

**M/s BOMBAY RAYON FASHIONS LIMITED (UNDER LIQUIDATION)**

Liquidators Correspondence Address: 410, 4th Floor, Bluerose Industrial Estate,  
Near Metro mall, Western Express Highway, Borivali (E), Mumbai- 400 066  
E-mail id: brflcirp@gmail.com

**E-Auction Sale Notice**

(Order passed by Hon'ble National Company Law Tribunal Mumbai Bench dated 09th November 2023)

Notice is hereby given by the undersigned to the public in general under the insolvency and Bankruptcy Code, 2016 and regulation there under, that the properties stated in Table given below, will be sold by E- auction through the service provider M/s Nesl-National E-Governance Services Limited (NeSL) via website <https://nesl.co.in/auction-notices-under-ibc/>

Assets of the Corporate Debtor is being sold on "**AS IS WHERE IS**" "**WHATEVER THERE IS**" AND "**WITHOUT RECOURSE BASIS**" and such said disposition is without any kind of warranties and indemnities.

1	<b>Date and Time of Auction</b>	Friday, 09.08.2024, Between 02:00 PM to 4:00 PM with Unlimited extension of "5 minutes" i.e., The end time of the e-auction will be extended by 5 minutes each time if the bid is made within the last 5 minutes before Closure of auction		
2	<b>Last Date for EMD and Document submission</b>	05.08.2024 before 05:00 PM		
3	<b>Description of Assets under Auction</b>	<b>Reserve Price (INR)</b>	<b>EMD (INR)</b>	<b>Bid Incremental Value (INR)</b>
A	<b>Corporate Debtor as Going Concern (excluding below mentioned assets and assets which are not relinquished by the Secured Financial Creditors) *</b>	18,32,00,000	1,83,20,000	5,00,000
B	<b>Sale of Vehicles (Location -Mumbai)</b>	33,57,000	3,35,700	5,00,000
C	<b>Sale of Vehicles (Location – Bangalore &amp; Kerela)</b>	80,98,000	80,98,00	5,00,000
D	<b>G+3 floor building at Hassa Mahal, Lower Parel, Mumbai</b>	1,14,00,000	11,41,000	5,00,000
4	<b>Bank details For EMD Payment</b>	Through DD/NEFT/RTGS in the Account of "Bombay Rayon Fashions Limited In Liquidation", having Account No. 923020066873080, Bank Name: Axis Bank Branch: Vile Parle West Branch, IFSC: UTIB0000064		
5	<b>Site Visit and Inspection details</b>	Site can be visited between 10:00 AM to 5:00 PM from July 25, 2024 till July 31, 2024 subject to atleast 48 hours prior intimation. <b>Contact @ +91-8368155800</b>		
6	<b>The details of the process and timelines are outlined in the E-Auction process document</b>	Refer <b>Complete E-auction Process Memorandum</b> available on <a href="https://nesl.co.in/auction-notices-under-ibc/">https://nesl.co.in/auction-notices-under-ibc/</a> Or website of Liquidator for Bombay Rayon Fashions Limited <a href="http://www.bombayrayon.com">http://www.bombayrayon.com</a>		

For E-auction details, Contact Mr. Araventhnan SE at +91-93846 76709, Ms. Gunjan Narula at +91-81784 46956, E-mail ID: araventhnan@nesl.co.in and gunjann@nesl.co.in

**Note:**

- Interested bidders shall participate after mandatorily reading and agreeing to the relevant terms and conditions including as prescribed in E-Auction process document and accordingly submit their interest in the manner prescribed in E-Auction process document.
- The Liquidator has the absolute right to accept or reject any or all offer(s) or adjourn/postpone/cancel/modify/terminate the e-auction or withdraw any assets thereof from the auction proceeding at any stage without assigning any reason thereof.
- As per proviso to clause (f) of the Section 35 of the Insolvency and Bankruptcy Code, 2016 (Code), the interested bidders shall not be eligible to submit a bid if it fails to meet the eligibility criteria as set out in Section 29A of the Code (as amended from time to time).

Rajeev Ranjan Singh

For and on Behalf of Truvisory Insolvency Professionals Private Limited  
Liquidator of Bombay Rayon Fashions Limited  
Registration No. IBBI/IPE-0103/IPA-2/2022-23/50020

Date: 06.07.2024

Place: Mumbai

Email ID – [brflcirp@gmail.com](mailto:brflcirp@gmail.com)