Newspapers	15/09/2026
8. Last Date of Submission of EMD (including extension)	05/10/2026
9. Date of Auction	08/10/2026
10. Reserve Price (In Rupees)	137500000.00
11. EMD Amount (In Rupees)	13750000.00
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 Land & Building, Plant & Machinery, Securities & Financial Assets)
16. Location 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 Land & Building, Plant & Machinery, Securities & Financial Assets)

Unique Number - Liq.AN/U74300WB2008PTC127335/1/IP-10707/0926/00001-C01

Name of IP - Ms. Rachna Jhunjhunwala

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

Date - 16/09/2026