

E-AUCTION PROCESS MEMORANDUM

**SALE OF SALELINK ECOM PRIVATE LIMITED (In Liquidation)
under the provisions of Insolvency and Bankruptcy Code, 2016, vide order of Hon'ble
National Company Law Tribunal, Mumbai Bench dated 13th January 2023**

Issued on behalf of

Salelink Ecom Private Limited (in Liquidation)

by

Mr. Kamal Kishor Gurnani (the Liquidator)

Liquidator's Address: - Flat No. 402, Plazio CHA Building 23E, Near S.M. Shetty School,
Powai, Mumbai – 400076

Corresponding Address: Renascence Insolvency Resolution Professionals Private Limited,
101, Kanakia Atrium 2, Cross Road A,
Chakala MIDC, Andheri East, Mumbai - 400093;
Landmark Behind Courtyard Marriott.

Contact : +91 9082156208

Email : liq.sepl@rirp.co.in, kamal@rirp.co.in, kamalgurnaniip@gmail.com

SALE OF ASSETS OF SALELINK ECOM PRIVATE LIMITED (In Liquidation) AS ASSETS IN PARCEL.

Invitation for bids for E-auction of Sale of Assets in parcels of Salelink Ecom Private Limited (in liquidation) (Corporate Debtor) under the provisions of Insolvency and Bankruptcy Code, 2016 pursuant to the order dated 13th January 2023 passed by the Hon'ble National Company Law Tribunal ("NCLT") Mumbai Bench.

1 July 2023

Issued by

Regards,

Kamal Kishor Gurnani

As Liquidator of Salelink Ecom Private Limited

Correspondence Address: Renascence Insolvency Resolution

Professionals Private Limited, 101, Kanakia Atrium 2, Cross Road A,

Chakala MIDC, Andheri East, Mumbai - 400093;

Landmark Behind Courtyard Marriott.

Email: kamalgurnaniip@gmail.com, liq.sepl@rirp.co.in, kamal@rirp.co.in

IBBI Registration No. IBBI/IPA-001/IP/P-01463/2018-2019/12338

AFA valid till 14 December 2023

The Hon'ble NCLT has pronounced the Liquidation Order under section 33 of the Insolvency and Bankruptcy Code, 2016 (hereinafter referred as "**Code**" or "**IBC**") in respect of Salelink Ecom Private Limited (herewith referred as "**Company / Corporate Debtor**") vide order dated 13th January 2023. By the said order, Mr. Kamal Kishor Gurnani (IBBI Registration No. IBBI/IPA-001/IP/P-01463/2018-2019/12338) has been appointed as the Liquidator of the Company.

DISCLAIMERb

This process memorandum ("**Process Memorandum**") is issued by Kamal Kishor Gurnani, the liquidator ("**Liquidator**") of Salelink Ecom Private Limited (in liquidation) (the "**Company**" or "**Corporate Debtor**") for general information purposes, to provide general information only, without regard to specific objectives, suitability, financial situations and the requirements of any particular person. The purpose of this Process Memorandum is to set out the process for submitting electronic auction bids for the assets of the Company in accordance with the Insolvency and Bankruptcy Code, 2016 ("**Code**" or "**IBC**"). Nothing herein or in materials relating to the Process Memorandum is intended to be construed as legal, financial, accounting, regulatory or tax advice by the Liquidator. This Process Memorandum is personal and specific to each auction process participant. Neither this Process Memorandum nor anything contained herein shall form the basis of, or be relied upon in connection with any contract, agreement, undertaking, understanding or any commitment whatsoever. This Process Memorandum does not solicit any action based on the material contained herein.

The information in this Process Memorandum, which does not purport to be comprehensive, is provided by the Company and has not been independently verified by the Liquidator. While this information has been prepared in good faith, no representation or warranty, expressed or implied, is or will be made and no responsibility or liability is or will be accepted by the Liquidator, the Company or by any of its officers, employees or agents in relation to the accuracy, fairness, authenticity or completeness of this Process Memorandum or any other written or oral information made available to any interested party or its advisers and any such liability is expressly disclaimed. In so far as the information contained in this Process Memorandum includes current or historical information, the accuracy, adequacy, authenticity, correctness, fairness, and completeness of such information cannot be guaranteed. By acceptance of this Process Memorandum, the Bidder (defined hereinbelow) shall be deemed to have acknowledged that it has not relied upon any representation and warranty made by the Liquidator. The participation in the E-Auction (defined hereinbelow) means and implies that the Bidder has read carefully and unconditionally and irrevocably agreed to and accepted all the terms and conditions laid herein. This Process Memorandum is issued in supersession of any and all of its earlier versions as issued by the Liquidator in his earlier endeavours of conducting the auction in respect of the Corporate Debtor.

This Process Memorandum has not been filed, registered or approved and will or may not be filed, registered, reviewed or approved by any statutory or regulatory authority in India or by any stock exchange in India or any other jurisdiction. This Process Memorandum and information contained herein or disclosed pursuant to the terms of this Process Memorandum or any part of it does not constitute or purport to constitute any advice or information in publicly accessible media and should not be printed, reproduced, transmitted, sold, distributed, or published by the recipient without prior written approval from the Liquidator. Distributing or taking/sending/dispatching/transmitting this Process Memorandum in certain foreign jurisdictions may be restricted by Applicable Law, and Persons into whose possession this Process Memorandum comes should inform themselves about, and observe, any such restrictions.

Neither the Liquidator, nor his professional advisors, consultants, service providers, affiliates, directors, employees, agents, representatives or managers of the process shall be liable for any damages, whether direct or indirect, incidental, special or consequential including loss of revenue or profits that may arise from or in connection with the use of this Process

Memorandum, including for the Process Memorandum not being selected as a Successful Bidder or on account of any decision taken by the Liquidator.

The Liquidator and/or the Company gives no undertaking to provide the recipient with access to any additional information or to update this Process Memorandum or any additional information, or to correct any inaccuracies in it which may become apparent, and they reserve the right, without giving reasons, at any time and in any respect, to amend or terminate the procedures set herein or to terminate negotiations with any Bidder. The issue of this Process Memorandum shall not be deemed to be any form of commitment on the part of the Liquidator or the Company to proceed with any transaction.

The Liquidator may in his absolute discretion but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this Process Memorandum. Further, the Bidder must specifically note that the Liquidator reserves the right to change, update, amend, supplement, modify, add to, delay or otherwise annul or cease the Bidding process at any point of time, for any reason whatsoever determined in his sole discretion without any obligation, including to notify any person or Bidder of such revision or changes. In addition, the Liquidator also reserves the right to extend or change any particular date or any timeline for completion of the Bidding process for sale of assets Corporate Debtor as sale of the assets in parcel of the Corporate Debtor, as the case may be, for any reason whatsoever determined in his sole discretion or under such circumstances as the Liquidator finds appropriate, without any obligation, including the obligation to notify any person or Bidder of such revision or change.

In providing this Process Memorandum, the Liquidator or his representatives or his professional advisors do not undertake any obligation to provide the Bidders with access to any additional information or to update, expand, revise or amend the information, or to correct any inaccuracies which may become apparent in this or any other document and having said so, the Liquidator or his representatives or his professional advisors will make all endeavours to provide the additional information being sought for by the Bidders.

In addition to the provisions set out in this Process Memorandum, the Bidder shall be responsible for fully satisfying the requirements of the Code and related regulations as well as all Applicable Laws (defined hereinbelow) in force that are or may be applicable to the Bidder or the sale process and for obtaining requisite regulatory or other approvals, if any, that are or may be required under applicable law and nothing contained in this Process Memorandum shall be deemed to relieve, wholly or partially, directly or indirectly, the Bidder from compliance with the Code and related regulations as well as any other law in force, and/ or any instrument having the force of law as may be applicable and nothing in this Process Memorandum shall be construed as, or operate either, wholly or in part, as exempting the Bidder from complying with all such laws, as are or may be applicable.

The issue of this Process Memorandum does not imply that the Liquidator is bound to select a Qualified Bidder as a 'Successful Bidder' (as defined below) or to select the Successful Bidder in respect of its Bid and the Liquidator reserves the right to reject at any stage all or any of the Bid/Bids submitted by any Bidder in accordance with Schedule I of Liquidation Process Regulations and without incurring any liability whatsoever.

By procuring a copy of this Process Memorandum, the recipient accepts the terms of this disclaimer notice, which forms an integral part of this Process Memorandum and all other terms

and conditions of this Process Memorandum. Further, no Person, including the Bidder shall be entitled under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise to claim for any loss, damage, cost or expense which may arise from or be incurred or suffered on account of anything contained in this Process Memorandum or otherwise, including the accuracy, adequacy, authenticity, correctness, completeness or reliability of the information or opinions contained in this Process Memorandum and any assessment, assumption, statement or information contained therein or deemed to form part of this Process Memorandum, and the Liquidator, Company, and their consultants, service providers, advisors, affiliates, directors, employees, agents, representatives or managers do not have any responsibility or liability for any such information or opinions and therefore, any liability or responsibility is hereby expressly disclaimed. All expenses incurred towards legal expenses, movement / shifting of the Assets of the Company post the E-Auction should be borne by the Successful Bidder. The Liquidator shall not be held responsible / liable to pay any expenses towards such movement of any Assets sold in the E-Auction.

In no circumstances shall the Bidder or its officers, employees, agents and professional advisers make any contact, direct or indirect, by any mode whatsoever, with the management, employees, customers, agents or suppliers of the Company until the Liquidator gives permission to do so in writing.

The sale of assets in parcel of the Corporate Debtor, as the case may be is proposed to be sold on “as is where is basis”, “as is what is basis”, “whatever there is basis” and “No recourse basis”, and the proposed sale of assets of the Company does not entail transfer of any title except the title which the Company had over its Assets as on date of the transfer. The Liquidator does not take or assume any responsibility for any shortfall or defect or shortcoming in the Assets of the Company.

The Bidder shall bear all its costs and charges associated with or relating to the preparation and submission of its bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations for each Assets which may be required by the Liquidator, or any other costs incurred in connection with or relating to its bid on of the relevant Assets. This Process Memorandum shall not deem to be any form of commitment on the part of the Liquidator or the Corporate Debtor to proceed with any transaction.

All terms and conditions with respect to the sale of each Assets of Corporate Debtor shall be governed by the directions of the Liquidator, the Adjudicating Authority (defined hereinbelow) and in accordance with the provisions of Applicable Laws. As mandated by the Adjudicating Authority, the Liquidator shall exercise all rights with respect to sale of assets of the Corporate Debtor as sale of the assets in parcel of the Corporate Debtor, as the case may be and it would be open to the Liquidator to appoint such experts, professionals or other persons, as the Liquidator might think necessary, so as to enable the sale of assets of the Corporate Debtor.

The Bidders are cautioned against any attempt for giving or offering any gift, bribe or inducement and any attempt to any such act, on behalf of the Bidder towards the Liquidator or his professional advisors or the Corporate Debtor or any of its representatives, for showing any favour in relation to this Process Memorandum or the process set out herein, which if done, shall render the Bidder to such liability and penalty as the Liquidator may deem proper, including but not limited to immediate disqualification and expulsion from the Bidding process.

The term “sale of the assets in parcel of the Corporate Debtor”, as the case may be wherever used in this Process Memorandum shall mean, sale of the assets in parcel of the Corporate Debtor, as the case may be of the Corporate Debtor in accordance with the Regulation 32 (d) of Liquidation Process Regulations read with provisions of the Code, Liquidation Process Regulations and this Process Memorandum.

The Bidders shall comply with all the laws of India.

The laws of the Republic of India are applicable to this Process Memorandum.

TO ALL BIDDERS

Terms and conditions, Timelines including reserve price, earnest money deposit as well as pre-bid qualifications, if any, Bid Application Form, Undertaking and other documents required for participating in the electronic auction are provided in the Process Memorandum. The said Process Memorandum is non-transferable.

The details for the e-auction process are also available on the website <https://nesl.co.in/auction-notice-under-ibc/>

Bidders desirous to submit their bid, must submit Bids on E-Auction Portal <https://nbid.nesl.co.in/app/login>

The documents for the Bid have to be submitted at Liquidator's Office by post or in person or through electronic means.

Registered Address of Liquidator at IBBI: Flat No. 402, Plazio CHA Building 23E, Near S.M. Shetty School, Powai, Mumbai – 400076

Email Address: liq.sepl@rirp.co.in, kamal@rirp.co.in, kamalgurnaniip@gmail.com

Corresponding Address: Renaissance Insolvency Resolution Professionals Private Limited, 101, Kanakia Atrium 2, Cross Road A, Chakala MIDC, Andheri East, Mumbai - 400093; Landmark Behind Courtyard Marriott

TABLE OF CONTENTS

1. IMPORTANT INFORMATION.....	9
2. DEFINITIONS.....	13
3. INTRODUCTION	17
4. OVERVIEW OF THE COMPANY	17
5. ELIGIBILITY/ PRE-BID QUALIFICATIONS.....	19
6. DOCUMENTS TO BE SUBMITTED BY BIDDERS.....	22
7. SITE VISIT AND DISCUSSION MEETING.....	23
8. DUE DILIGENCE.....	23
9. ASSETS TO BE AUCTIONED	25
10. MODE OF SALE AND RESERVE PRICE	26
11. EARNEST MONEY DEPOSIT	27
12. DECLARATION OF SUCCESSFUL BIDDER	28
13. FRAUDULENT AND CORRUPT PRACTICES.....	29
14. COST, EXPENSES AND TAX IMPLICATIONS	31
15. GOVERNING LAW AND JURISDICTION	32
16. TIMELINES.....	33
17. MISCELLANEOUS.....	34
18. CLARIFICATIONS	35
19. ANNEXURES.....	36

1. IMPORTANT INFORMATION

This Process Memorandum has been issued with the intent to carry E-auction of sale of assets in parcel of Salelink Ecom Private Limited (in liquidation) under the provisions of Insolvency and Bankruptcy Code, 2016 and the Insolvency and Bankruptcy Board of India (Liquidation Process) Regulations, 2016 (**Liquidation Process Regulations**).

1.1. All information provided in this Process Memorandum should be read together with the provisions of the IBC and the Liquidation Process Regulations. In the event of a conflict between this Process Memorandum, the IBC or the Liquidation Process Regulations, the provisions of the IBC will prevail and if the related information is not there in the IBC, the Liquidation Process Regulations shall prevail.

1.2. The information contained in this Process Memorandum or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of the Liquidator, is provided to Bidder(s) on the terms and conditions set out in this Process Memorandum.

1.3. This Process Memorandum is neither an agreement nor an offer by the Liquidator to the prospective Bidders or any other person. The purpose of this Process Memorandum is to provide interested bidders with information that may be useful to them in making their bids pursuant to this Process Memorandum. The assumptions, assessments, statements and information contained in the Process Memorandum may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this Process Memorandum and obtain independent advice from appropriate sources.

1.4. Information provided in this Process Memorandum to the Bidder(s) in relation to the Company and/ or its assets has been provided by the Company and/ or is derived from other public sources and has been compiled by the Liquidator. Such information is not purported to be all-inclusive or to necessarily contain all the information that an interested Bidder may require in making its assessment of the Company and / or its assets and may be subject to revision or amendment. The information given is not intended to be an exhaustive account of statutory requirements. The Liquidator neither confirms nor warrants the accuracy, completeness or correctness for any statement and/ or information contained in the Process Memorandum and/ or provided at any time in relation to the Process Memorandum.

1.5. The Liquidator, his professional advisors or the Company makes no representation or warranty in relation to correctness, fairness, accuracy or completeness of information provided in this Process Memorandum and shall have no liability to any person, including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this Process Memorandum or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the Process Memorandum and any assessment, assumption, statement or information contained herein or deemed to form part of this Process Memorandum or arising in any way from participation in this auction process.

1.6. The Liquidator also accepts no liability of any nature howsoever arising from reliance of any Bidder upon the statements and/ or information contained in this Process Memorandum

and/or provided at any time in relation to the Process Memorandum.

1.7. The Liquidator may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this Process Memorandum.

1.8. The issue of this Process Memorandum does not imply that the Liquidator is bound to select a Bidder or to appoint the Preferred Bidder as Successful Bidder for the company and the Liquidator reserves the right to reject all or any of the Bidders or bids in accordance with Schedule I of Liquidation Process Regulations

1.9. Each Bidder/Qualified Bidder (as applicable) shall bear all its costs and charges associated with or relating to the preparation and submission of its bid and/or participation in the e-auction, including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Liquidator or any other costs incurred in connection with or relating to its bid.

National E-Governance Services Limited, (**E-Auction Service Provider**) has been appointed as the E-Auction Service Provider. The sale of assets in parcel of the Corporate Debtor shall be undertaken by the E-Auction Service Provider for and on behalf of the Company/ Liquidator through an e-auction platform provided on the website portal of the E-Auction Service Provider (**Platform**). Other details with respect to the e-auction are as follows:

Type of Bid	E-Auction
Company	Salelink Ecom Private Limited in Liquidation acting through the Liquidator, Kamal Kishor Gurnani
Website of E -Auction service provider	https://nbid.nesl.co.in/app/login https://pdsa.nesl.co.in/#/
Service Provider	National E-Governance Services Limited, 5th Floor The Estate, 121, Dickenson Rd, Sivanchetti Gardens, Bengaluru, Karnataka 560042. Contact person – Mr. Araventhana Contact no.- +91 93846 76709 Email id – araventhane@nesl.co.in
Classification of Bidding Categories	<u>Category A - Sale of Assets in parcels:</u> A1. Sale of Plant & Machinery and Inventories of Salelink Ecom Private Limited (In Liquidation) under the provisions of Insolvency and Bankruptcy Code, 2016 or B2. Sale of Plant & Machinery of Salelink Ecom Private Limited (In Liquidation) under the provisions of Insolvency and Bankruptcy Code, 2016

	<p>And/or</p> <p>B2. Sale of Inventories of Salelink Ecom Private Limited (In Liquidation) under the provisions of Insolvency and Bankruptcy Code, 2016</p>
Annexures	<p>Annexure 1 - Terms and Conditions of E-Auction</p> <p>Annexure 2 - Application Form (to be duly filed in, signed, and stamped by the Auction Participant and submitted)</p> <p>Annexure 3 - Affidavit certifying eligibility under section 29A of IBC by the Auction Participant (to be duly filled in and signed by the Auction Participant and submitted along with the Application Form)</p> <p>Annexure 4 - Confidentiality Undertaking</p> <p>Annexure 5 - Copy of the resolution passed by the board of directors of the Auction Participant (in case the Auction Participant is a company)</p> <p>Annexure 6 – Earnest Money Deposit Form</p> <p>Annexure 7 – Description of Assets</p> <p>Important Terms and Conditions <i>(Bidders to read this carefully before submitting bid for E-auction to be conducted on 31 July 2023)</i></p>
Special Instructions	<p>Any last-minute bidding may lead to lapses or mistakes. Neither the E-Auction Service Provider nor the Liquidator shall be responsible for any lapses/ inability of the Bidder to submit the Bids due to any reason whatsoever including technical glitches on the Platform. It is advisable to submit the Bids well before the prescribed timeline and avoid last minute submissions.</p>

All terms and conditions with respect to the sale of assets in parcel of the Corporate Debtor governed by the directions of the Liquidator, Hon'ble NCLT and in accordance with the provisions of applicable laws.

1.10. The Annexures to this Process Memorandum shall form an integral part hereof and this Process Memorandum shall always be read in conjunction with the Annexures hereto. All incidental expenses incurred towards the sale of assets in parcel of the Corporate Debtor, borne by the successful auction participant. The Liquidator shall not be held responsible / liable to pay any such expenses.

1.11. In no circumstances shall the Auction Participant or its officers, employees, agents and professional advisers make any contact, direct or indirect, by any mode whatsoever, with the

management, employees, customers, agents or suppliers of the Company unless a prior written consent is obtained from the Liquidator.

The sale of assets in parcel of the Corporate Debtor is proposed to be sold on “As is where is basis”, “As is what is basis”, “Whatever there is basis” and “No recourse basis” and the proposed sale of the Company does not entail transfer of any title except the title which the Company had as on date of transfer.

1.12. This Process Memorandum is neither transferable nor assignable.

2. DEFINITIONS

2.1. “**Adjudicating Authority**” or “**NCLT**” shall mean the Hon’ble National Company Law Tribunal, Mumbai Bench.

2.2. “**Affiliate**” in relation to a Person, (a) being a corporate entity, or limited liability partnership shall mean any entity or Person, which Controls, or is Controlled by, or is under the common Control as such Person; (b) being an individual shall mean any relative (as defined under the Companies Act, 2013) of such individual or any other Person which is Controlled by such individual; (c) being a partnership firm, shall mean the partners of such partnership firm or the relatives (as defined under the Companies Act, 2013) of such partners (if any individual) or any other Person which is Controlled by such firm or the partners;

2.3. “**Affidavit**” shall mean the affidavit certifying eligibility under section 29A of IBC provided by the Bidder substantially in form and manner as set out in Annexure 3 of this Process Memorandum;

2.4. “**Agency**” shall mean E-Auction Service Provider viz. National E-Governance Services Limited;

2.5. “**Applicable Laws**” means, all applicable laws, regulations, rules, guidelines, circulars, re-enactments, revisions, applications and adaptations thereto, judgments, decrees, injunctions, writs and orders of any court, arbitrator or governmental agency or authority, rules, regulations, orders and interpretations of any governmental authority, court or statutory or other body applicable for such transactions including but not limited to the IBC, Liquidation Regulations, Companies Act, 2013 (as applicable), Competition Act, 2002, Transfer of Property Act, 1882, Sale of Goods Act, 1930, Foreign Exchange Management Act, 1999 whether in effect as of the date of this Process Memorandum or thereafter and each as amended from time to time;

2.6. “**Application Form**” means the form set out in Annexure 2 of this Process Memorandum to be provided by the Bidder along with the information and documents set out therein;

“**Auction Participant**” or “**Bidder**” means a Person or Persons who have shown interest in participating in e-auction process for the Purchase of Corporate Debtor as a going concern or Sale of Assets in Slump Sale or sale of the assets in parcel of the Corporate Debtor, as the case may be to this Process Memorandum and have submitted Application Form as provided in Annexure 2, Affidavit in a format provided in Annexure 3 hereof, Confidentiality Undertaking as provided in Annexure 4 hereof, a copy of Board Resolution in a format provided in Annexure 5 hereof and other necessary documents to complete the eligibility check formalities to the satisfaction of the Liquidator;

2.7. “**Bid**” means any bid submitted by the Qualified Bidder as required in terms of this Process Memorandum and in accordance with the provisions of IBC read together with the Liquidation Process Regulations and the Applicable Laws;

2.8. “**Bid Incremental Value**” shall mean a minimum amount of

- INR 1,00,000 (Rupees One Lakh Only) for Option A,
- INR 1,00,000 (Rupees One Lakh Only) for Option B1,
- INR 10,000 (Rupees Ten Thousand Only) for Option B2

over and above the last highest bid amount by which any participating Qualified Bidder will be required to increase the next bid on the auction portal;

2.9. **“Company” / “Corporate Debtor”** shall mean Salelink Ecom Private Limited, a company incorporated in India under the Limited Liability Partnership Act 2008, having its registered office at 37,3rd floor, Plot no-115/117, Trinity Chambers Bora bazar Street, Fort Mumbai-400001.

2.10. **“Confidential Information”** shall mean any and all information and other materials disclosed, furnished, communicated or supplied by the Company to any Qualified Bidder, in written or electronic or verbal form, including without limitation, and shall be determined to include (without limitation) the following types of information of similar nature : any commercial and/ or financial information, improvement, know how, intellectual property, discoveries, ideas, concepts, papers, techniques, model, data, documentation, manuals, flow charts, research, process, procedures, functions, and other information related to price lists and pricing policies and other information which company identifies to be confidential at the time of disclosure to the relevant qualified bidder, and shall include any information that is provided by the Liquidator or his representative pursuant to the liquidation process or through the Confidentiality Undertaking;

2.11. **“Confidentiality Undertaking”** shall mean an undertaking as specified in Annexure-4 of this Process Memorandum;

2.12. **“Conflict of Interest”** shall mean an event or circumstance, determined at the discretion of the Liquidator, where a Bidder is found to be in a position to have access to information about, or influence the Bid of another Bidder pursuant to a relationship (excluding any commercial relationship which may be existing between the Bidder and the Company pursuant to the ordinary course of business of the Bidder or the Company) with the Company, group companies of the Company, or affiliates of the Company, directly or indirectly, or by any other means including colluding with other Bidders, the Company, group companies of the Company or affiliates of the Company;

2.13. **“Control” (together with its correlative meanings, “Controlled by”, “Controlling” or “under common Control with”)** shall mean a Person holding more than 50% (fifty percent) of the voting share capital in a company or the ability to appoint majority of the directors on the board of another company or the ability of a company to direct or cause direction of the management and policies of another company, whether by operation of law or by contract or otherwise;

2.14. **“Connected Person”** has the meaning ascribed to it in the IBC.

2.15. **“Data Room”** shall mean the virtual data room created and maintained by the Liquidator for the Qualified Bidders to conduct due diligence and access information and documents in relation to the Corporate Debtor under the terms of the Confidentiality Undertaking;

2.16. **“Going Concern Sale”** shall mean sale of the Corporate Debtor in accordance to Regulation 32(e) of the IBBI (Liquidation Process) Regulations, 2016 including its assets, liabilities, and properties on “as is where is, as is what is, whatever there is, and no recourse basis”

2.17. **“IBC”/ “Code”** shall mean Insolvency and Bankruptcy Code, 2016 as amended from time to time;

2.18. **“Letter of Intent”/ “LOI” / “Award Letter”** means the letter issued by the Liquidator to the Successful Bidder detailing out the terms and conditions to complete the Sale of assets of Corporate debtor as Sale of assets in parcel of the Corporate Debtor, including the balance sale payment by Successful Bidder as per provisions of IBC and the Liquidation Process Regulations;

2.19. **“Liquidation Process Regulations”** means, the Insolvency and Bankruptcy Board of India (Liquidation Process) Regulations 2016 as amended from time to time;

2.20. **“Liquidator”** means Mr. Kamal Kishor Gurnani, an Insolvency Professional registered with Insolvency and Bankruptcy Board of India (IBBI) having IBBI Registration No. IBBI/IPA-001/IP/P-01463/2018-2019/12338 appointed by NCLT, vide order dated October 11, 2022, to manage, protect, sell and liquidate the property, assets, business and other affairs of the Company in accordance with the IBC and Liquidation Process Regulations;

2.21. **“Person”** shall mean an individual, sole proprietorship firm, a partnership firm, a limited liability partnership, an association whether incorporated or not, a joint venture, a limited company, a trust, a body corporate, bank or financial institution or any other body whether or not required to be incorporated or registered under Applicable Law;

2.22. **“Process Memorandum”** or **“E- Auction Process Memorandum”** means this document including all the annexures hereto, for the purposes of setting out the process for submission of Bids and selection of Successful Bidder in accordance with the provisions of the IBC and Liquidation Process Regulations and shall include all supplements, modifications, amendments, alterations or clarifications thereto issued in accordance with the terms thereof;

2.23. **“Qualified Bidder(s)”** shall mean the Bidder who has submitted the necessary documents and applicable annexures in terms of the requirements of this Process Memorandum to fulfil the eligibility requirements to the satisfaction of the Liquidator and qualifies the criteria as specified in the Clause 6 hereof to the satisfaction of the Liquidator and has been accepted by the Liquidator as a Qualified Bidder;

2.24. **“Reserve Price”** shall mean an aggregate price amounting to

- INR 73,23,000 (Rupees Seventy Three Lakhs Twenty Three Thousand Only) for Option A,
- INR 72,33,000 (Rupees Seventy Two Lakhs Thirty Three Thousand Only) for Option B1,
- INR 90,000 (Rupees Ninety Thousand Only) for Option B2,

2.25. **“Seller”** means, Salelink Ecom Private Limited in Liquidation acting through the Liquidator;

2.26. **“Site”** shall mean the location of the immoveable and moveable properties including land parcels, office premises, buildings, plant and machinery owned, leased or occupied by the Company, for the purposes of conducting business;

2.27. “**Site Visit**” shall mean a visit to the Site as per clause 7 and within the timelines as provided in Clause 16 of this Process Memorandum;

2.28. “**Special Purpose Vehicle**” shall mean and refer to any body corporate incorporated or registered as per applicable provisions of laws, named by the Successful Bidder for the purpose of acquisition of the Corporate Debtor, where the Successful Bidder has the control over the affairs of the Special Purpose Vehicle through ownership by way of majority of the voting rights and management (including but not limited to the composition of the board of directors/ partners as the case may be)

2.29. “**Successful Bidder**” or “**Successful Auction Participant**” means, the Qualified Bidder whose Bid is approved and who is declared successful by the Liquidator after the e-auction and to whom the Letter of Intent is issued by the Liquidator, in accordance with the terms of this Process Memorandum;

“**Successful Bid**” means the Bid of the Successful Bidder for Sale of assets of the Corporate Debtor as sale of the assets in parcel of the Corporate Debtor, as the case may be as declared by the Liquidator as per this Process Memorandum;

2.30. Capitalized terms used herein but not defined otherwise shall have meaning prescribed to them under the provisions of the IBC and the Liquidation Process Regulations thereunder.

3. INTRODUCTION

3.1. The Liquidation process of the Company has been initiated under the provisions of the IBC and by virtue of an order of the Hon'ble NCLT with effect from 13th January 2023. In the said order, Kamal Kishor Gurnani has been appointed as the Liquidator.

The Liquidator endeavors to sale the assets in parcel of the Corporate Debtor in the manner specified under Regulation 32 of the Liquidation Process Regulations, any other rules, regulations, orders, circulars, directions or notifications or the like, issued pursuant to or under the IBC or the Liquidation Process Regulations, as the case may be, and as per directions, if any, of the Adjudicating Authority in respect of the Liquidation process of the Company and in the manner specified in this Process Memorandum.

3.2. The E-Auction would be conducted in the manner specified in Schedule I as provided under Regulation 33 of the Liquidation Process Regulations and any other rules, regulations, orders, circulars, directions or notifications or the like, issued pursuant to or under the IBC or the Liquidation Process Regulations, as the case may be, and as per directions, if any, of the Hon'ble NCLT or Hon'ble NCLAT in respect of the Liquidation process of the Company and in the manner specified in this Process Memorandum.

3.3. The Bidders are encouraged to acquaint themselves with the provisions of the IBC and the Liquidation Process Regulations and any other rules, regulations, orders, circulars, directions or notifications or the like, issued pursuant to or under the IBC or the Liquidation Process Regulations, as the case may be.

4. OVERVIEW OF THE COMPANY

Brief Background:

- Salelink Ecom Private Limited ("Company") is a Company registered with Registrar of Companies, Mumbai and was incorporated on 18th June 2016.
- The company was formed with the intentions to develop and use the online portal for trading in all types of readymade garments on retail as well as on wholesale basis in India or elsewhere.

The Hon'ble NCLT, Mumbai Bench vide order dated 22 October 2019 admitted application made under Section 9 of the Code and Corporate Insolvency Resolution Process ("CIRP") was initiated in case of the Corporate Debtor. Mr. Prabhakar Bhat was appointed as an Interim Resolution Professional ("IRP") by Hon'ble NCLT. In the Third meeting of the Committee of Creditors held on 26th February 2020, the financial creditor unanimously resolved to appoint Mr. Kamal Kishor Gurnani as the Resolution Professional ("RP") by replacing the IRP. Accordingly, Mumbai bench vide order dated 26th October 2020 approved the said appointment of the Applicant as the RP of the Corporate Debtor.

In the Seventh Meeting of Committee of Creditors held on 30 January 2021, the members of Committee of Creditors decided and approved to file an application for initiation of

Liquidation of the Corporate Debtor under section 33 of the Code due to non-receipt of EOI and neither were there any business operations in the Corporate Debtor.

Thereafter, an Interlocutory Application No. 748 of 2020 in Petition C.P. (I.B) No. 4675/MB/2018 was filed by the Resolution Professional under Section 33(1) and 33(2) of the Code. The Adjudicating Authority admitted the Interlocutory Application and passed an order dated January 13, 2023 ("Liquidation Commencement Date") for initiating liquidation proceedings against the Corporate Debtor. Pursuant to the said order of Liquidation, Kamal Kishor Gurnani, Liquidator (bearing Insolvency Professional Registration Number: IBBI/IPA-001/IP/P-01463/2018-2019/12338) was appointed as Liquidator of the Company. The copy of the Liquidation Order was available on the website of the Hon'ble NCLT on January 27, 2023.

5. ELIGIBILITY/ PRE-BID QUALIFICATIONS

The Bidder shall not be eligible to submit any documents for Bid if it suffers from any of the disqualification/ineligibility criteria set out in Section 29A of the Code (as amended from time to time). The Bidder shall submit the relevant information and records to enable an assessment of ineligibility as set out under the provisions of Section 29A of the Code including but not limited to the details of its Connected Person as required in Annexure 2 of this Process Memorandum.

As on date, as per Section 29A of the IBC,

“A person shall not be eligible to submit a resolution plan, if such person, or any other person acting jointly or in concert with such person –

(a) is an undischarged insolvent;

(b) is a wilful defaulter in accordance with the guidelines of the Reserve Bank of India issued under the Banking Regulation Act, 1949 (10 of 1949);

(c) at the time of submission of the resolution plan has an account, or an account of a corporate debtor under the management or control of such person or of whom such person is a promoter, classified as non-performing asset in accordance with the guidelines of the Reserve Bank of India issued under the Banking Regulation Act, 1949 (10 of 1949) or the guidelines of a financial sector regulator issued under any other law for the time being in force, and at least a period of one year has lapsed from the date of such classification till the date of commencement of the corporate insolvency resolution process of the corporate debtor:

Provided that the person shall be eligible to submit a resolution plan if such person makes payment of all overdue amounts with interest thereon and charges relating to nonperforming asset accounts before submission of resolution plan:

Provided further that nothing in this clause shall apply to a resolution applicant where such applicant is a financial entity and is not a related party to the corporate debtor.

Explanation I.- For the purposes of this proviso, the expression "related party" shall not include a financial entity, regulated by a financial sector regulator, if it is a financial creditor of the corporate debtor and is a related party of the corporate debtor solely on account of conversion or substitution of debt into equity shares or instruments convertible into equity shares, or completion of such transactions as may be prescribed, prior to the insolvency commencement date.

Explanation II.— For the purposes of this clause, where a resolution applicant has an account, or an account of a corporate debtor under the management or control of such person or of whom such person is a promoter, classified as non-performing asset and such account was acquired pursuant to a prior resolution plan approved under this Code, then, the provisions of this clause shall not apply to such resolution applicant for a period of three years from the date of approval of such resolution plan by the Adjudicating Authority under this Code;

(d) has been convicted for any offence punishable with imprisonment –

(i) for two years or more under any Act specified under the Twelfth Schedule; or

(ii) for seven years or more under any law for the time being in force:

Provided that this clause shall not apply to a person after the expiry of a period of two years from the date of his release from imprisonment:

Provided further that this clause shall not apply in relation to a connected person referred to in clause(iii) of Explanation I;

(e) is disqualified to act as a director under the Companies Act, 2013 (18 of 2013):

Provided that this clause shall not apply in relation to a connected person referred to in clause (iii) of Explanation I;

(f) is prohibited by the Securities and Exchange Board of India from trading in securities or accessing the securities markets;

(g) has been a promoter or in the management or control of a corporate debtor in which a preferential transaction, undervalued transaction, extortionate credit transaction or fraudulent transaction has taken place and in respect of which an order has been made by the Adjudicating Authority under this Code:

Provided that this clause shall not apply if a preferential transaction, undervalued transaction, extortionate credit transaction or fraudulent transaction has taken place prior to the acquisition of the corporate debtor by the resolution applicant pursuant to a resolution plan approved under this Code or pursuant to a scheme or plan approved by a financial sector regulator or a court, and such resolution applicant has not otherwise contributed to the preferential transaction, undervalued transaction, extortionate credit transaction or fraudulent transaction;

(h) has executed a guarantee in favour of a creditor in respect of a corporate debtor against which an application for insolvency resolution made by such creditor has been admitted under this Code and such guarantee has been invoked by the creditor and remains unpaid in full or part;

(i) is subject to any disability, corresponding to clauses (a) to (h), under any law in a jurisdiction outside India; or

(j) has a connected person not eligible under clauses (a) to (i).

Explanation I — For the purposes of this clause, the expression "connected person" means—

(i) any person who is the promoter or in the management or control of the resolution applicant;
or

(ii) any person who shall be the promoter or in management or control of the business of the corporate debtor during the implementation of the resolution plan; or

(iii) the holding company, subsidiary company, associate company or related party of a person referred to in clauses (i) and (ii):

Provided that nothing in clause (iii) of Explanation I shall apply to a resolution applicant where such applicant is a financial entity and is not a related party of the corporate debtor:

Provided further that the expression "related party" shall not include a financial entity, regulated by a financial sector regulator, if it is a financial creditor of the corporate debtor and is a related party of the corporate debtor solely on account of conversion or substitution of debt into equity shares or instruments convertible into equity shares, or completion of such transactions as may be prescribed, prior to the insolvency commencement date;

Explanation II—For the purposes of this section, "financial entity" shall mean the following entities which meet such criteria or conditions as the Central Government may, in consultation with the financial sector regulator, notify in this behalf, namely:—

- (a) a scheduled bank;
- (b) any entity regulated by a foreign central bank or a securities market regulator or other financial sector regulator of a jurisdiction outside India which jurisdiction is compliant with the Financial Action Task Force Standards and is a signatory to the International Organisation of Securities Commissions Multilateral Memorandum of Understanding;
- (c) any investment vehicle, registered foreign institutional investor, registered foreign portfolio investor or a foreign venture capital investor, where the terms shall have the meaning assigned to them in regulation 2 of the Foreign Exchange Management (Transfer or Issue of Security by a Person Resident Outside India) Regulations, 2017 made under the Foreign Exchange Management Act, 1999 (42 of 1999);
- (d) an asset reconstruction company register with the Reserve Bank of India under section 3 of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (54 of 2002);
- (e) an Alternate Investment Fund registered with Securities and Exchange Board of India;
- (f) such categories of persons as may be notified by the Central Government.

6. DOCUMENTS TO BE SUBMITTED BY BIDDERS

In addition to the above, the Auction Participant who fails to fulfil the requirements set out in this Process Memorandum, including but not limited to failure of providing the documents/information to be submitted by the Auction Participant in terms of Clause 6 hereof, shall not be eligible to submit a Bid for purchase of assets in parcel of the Corporate Debtor.

6.1. The Bidders would need to submit the following documents to the satisfaction of the Liquidator:

- (i) Application Form as provided in Annexure 2 hereof;
 - (ii) Affidavit in a format provided in Annexure 3 hereof;
 - (iii) Confidentiality Undertaking as provided in Annexure 4 hereof;
 - (iv) Copy of Board Resolution in a format provided in Annexure 5 hereof;
 - (v) Other necessary documents to complete the eligibility check formalities
- (Collectively referred to as “**Eligibility Documents**”)

as per the timelines prescribed in clause 16 “TIMELINES” of this Process Memorandum.

6.2. A Bidder may use additional sheets to submit the information for its detailed response. Additionally, at any stage of the auction process, the Liquidator may ask for any documents from the prospective Bidders to evaluate their eligibility. The Liquidator shall, at his discretion, disqualify the prospective Bidder for non-submission of the requested documents. A Bidder is required to submit information in accordance with this Process Memorandum and in compliance with the requirements set out under the Code and Liquidation Regulations and shall sign and stamp each page of all the documents. All requisite supporting documents should be duly signed and stamped by the Bidder or an authorised representative of the Bidder and supported by evidence of authority of such Person (board resolution and/or power of attorney, as applicable, of the Bidder). Strict adherence to forms, documents, and authorizations wherever specified in the said document, is required. Each form, document and authorization have to be duly signed and appropriately stamped/company seal affixed by the authorized representatives of Bidder.

6.3. On the receipt of the Eligibility Documents relating to the Bidders, the Liquidator shall assess the Eligibility Documents of the Bidders to his satisfaction and finalise the Qualified Bidders and declare the names of Qualified Bidders as per the timelines mentioned in clause 16 below.

6.4. Qualified Bidders will gain access to the Data Room for due diligence. Further, site visits will also be arranged (if required) only for Qualified Bidders in accordance with clause 7 hereof.

6.5. The title documents relating to assets of the Company may be made available to the Qualified Bidders on request to be made to the Liquidator on liq.sepl@rirp.co.in, kamal@rirp.co.in , kamalgurnaniip@gmail.com

Upon completion of the due diligence, site visit and discussion meeting (if any) by the Qualified Bidders within the timeframe set out in clause 16, the Qualified Bidders shall deposit the Earnest Money Deposit (EMD) in accordance with clause 11 of this Process memorandum within the timeframe mentioned in clause 16 below. The Liquidator shall, at his discretion

disqualify the Qualified Bidder for non-submission of the EMD.

7. SITE VISIT AND DISCUSSION MEETING

7.1. If requested by the Qualified Bidders, the Liquidator may arrange a discussion meeting and a site visit at any time prior to the closure of the auction process.

7.2. The details, terms and conditions with respect to the discussion meeting and site visit shall be communicated to the Qualified Bidder in advance.

7.3. Each eligible bidder may visit the site on or before 25 July 2023, on request only along with his team (consisting of reasonable no of persons) with prior intimation to the liquidator with the details of the persons. The properties can be inspected by the prospective Bidder(s) at the site with prior appointment on request only contacting the liquidator in advance.

Pursuant to amendment to Insolvency and Bankruptcy Board of India (Liquidation Process) regulation 2016 dated 30th September 2022, the liquidator shall provide to qualified bidder at least seven days, for inspection or due diligence of assets under auction, from the date of declaration of qualified bidder.

7.4. The Liquidator reserves the right to not arrange a discussion meeting or site visit for any reason whatsoever, irrespective of the request of the Qualified Bidder. Qualified Bidder (considering site visit) will be provided a prior notification of date and time 3 (three) days in advance by the Liquidator.

7.5. The Qualified Bidders, shall not take any photographs of the Site or take any documents back with it.

8. DUE DILIGENCE

8.1. The Liquidator shall endeavor to provide all necessary documents in the Data Room for the conduct of due diligence by the Qualified Bidders. The information and documents shall be provided by the Liquidator in good faith. The Qualified Bidders may note that the Liquidator would not have verified any of the information, data or documents shared by the Company and shall not accept any responsibility or liability, whatsoever, in respect of any statements or omissions contained in the shared data.

8.2. Access to Data Room containing information related to the Company shall be provided to only the Qualified Bidder(s), to undertake due diligence of the business and operations of the Company and other information related to the Company.

8.3. The Data Room has been organized only for the ease of reference of the Qualified Bidder(s), and the Qualified Bidder(s) shall be responsible to conduct their own due diligence, research, assessment and analysis with respect to the information contained in the Data Room. Notwithstanding anything to the contrary contained in this document, the Liquidator or the Representatives of the Liquidator, shall not in any manner whatsoever, be held liable for the relevance, adequacy, correctness, completeness or accuracy of the information contained in the Data Room.

8.4. The Qualified Bidder shall be deemed to have conducted its due diligence of the Company and its assets to its entire satisfaction. It is hereby clarified that the Qualified Bidder shall not be entitled to withdraw its Bid, as submitted, on the pretext that the contents uploaded in the Data Room were not to the required satisfaction of the Qualified Bidder or that the Qualified Bidder did not conduct a Site visit. It is expected that the Qualified Bidder shall have undertaken an independent due diligence and appraisal of the Company for participation in the Bid Process and shall not rely solely on the information provided by the Liquidator or its Representatives in the Data Room.

8.5. While the data/information provided in this Process Document and the Data Room, has been prepared and provided in good faith, the Liquidator and his Representatives shall not accept any responsibility or liability, whatsoever, in respect of any statements or omissions herein, or the accuracy, correctness, completeness or reliability of the information provided, and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability and completeness of the information provided, even if any loss or damage is caused to any of the Qualified Bidders by any act or omission on their part.

8.6. The sale of assets in parcel of the Corporate Debtor to be sold on “as is where is basis”, “as is what is basis”, “whatever there is basis” and “no recourse basis”. All statutory/non-statutory liabilities / taxes / demands / claims / maintenance fee / electricity / water charges etc., outstanding as on date or yet to fall due in respect of the assets of the Corporate Debtor should be ascertained by the Qualified Bidders and shall be borne by the Successful Bidder.

8.7. The Liquidator reserves the right not to respond to any query or provide any clarification, at their sole discretion, and no extension of time and date referred to in this Joint E-Auction Process Memorandum shall be granted on the basis of not having received response to clarifications sought from the Liquidator. Nothing in this Clause shall be considered or read as compelling or requiring the Liquidator to respond to any query or to provide any clarification to the queries raised by a bidder. The Liquidator will not be held responsible for any delay in response or non-response to clarifications raised by the Qualified Bidder.

9. ASSETS TO BE AUCTIONED

The assets as specified in clause 9 are known as assets to be auctioned. Kindly note that the bidders cannot place a bid at a value below the reserve price.

Options.	Asset	Reserve Price	EMD Amount	Incremental Bid Amount
A.	Sale of Assets in parcel (Under Regulation 32(d) of Liquidation Regulations, 2016)			
	Plant & Machinery and Inventories	73,23,000	7,32,000	1,00,000
B.	Sale of Assets in parcel (Under Regulation 32(d) of Liquidation Regulations, 2016) (In case no bids received for Auction under Sr. No. A)			
B1	Plant and Machinery	72,33,000	7,23,000	1,00,000
B2	Inventories	90,000	9,000	10,000

Please refer **Annexure 7 “Description of Assets”** for detailed description of above-mentioned assets.

The Company is proposed to be sold along with available licenses, permits, approvals and registrations to the extent they are transferable under the applicable law on “As is where is basis”, “As is what is basis”, “Whatever there is basis”, and “No recourse basis” as on handover date.

The proposed sale of assets of Company located at various locations does not entail transfer of any other title except the title which the Company has on its assets as on date of transfer. It is further stated that the Liquidator does not assume any responsibility as regards the quality, quantity, accuracy, authenticity, correctness, fairness and completeness of the information pertaining to the assets of the Company as set out herein and the Bidders, in their own interest, are advised to carry out an independent assessment of the physical condition/ condition to and status of recoverability and the ability to be put to intended use of such assets.

Relevant data in respect of the assets and liabilities to the extent available and to the best knowledge of the liquidator shall be made available in the data room.

Notes to Auction Process:

- For abundant clarity it is clarified here that assets are sold on “as is where is basis”, “as is what is basis”, “whatever there is basis” and “no recourse basis” as on the handover date.
- The sale of assets in parcel of the Corporate Debtor is proposed to be sold on “as is where is basis”, “as is what is basis”, “whatever there is basis” and “no recourse basis” and the proposed sale of Assets of the Company does not entail transfer of any title except the title which the Company had on its Assets as on date of transfer. Whilst it is not the intention to transfer any liabilities associated with the Assets, the EoI Applicant is advised to ascertain all statutory liabilities / taxes / demands / claims / charges etc., outstanding as on date or yet to fall due in respect of the relevant Asset

- Bidding shall be allowed only on submission of EMD.

10. MODE OF SALE AND RESERVE PRICE

10.1 As per Regulation 32 of the Liquidation Process Regulations, the Liquidator may sell-

- (a) an asset of the Company on standalone basis;
- (b) the assets of a Company through a slump sale;
- (c) a set of assets of the Company collectively;
- (d) the assets of the Company in parcel;
- (e) the Company as a going concern; or
- (f) the business(s) of the Company as a going concern.

Provided that where an asset is subject to security interest, it shall not be sold under any of the clauses (a) to (f) unless the security interest therein has been relinquished to the liquidation estate.

10.2 It is clarified that on being declared as Successful Bidder, the said Successful Bidder shall be required to complete the sale of assets in parcel of the Corporate Debtor in accordance with the provisions of IBC and Liquidation Process Regulations.

10.3 The implementation/mechanism of such sale is however not specifically provided for in the Liquidation Process Regulations or anywhere in the Code. It is clarified that on being declared as Successful Bidder, the said Successful Bidder shall be required to complete the sale of assets in parcel of the Corporate Debtor with the provisions of the Code and Liquidation Process Regulations. After identification of a Successful Bidder, the Liquidator shall have the right to approach the Hon'ble NCLT for obtaining suitable directions on the implementation of such sale and any such directions shall be binding on the parties to the sale process as contemplated in this E-Auction Process Information Document.

10.4 The Successful Bidder agrees that it shall be bound to pay the balance sale consideration for consummation of sale of assets in parcel of the Corporate Debtor within the time frame stipulated in the Liquidation Process Regulations. It is clarified that any necessary approvals, consents, reliefs that may be required to be obtained by the Successful Bidder with respect to the sale of assets in parcel of the Corporate Debtor as contemplated in this Process Memorandum have to be obtained by the Successful Bidder without any deviation from the time frame for payment of balance sale consideration as stipulated under the Liquidation Process Regulations.

10.5 Any failure to obtain such necessary approvals, consents, reliefs that may be required by the Successful Bidder in respect to the sale of assets in parcel of the Corporate Debtor shall not affect the e-auction process of sale of assets in parcel of the Corporate Debtor as contemplated under this Process Memorandum. On payment of the full amount, the sale of assets in parcel of the Corporate Debtor shall stand completed and the Liquidator shall execute a certificate of sale or sale deed or Tax Invoice, as the case may be to consummate the sale transaction as contemplated under this Process Memorandum and the Applicable Law.

10.6 The Liquidator reserves the right to alter, modify, cancel or relax any of the terms and conditions mentioned in this Process Memorandum in the interest of the liquidation process of the Company including cancellation of the e-auction process at any point of time. Any such alteration, modification, cancellation or relaxation of e-auction process shall be binding on the Bidders.

10.7 The Qualified Bidders, participating in the e-auction process, will have to Bid for an amount not less than the Reserve Price for acquiring the assets of the Company. The attention of Qualified Bidders is invited to the fact that the Qualified Bidders cannot place a Bid for a value below the Reserve Price. Such Bid will stand automatically disqualified.

10.8 The other terms and conditions relating to e-auction process to be complied by the Qualified Bidders are set out in Annexure 1.

11. EARNEST MONEY DEPOSIT

All bidders shall follow the below process for submission of EMD:

11.1. The non – interest bearing EMD to be paid by the Qualified Bidder along with Earnest Money Deposit Form attached vide Annexure 6 prior to auction in accordance with the timelines provided in clause 16.

11.2. Mode of Payment of EMD and balance sale consideration and other instructions relating to EMD

Through Demand Draft in the name of Salelink Ecom Private Limited (In Liquidation) payable at Mumbai, or RTGS / NEFT to the Bank Account number as provided below

Account Name: Salelink Ecom Private Limited In Liquidation

Bank Name: Bank of India

Branch Name: Grant Road Branch

Account Number: 002320110001177

IFSC Code: BKID0000023

The entire EMD amount shall be remitted by the Qualified Bidder (s) from one bank account.

11.3. Qualified Bidders shall preserve the remittance challan and shall produce the same in front of the Liquidator as and when demanded.

11.4. The EMD should be credited to the above-mentioned bank account and the same shall be intimated to the Liquidator through email on liq.sepl@rirp.co.in, kamal@rirp.co.in

11.5. No interest will be paid to the Qualified Bidders in relation to any such amounts mentioned above. The EMD of the Successful Bidder shall be retained towards part sale consideration and the EMD of unsuccessful bidders shall be refunded within the timeframe

mentioned in Clause 16 of this Process Memorandum. The Liquidator will issue a Letter to the Successful Bidder and the Successful Bidder shall have to deposit the balance consideration (after adjustment of the EMD) of the sale price within 30 days of such demand. On payment of the full amount, the sale shall stand completed and the Liquidator shall execute certificate of sale or sale deed to transfer such Assets and the Assets shall be delivered to the Successful Bidder in the manner specified in the terms of sale.

11.6. Forfeiture of Earnest Money Deposit from the Qualified Bidder

The Earnest Money furnished can be forfeited at any time, upon the occurrence of any of the following events:

- a. If any of the conditions under this Process Memorandum are breached by the Successful Bidder or in case the Successful Bidder is found to have made any misrepresentation; or
- b. if the Successful Bidder is found to be ineligible to submit the Bid under Section 29A of the IBC (as amended from time to time) or is found to have made a false or misleading declaration of eligibility under Section 29A of the IBC (as amended from time to time); or
- c. if the Qualified Bidder/ Successful Bidder is found to be, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the auction process or has, undertaken any action in respect of such process which results in the breach of any applicable law including the Prevention of Corruption Act, 1988;
- d. Existence of any collusion between the Bidders and the Corporate Debtor's related parties, or any creditors of the Corporate Debtor and the Bidder;
- e. Withdrawal of, or change in the Bid after the completion of the said process;
- f. Default in deposit of amount by the Successful Bidder within the timeframe set out in Clause 16 of this Process Memorandum, OR

It is clarified that any invocation/forfeiture of the Earnest Money Deposit, by the Liquidator, shall not limit any other rights or remedies that the Liquidator may have under Applicable Law or otherwise, against any Bidder.

12. DECLARATION OF SUCCESSFUL BIDDER

12.1 The Liquidator shall determine and at his sole discretion (which discretion shall not be used arbitrarily), declare at the end of the E-Auction, the Successful Bidder(s) in accordance with conditions specified in Clause 9.

12.2 The declaration of the Successful Bidder(s) for the sale of assets in parcel of the Corporate Debtor done by the Liquidator within the timeframe set out in Clause 16 of this Process Memorandum after the closure of e-auction process.

12.3 Where the Earnest Money has been provided by means of a remittance to the Company's bank account, such funds will be retained by the Liquidator as part payment of the consideration that the Successful Bidder has agreed to pay for the relevant asset.

12.4 The Liquidator is not bound to accept the highest offer and has the absolute right to accept or reject any or all offer(s) or adjourn / postpone / cancel the e-Auction or withdraw any asset or portion thereof from the E-Auction proceedings at any stage without assigning any reason there for.

12.5 The Liquidator shall issue to the Successful Bidder, a "Letter of Intent" / "Award Letter" / "Invoices" / "Certificate of Sale", after the closure of the e-Auction, inviting the Successful Bidder to pay the balance sale consideration (plus any applicable GST/taxes, registration fees etc if any, on 100% of the bid amount) within the timeframe set out in Clause 16 of this Process Memorandum. The LOI/Award Letter outlines preliminary commitment and does not constitute conclusion of sale in favour of the Successful Bidder.

12.6 The Bidder(s) shall deposit the balance sale consideration within 30 days from the date of such demand. In case of failure of payment within the 30 days, EMD paid shall be forfeited.

12.7 In case of any dispute / discrepancy, the liquidator shall assess the auction applications and declare the successful bidder (s) offering maximum value for the auctioned assets. This right of selecting and declaring the successful bidder(s) shall always solely rest with the Liquidator, and his decision will be final and binding on all participants.

12.8 Completion of Sale

On payment of the full amount of sale consideration and applicable taxes (if any), the sale shall stand completed, and the Liquidator shall execute Certificate of sale or Sale deed or Invoices or transfer documents and the assets shall be delivered to the Successful Bidder. The Certificate of sale or Sale deed will be issued and /or transaction / sale documents will be executed in the name of the Successful Bidder only and will not be issued in any other name(s). It is expressly stipulated that there are no implied obligations on the part of the Liquidator to do all acts, things and deeds whatsoever for the completion of the sale.

The Successful Bidder shall be responsible for undertaking necessary actions and compliances for obtaining requisite regulatory or statutory or third-party approvals, no-objections, permission or consents, if any, that are or may be required under Applicable Law for purchasing the assets of the Corporate Debtor.

Default in payment of the balance sale consideration and applicable taxes, if any, on 100% of the bid sum by the Successful Bidder will result in disqualification of the Successful Bidder including forfeiture of Earnest Money. The asset may be put to re-auction or sold to the next highest Qualified Bidder and the defaulting Successful Bidder shall have no claim/right in respect of such asset.

13. FRAUDULENT AND CORRUPT PRACTICES

13.1. The auction participant shall observe the highest standard of ethics during the auction

Process and subsequently during the closure of the auction process and declaration of successful bidder. Notwithstanding anything to the contrary, contained in this Process Memorandum, or in the Letter of Intent, the Liquidator shall reject an auction bid, revoke the Letter of Intent as the case may be, without being liable in any manner whatsoever to the auction participant, if the Liquidator, at his discretion, determines that the auction participant has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the auction Process or has, undertaken any action in respect of such process which results in the breach of any Applicable Law including the Prevention of Corruption Act, 1988. In such an event, the Liquidator may forfeit the Earnest Money Deposit furnished by the qualified bidder.

13.2. For the purposes of this Clause the following terms shall have the meaning hereinafter respectively assigned to them:

- a. **“Coercive practice”** shall mean impairing or harming, or threatening to impair or harm, directly or indirectly, any person or property to influence any person’s participation or action in any of the process laid down in this Process Memorandum;
- b. **“corrupt practice”** shall mean (i) the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence the actions of any person connected with any of the process laid down in this Process Memorandum (for avoidance of doubt, offering of employment to or employing or engaging in any manner whatsoever, directly or indirectly, any official of the Liquidator or the Company, who is or has been associated or dealt in any manner, directly or indirectly with any of the process laid down in this Process Memorandum or arising there from, before or after the execution thereof, at any time prior to the expiry of 1 (one) year from the date such official resigns or retires from or otherwise ceases to be in the service of the Liquidator or the Company, shall be deemed to constitute influencing the actions of a person connected with any of the process laid down in this Process Memorandum); or (ii) engaging in any manner whatsoever, during any of the process laid down in this Process Memorandum or thereafter, with any person in respect of any matter relating to the Company, who at any time has been or is a legal, financial or technical adviser of the Liquidator or the Company, in relation to any matter concerning the Process Memorandum;
- c. **“fraudulent practice”** shall mean a misrepresentation or omission of facts or suppression of facts or disclosure of incomplete facts, in order to influence any of the process laid down in this Process Memorandum;
- d. **“restrictive practice”** shall mean forming a cartel or arriving at any understanding or arrangement among the auction participants with the objective of restricting or manipulating a full and fair competition in the auction Process; and
- e. **“undesirable practice”** shall mean (i) establishing contact with any person connected with or employed or engaged by the liquidator with the objective of canvassing, lobbying or in any manner influencing or attempting to influence any of the process laid down in this Process Memorandum or (ii) having a Conflict of Interest.

The Bidder shall not involve himself or any of his representatives in price manipulation of any kind directly or indirectly by communicating with other Bidders.

The Qualified Bidder shall not divulge either his bid or any other details provided to him by the Liquidator or during the due diligence process in respect of the assets or the Corporate Debtor to any other party. Prior to conduct of due diligence/ site visits, the Liquidator may require the Bidder to execute confidentiality agreement with the Company/ Liquidator.

14. COST, EXPENSES AND TAX IMPLICATIONS

14.1. The auction participant or the Qualified Bidder, shall be responsible for all the costs incurred by it on account of its participation in the process laid down in this Process Memorandum, including any costs associated with participation in the discussion Meeting (if any), Site Visit, etc. The Liquidator shall not be responsible in any way for such costs, regardless of the conduct or outcome of the auction Process.

14.2. For purpose of abundant clarity, it is hereby clarified that the qualified bidder is expected to make its own arrangements including accommodation for the discussion Meeting (if organized) or Site Visit and all costs and expenses incurred in that relation shall be borne by the auction participant or the Qualified Bidder.

14.3. The auction participant or the qualified bidder shall not be entitled to receive reimbursement of any expenses which may have been incurred carrying out of due diligence, search of title to the assets and matters incidental thereto or for any purpose in connection with the auction process plan.

14.4. The Successful Bidder shall bear all the necessary expenses like applicable stamp duties/ additional stamp duty/ registration charges, transfer charges, sub-division charges, notified area charges, conversion charges, government dues, premium, fees, etc. for transfer of property(ies) / assets in name of the Successful Bidder(s).

14.5. All taxes applicable whether income tax, any other direct and / or indirect Taxes and / or duties and / or penalties and / or interest (including stamp duty implications and registration charges) on sale of assets of the Corporate Debtor as sale of the assets in parcel of the Corporate Debtor, as the case may be or in relation to the Company in the future, on and after implementation of the sale transaction herein; as the case may be in accordance with the provisions of IBC and Liquidation Process Regulations would be borne by the successful bidder over and above the sale consideration payable including the following:

- a. The sale attracts GST, stamp duty, registration charges etc. as per relevant laws, rules and regulations.
- b. The successful bidder/ Purchaser shall bear all the necessary expenses like applicable stamp duties / additional stamp duty / transfer charges, fees, etc. for transfer of property(ies) in his / her name.
- c. The payment of all statutory / non – statutory dues, taxes, rates, assessments, charges, fees, maintenance fee, outstanding municipal and other property taxes, electricity dues etc. yet to fall due in respect of the assets of the Corporate Debtor should be ascertained by the Qualified Bidders and shall be sole responsibility of the successful bidder/ Purchaser; and

d. Successful Bidder/ Purchaser shall bear the cess or other applicable tax i.e. GST, TDS etc.

14.6. The successful bidder/ Purchaser will also be responsible for evaluating completeness of applicability of taxes in India at the time of closure and will be responsible for paying all such taxes.

14.7. It is expressly stated that the Liquidator does not take or assume any responsibility for any dues, statutory or otherwise, of the Company, including such dues, if any, which may affect transfer of the Liquidation assets in the name of the Successful Bidder and such dues, if any, will have to be borne/ paid by the Successful Bidder.

14.8. The auction participant shall be responsible for fully satisfying the requirements of the IBC and its related Regulations as well as all Applicable Laws that is relevant for the sale process. The Successful Bidder shall be responsible for obtaining requisite regulatory or statutory or third-party approvals, no-objections, permission or consents, if any, that are or may be required under Applicable Law for purchasing the assets of the Corporate Debtor.

15. GOVERNING LAW AND JURISDICTION

This Process Memorandum, the auction Process and the other documents pursuant to the Process Memorandum shall be governed by the laws of India and any dispute arising out of or in relation to the Process Memorandum or the auction Process shall be subject to the exclusive jurisdiction of the Adjudicating Authority, courts and tribunals at Mumbai, India.

16. TIMELINES

The following timelines shall apply to the process memorandum. The timelines may be amended by the Liquidator through issuance of an addendum to the process memorandum

Sr. No.	Event	Timeline	No. of Days	Date
1	Public Announcement of E-Auction	(T)		Saturday, 1 July 2023
2	Availability of Process Memorandum and documents on the website of Auction Portal	(T)		Saturday, 1 July 2023
3	Submission of Eligibility Documents	(T) to (T+14)	14	Saturday, 15 July 2023
4	Declaration of Qualified Bidders (One day to three days will be taken based on the no. of requests received)	T1 = (T+17)	17	Tuesday, 18 July 2023
5	Information sharing, Site Visits and Discussion Meeting (Access to be given only to Qualified Bidders) for atleast 7 days from the date of Declaration of Qualified bidder	(T1+7)	24	Tuesday, 25 July 2023
6	Earnest Money Deposit submission atleast 2 days before the date of auction	(T+1) to (T+26)	26	Thursday, 27 July 2023
7	Submission of Bids on e-auction date	(T+28)	28	Monday, 31 July 2023
8	Declaration of Successful Bidder and issuance of LOI	(T+30)	30	Wednesday, 2 August 2023
9	Acceptance of LOI	(T+33)	33	Saturday, 5 August 2023
9	Return of Earnest Money for unsuccessful bidders	(T+34) to (T+41)	41	Friday, 11 August 2023

10	Last date to Complete the Auction process	(T+35)	05-08-2023
11	Payment of balance consideration by Successful Bidder	Within 30 days of such demand failing which, it shall attract interest at the rate of 12% as prescribed in the Liquidation Regulations. Further, if the payment is not made by the successful bidder within 90 days, the sale shall stand cancelled.	

Note - Above timelines are indicative, Liquidator reserves the right to modify the same and giving notice of the same (at the earliest) to interested and eligible bidders who have complied with requirements of this process memorandum.

Note - The timeline for payment of final sale consideration may be extended at the sole discretion of Liquidator, to the extent permissible under the applicable laws and regulations.

17. MISCELLANEOUS

The information in this Asset Sale Process Memorandum and any information provided earlier or subsequently, whether verbally or in documentary or any other form by or on behalf of the Liquidator, which does not purport to be comprehensive, is provided by the Company and has not been independently verified by the Liquidator or his professional advisors. While this information has been prepared in good faith, no representation or warranty, expressed or implied, is or will be made and no responsibility or liability is or will be accepted by the Liquidator, his professional advisors, the Company or by any of their respective officers, employees or agents in relation to the accuracy, fairness, authenticity or completeness of this Asset Sale Process Memorandum or any other written or oral information made available to any Interested Bidder(s) or its advisers and any such liability is expressly disclaimed

The sale of assets in parcel of the Corporate Debtor is to be sold on “As is where is basis”, “As is what is basis”, “Whatever there is basis” and “No recourse basis”. The proposed sale of assets in parcel of the Corporate Debtor does not entail transfer of any title except the title which the Company had on the assets as on date of transfer. However, if any asset that should have been transferred to the Successful Bidder, is found in the possession of the Company, the Liquidator shall take all reasonable efforts to promptly transfer such asset to the Successful Bidder, post completion of the sale. Whilst it is not the intention to transfer any liabilities associated with the Asset Lot(s) as part of the Asset, the Interested Bidders is advised to ascertain all statutory liabilities / taxes / demands / claims / maintenance fee / electricity / water charges etc., outstanding as on date or yet to fall due in respect of the relevant asset.

If any Bidder conceals any material information or makes a wrong statement or misrepresents facts or makes a misleading statement in its Bid, in any manner whatsoever, found to be ineligible to submit bid under Section 29A of the Code, the Liquidator reserves the right to reject such Bid and/or cancel the Letter of Intent (if issued) and forfeit the Earnest Money Deposit. The Bidder shall be solely responsible for such disqualification based on its declarations in the Bid.

The Bidder(s) hereby agrees and releases the Liquidator and his representatives, advisors etc. irrevocably, unconditionally, fully and finally, from any and all liability for claims, losses, damages, costs, expenses or liabilities in any way related to or arising from the exercise of any rights and/or performance of any obligations set out under this Process Memorandum, and/or in connection with the Bidding process, and waives any and all rights and/or claims the Bidder(s) may have in this respect, whether actual or contingent, whether present or in future.

The Liquidator in its sole discretion and without incurring any obligation or liability or cost, reserves the right, at any time, to;

- (a) suspend and/or cancel the Bidding process and/or amend and/or supplement the Bidding process or modify the dates or other terms and conditions set out in this Process Memorandum;
- (b) consult with any Bidder(s) in order to receive clarifications or further information;
- (c) retain any information and/or evidence submitted to the Liquidator/ his representatives, by, on behalf of, and/or in relation to any Bidder;
- (d) cancel or disqualify the Bid submitted by any Bidder at any stage of the Bidding process;
- (e) restart the Bidding process as per the discretion of the Liquidator and even post issuance of LOI;
- (f) independently verify, disqualify, reject and/or accept any and all submissions or other information and/or evidence submitted by or on behalf of any Bidder;
- (g) accept any Bid, conduct subsequent rounds of auction as per the terms deemed fit by the Liquidator.

18. CLARIFICATIONS

18.1. While the data/information provided in this Process Memorandum and the Data Room, has been prepared and provided in good faith, the Liquidator and his representatives shall not accept any responsibility or liability, whatsoever, in respect of any statements or omissions herein, or the accuracy, correctness, completeness or reliability of the information provided, and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability and completeness of the information provided, even if any loss or damage is caused to any of the Bidders by any act or omission on their part.

18.2. A Bidder requiring any clarification on this Process Memorandum, for submission of the Bid or on the Corporate Debtor shall email such request for clarification to liq.sepl@rirp.co.in, kamal@rirp.co.in on or before 25 July 2023.

18.3. The Liquidator reserves the right not to respond to any query or provide any clarification, at their sole discretion, and no extension of time and date referred to in this Process Memorandum shall be granted on the basis of not having received response to clarifications sought from the Liquidator. Nothing contained herein shall be considered or read as compelling or requiring the Liquidator and/or his representatives to respond to any query

or to provide any clarification to the queries raised by a Bidder. The Liquidator and her Representatives will not be held responsible for any delay in response or non-response to clarifications raised by the Bidders.

18.4. The Liquidator and/or his representatives may issue interpretations and clarifications on this Process Memorandum or in relation to the Bidding process to the Bidder(s). All clarifications and interpretations issued by the Liquidator, or his representatives shall be deemed to be part of this Process Memorandum if provided in writing.

19. ANNEXURES

The Following are the annexures for sending the Bid form for the E-Auction process of the sale of assets in parcel of the Corporate Debtor:

ANNEXURE-1

TERMS AND CONDITION OF E-AUCTION

1. INTRODUCTION

The **E-Auction** of the sale of assets in parcel of the Corporate Debtor of the Salelink Ecom Private Limited (in Liquidation) shall be conducted in accordance with the provisions of the Insolvency and Bankruptcy Code (IBC), 2016 and the Insolvency and Bankruptcy Board of India (Liquidation Process) Regulations, 2016 (Liquidation Process Regulations) by Kamal Kishor Gurnani, Liquidator of Salelink Ecom Private Limited (in Liquidation).

The E-Auction will be conducted on “**AS IS WHERE IS BASIS**”, “**AS IS WHAT IS BASIS**”, “**WHATEVER THERE IS BASIS**” And “**NO RECOURSE BASIS**” through approved e-auction service provider **National E-Governance Services Limited**.

E-Auction Sale Notice and the Process Memorandum containing Annexures that are required to be submitted for participating in the E-Auction are available on website <https://nesl.co.in/auction-notices-under-ibc/>

You may contact +91 9082156208, email: liq.sepl@rirp.co.in, kamal@rirp.co.in

2. LAST DATE FOR SUBMISSION OF ELIGIBILITY DOCUMENTS

The Last date for submission of Eligibility Documents is 15 July 2023.

3. ELIGIBILITY CRITERIA

The eligibility criteria of the Bidder participating in sale of assets in parcel of the Corporate Debtor shall have the term ascribed in Clause 5 of the Process Memorandum.

4. RESERVE PRICE AND EMD

Qualified Bidders may submit their Bids for purchasing the sale of assets in parcel of the Corporate Debtor. Details are as follows:

(Amount in INR.)				
Options.	Asset	Reserve Price	EMD Amount	Incremental Bid Amount
A.	Sale of Assets in parcel (Under Regulation 32(d) of Liquidation Regulations, 2016)			
	Plant & Machinery and Inventories	73,23,000	7,32,000	1,00,000
B.	Sale of Assets in parcel (Under Regulation 32(d) of Liquidation Regulations, 2016) (In case no bids received for Auction under Sr. No. A)			
B1	Plant and Machinery	72,33,000	7,23,000	1,00,000
B2	Inventories	90,000	9,000	10,000

5. GENERATION OF USER ID FOR PARTICIPATION IN E-AUCTION THROUGH E-AUCTION SERVICE PROVIDER.

5.1. After submission of all documents / EMD by the Qualified Bidder to the satisfaction of the Liquidator, National E-Governance Services Limited will provide User id and password after due verification of PAN of the Qualified Bidders to participate in the e-auction process by 30 July 2023.

5.2. Qualified Bidders shall hold a valid email ID as it is necessary for the Qualified Bidder as all the relevant information and allotment of ID & password by National E-Governance Services Limited will be conveyed through e-mail.

6. BIDDING THROUGH E-AUCTION SERVICE PROVIDER PLATFORM ON THE APPOINTED DAY

The sale of assets in parcel of the Corporate Debtor shall take place through online e-auction service provider, National E-Governance Services Limited via website <https://nbid.nesl.co.in/app/login> on 31 July 2023 between 11:00 A.M. to 02:00 P.M. with unlimited extension of “5 minutes” i.e. the end time of the e-auction will be extended by 5 minutes each time if bid is made within the last 5 minutes before closure of auction. The highest bid amount (not below the Reserve Price) at any given point shall be visible to other Qualified Bidders. The Qualified Bidder may improve their offer in multiple of “Bid Incremental Value”. The Bid Incremental Value is INR 1,00,000 (Rupees Five Lakhs Only).

The highest bidder on the closure of e-auction process shall be declared as Successful Bidder and a communication to that effect will be issued through electronic mode which shall be subject to approval by the Liquidator.

7. MANNER OF PAYMENT & TRANSFER OF CORPORATE DEBTOR

7.1. The Successful Bidder shall deposit the balance consideration (after adjustment of the EMD) of the sale price within 30 days of such demand as prescribed in the Liquidation Process Regulations. On payment of the full amount, the sale shall stand completed and the Liquidator shall execute the certificate of sale and the subject matter of the sale shall be delivered to the Successful Bidder in the manner specified in the terms of such certificate of sale.

7.2. The certificate of sale/ sale deed/ Invoice / Transfer Documents will be issued in the name of the Successful Bidder only and will not be issued in any other name(s).

7.3. The sale attracts stamp duty, registration charges etc. as per relevant laws, rules and regulations.

7.4. The Successful Bidder shall bear the applicable stamp duties/additional stamp duty/ transfer charges, fees etc. and all the statutory/ non-statutory dues, taxes, rates, assessment charges, fees etc. owing to anybody in respect of the assets.

7.5. Successful Bidder/ purchaser has to bear the cess or other applicable tax i.e. GST, TDS etc.

7.6. The Successful Bidder/ purchaser will also be responsible for evaluating completeness of applicability of taxes in India at the time of closure and will be responsible for paying all such taxes.

7.7. The sale shall be subject to provisions of IBC and Liquidation Process Regulations, 2016

8. OTHER TERMS AND CONDITIONS

8.1. Neither the Liquidator nor National E-Governance Services Limited will be held responsible for any internet network problem /power failure/ any other technical lapses/failure etc. In order to ward-off such contingent situation the Qualified Bidders are requested to ensure that they are technically well equipped with adequate power back-up etc. for successfully participating in the e-auction event.

8.2. The Liquidator reserves the right to alter, modify or relax any of the terms and conditions mentioned in this document in the interest of the liquidation process of the Company. Any such alteration, modification or relaxation shall be binding on the interested Bidder.

8.3. Bid document with conditional offer will be treated as invalid. Correspondence about any change /modification in the offer after submission of Bid document will not be entertained.

8.4. Bids not received in the prescribed bid form or below Reserve Price or incomplete in any respect or unsigned or not accompanied by NEFT/RTGS/Bank Transfer for the requisite EMD are liable to be summarily rejected at the sole discretion of Liquidator.

8.5. The sale shall be subject to provisions of IBC, 2016 and Liquidation Process Regulations made thereunder.

8.6. Capitalized terms not defined herein shall have the same meaning as provided in the Process Memorandum.

* The timeline for payment of final sale consideration may be extended at the sole discretion of Liquidator, to the extent permissible under the applicable laws and regulations. In case the final sale consideration is not paid within the timeline, the Liquidator shall forfeit EMD.

ANNEXURE 2

APPLICATION FORM

Date:

To,

**Mr. Kamal Kishor Gurnani (Liquidator),
Salelink Ecom Private Limited (In Liquidation).**

Flat No. 402, Plazio CHA Building 23E, Near S.M. Shetty School,
Powai, Mumbai – 400076.

Corresponding Address: Renascence Insolvency Resolution
Professionals Private Limited, 101, Kanakia Atrium 2, Cross Road A,
Chakala MIDC, Andheri East, Mumbai - 400093;
Landmark Behind Courtyard Marriott.

**REF. ADVERTISEMENT ISSUED IN FREE PRESS JOURNAL (ENGLISH) AND
NAVAKAL (MARATHI) IN MUMBAI EDITION ON 1 JULY 2023 & HOSTED ON
THE WEBSITE [HTTPS://NESL.CO.IN/AUCTION-NOTICES-UNDER-IBC/](https://nesl.co.in/auCTION-notices-under-IBC/) FOR
SALE OF ASSETS IN PARCEL OF THE SALELINK ECOM PRIVATE LIMITED (IN
LIQUIDATION).**

I/We/ M/s am desirous in participating in the e-auction of the sale of assets in parcel of the
Salelink Ecom Private Limited (under Liquidation) announced by you in the newspaper
publication dated 1 July 2023 in (name of media
journal).

BID for:	
-----------------	--

I/We /M/s., the Bidder/s, do hereby state that, I/we/M/s. have read the Process Memorandum
and the terms and conditions of bid and the above advertisement and understood them fully.
I/We/M/s. hereby unconditionally agree to conform with and to be bound by the said
conditions. My/Our offer for purchase of the Asset is as under:

1	(a)	Full Name of the Bidder with Telephone Nos.	
		Mobile Nos.	
		E-mail ID.	
	(b)	Address of the Bidder along with the address proof	
	(I)	Office	

(c)	(II)	Residence	
	Identity Proof (Self-attested)		
	(i)	Pan Card*	
	(ii)	Aadhaar Card*	
	(iii)	Passport ^{\$}	
	(iv)	Voter ID Card	
	(v)	Driving License	
	*	Compulsory for Indians	
	\$	Compulsory for NRIs	
	(Provide authority letter in case of a partnership firm/LLP/or any other legal entity and board resolution in a form set out in Annexure 5 in case of a company)		
2.	Constitution documents (Sole Proprietary/Partnership/Company) (In case of company/firm, also give names of Directors / partners with contact numbers)		

1. I/We/M/s. further declare that I/We/M/s. intend to purchase the above referred assets of the corporate debtor from the Liquidator on **“AS IS WHERE IS BASIS”, “AS IS WHAT IS BASIS”, “WHATEVER THERE IS BASIS”** And **“NO RECOURSE BASIS”** as on handover date for our/ its own use / business and that the information revealed by me/us in this Application Form is true and correct to the best of my/our knowledge and belief.
2. I/We/M/s. certify that I/We/M/s. am/are eligible to be a Bidder, under Section 29A read with Sec. 35(f) of IBC 2016 and affidavit for the same is enclosed herewith.
3. I/We/M/s certify that I/We/M/s. am/are eligible to be a Bidder, in accordance to the Eligibility criteria laid down in Clause 5 of the Process memorandum dated 1 July 2023.
4. I/We/M/s. also enclose copies of the required KYC documents. We request you to kindly verify the same and arrange with the auction portals for issue of an ID and password for us to enable us to take part in the e-auction process.
5. I/We/M/s. agree if any of the statement / information revealed by me/us is found incorrect, my/our bid document is liable to be cancelled and, in such case, the EMD paid by me/us is liable to be forfeited by the Liquidator and the Liquidator is at liberty to annul the offer made to me/us at any point of time.
6. I/We /M/s. also agree that after my/our offer given in my/our bid for purchase of the assets of Corporate Debtor is accepted by the Liquidator, if I/We/M/s. fail to accept the terms and conditions of this Process Memorandum or Letter of Intent or fail to complete

the transaction within the time limit as specified in the Letter of Intent for any reason whatsoever and / or fail to fulfil any/all the terms and conditions of the bid document and Letter of Intent, the EMD paid by me/us along with the bid document is liable to be forfeited by the Liquidator and that the Liquidator has also a right to proceed against me / us for specific performance of the contract.

7. I/We/M/s. will not claim any interest from the date of submission of offer in case the process of sale is delayed for any reason.
8. The general terms and conditions of sale as mentioned in Process memorandum issued by Liquidator dated 1 July 2023 are received, read and acceptable to me / us.

NOTE: Each page of this form shall be duly signed by Bidder.

Place:

Date:

Signature of the Bidder

(_____)

[Rubber stamp of the proprietor/company/firm]

Name

Designation

Enclosures:

- a. Address Proof given under point 1(B)(I) and 1(B)(II)
- b. Self-attested copy of Identity Proof given under point 1(C)(III).
- c. Authority Letter of the authorized representative bidding in case of any bidder other than proprietorship firm given under point 1(C)(III).
- d. Affidavit under section 29A.
- e. Confidentiality Undertaking
- f. Copy of the resolution passed by the board of directors of the Auction Participant (in case the Auction Participant is a company)
- g. Copy of the memorandum and articles of association and certificate of incorporation or other equivalent organizational document (as applicable in the case of the jurisdiction of incorporation of the prospective Bidder and, in case the prospective Bidder is a special purpose vehicle set up for submitting the Bid, of the Parent Company), including

amendments, if any, certified by the company secretary, or equivalent or a director of the prospective Bidder (as an annexure to this Format)

- h. If the prospective Bidder is a consortium, then copy of the Memorandum and Articles of Association and certificate of incorporation or other equivalent organizational document (as applicable in the case of a foreign company), including their amendments of each of the consortium member (certified by the company secretary or a director) (as attachment to this document).
- i. Annual report or audited financial statements of the prospective Bidder, Parent Company and corporate guarantor, if applicable for the preceding 3 (three) years.
- j. Please provide details in following format for directors of prospective Bidder, and in case the prospective Bidder is a special purpose vehicle set up for submitting the Bid, provide details of directors of the Parent Company as per format below:

Name	Designation	Identification Nos. (DIN, PAN, Passport)	Full Address	Other Directorships

The prospective Bidder shall submit photocopy of 'know your customer' details for each of the Directors. Please confirm if any of the above have been disqualified to act as a director under the provisions of the Companies Act, and if so, please share all relevant details of the same.

- k. Details of Ownership Structure of the prospective Bidder (in case the prospective Bidder is a listed company, please provide details of persons owning 10% (ten percent) or more of the total paid up equity of the prospective Bidder).
- l. Please provide details of Parent Company, ultimate Parent and Group Companies of the prospective Bidder and corporate guarantor (if any corporate guarantee constitutes part of the Bid), and their respective business activity. The determination of relationship of Parent Company, Ultimate Parent and/or the Group Companies of the prospective Bidder shall be as on date of submission of the Bid Application Form;
- m. Please provide a list of persons acting jointly, persons acting in concert and connected persons (as per Section 29A). Please also explain relationship of prospective Bidder with all connected persons. The Liquidator may request for credit opinion/ CIBIL Reports of connected persons as appropriate. [In case of any exemption available, please explain the same].

ANNEXURE 3

Affidavit by the Bidder in respect of Section 29A

(To be notarized on non-judicial stamp paper)

ON RS. 100/- STAMP PAPER

I, _____ [name of the chairman/ managing director/ director/ authorized person of prospective bid applicant, authorized by the Board of the Prospective Applicant for giving such affidavit, son of _____, aged about _____ years, currently residing at _____ and having Aadhaar/ Passport number _____, on behalf of _____ (**"Prospective Applicant"**), do solemnly affirm and state to Mr. Kamal Kishor Gurnani (IBBI Registration No. IBBI/IPA-001/IP/P-01463/2018-2019/12338) (**"Liquidator"**), the liquidator of Salelink Ecom Private Limited (**"Corporate Debtor"**), as follows:

1. That I am duly authorised and competent to make and affirm the instant affidavit for and on behalf of the Prospective Applicant in terms of the resolution of its board of directors/ power of attorney to provide other necessary details of such authorization. The said document is true, valid and genuine to the best of my knowledge, information and belief.
2. That the Prospective Applicant is not ineligible under Section 29A of the Insolvency and Bankruptcy Code, 2016 (**"IBC"**) to submit bid application for purchase of assets of Salelink Ecom Private Limited.
3. That none of the Prospective Applicant or any person acting jointly or in concert with the Prospective Applicant:
 - (a) is an undischarged insolvent;
 - (b) is a willful defaulter in accordance with the guidelines of the Reserve Bank of India issued under the Banking Regulation Act, 1949;
 - (c) at the time of submission of the bid application has an account, or an account of a Corporate Debtor under the management or control of such person or of

whom such person is a promoter, classified as non-performing asset in accordance with the guidelines of the Reserve Bank of India issued under the Banking Regulation Act, 1949 or the guidelines of a financial sector regulator issued under any other law for the time being in force, and at least a period of one year has lapsed from the date of such classification till the date of commencement of liquidation of the Corporate Debtor.

- (d) has been convicted for any offence punishable with imprisonment –
 - (i) for 2 (two) years or more under any Act specified under the Twelfth Schedule of the IBC;
 - or
 - (ii) for 7 (seven) years or more under any law for the time being in force:
- (e) is disqualified to act as a director under Companies Act, 2013;
- (f) is prohibited by the Securities Exchange Board of India from trading in securities or accessing the securities market;
- (g) has been a promoter or in the management or control of a company in which a preferential transaction, undervalued transaction, extortionate credit transaction or fraudulent transaction has taken place and in respect of which an order has been made by the Adjudicating Authority under the IBC;
- (h) has executed a guarantee in favour of a creditor in respect of a corporate debtor against which an application for insolvency resolution made by such creditor has been admitted under this IBC and such guarantee has been invoked by the creditor and remains unpaid in full or part;
- (i) is subject to any disability, corresponding to clauses (a) to (h), under any law in a jurisdiction outside India; or
- (j) has a connected person not eligible under clauses (a) to (i), where ‘connected person’ means:

- (i) any person who is the promoter or in the management or control of the Prospective Applicant; or
- (ii) any person who shall be the promoter or in management or control of the business of the Corporate Debtor during the e-auction process; or
- (iii) the holding company, subsidiary company, associate company or related party of a person referred to in clauses (i) and (ii).

4. That the Prospective Applicant unconditionally and irrevocably represents, and confirms that it is eligible under the terms and provisions of the IBC (read with the relevant regulations framed there under) to submit an application and it shall provide all documents, representations and information as may be required by the Liquidator to substantiate that the Prospective Applicant is eligible under the IBC to submit an application in respect of purchase of assets of Salelink Ecom Private Limited.
5. That the Prospective Applicant unconditionally and irrevocably undertakes that it shall provide all data documents and information as may be required by the Liquidator to verify the statements made under this affidavit.
6. That the Prospective Applicant understands that the Liquidator may evaluate the bid application to be submitted by the Prospective Applicant or any other person acting jointly with it and such evaluation shall be on the basis of the confirmations, representations and warranties provided by the Prospective Applicant under this affidavit.
7. If, at any time after the submission of this affidavit and before the declaration of the Successful Bidder under the e-auction process of Salelink Ecom Private Limited by the Liquidator under the IBC, the Prospective Applicant becomes ineligible to be a Prospective Applicant as per the provisions of the IBC (and in particular Section 29A of the IBC), the fact of such ineligibility shall be forthwith brought to the attention of the Liquidator.

Solemnly affirmed at _____

on the _____ day of _____ 2023

DEPONENT

Before me,

Notary/Oath Commissioner

VERIFICATION:

I, _____ [name of the chairman/managing director/director/authorised person of Prospective Applicant, authorized by the Board of the Prospective Applicant company (in case of a company) for giving such affidavit] the deponent above named, on behalf of _____, currently residing at _____, do hereby solemnly state on oath and declare and verify that the contents of the above affidavit are true, correct and complete to the best of my knowledge and nothing material has been concealed therein.

Verified at _____, on this the _____ day of _____ 2023

DEPONENT

ANNEXURE 4

CONFIDENTIALITY UNDERTAKING

(To be notarized on non-judicial stamp paper)

ON RS. 100/- STAMP PAPER

This Confidentiality Undertaking has been signed by (Name of potential Bidders) having its office at _____ acting through Mr. (Name of person authorised by potential Bidder(s)), the authorized signatory/authorized representative (“**Bidder**”), which expression shall, unless repugnant to the context, be deemed to include its successors, assigns or legal representative) in favour of Mr. Kamal Kishor Gurnani, an Insolvency Professional having registration no. IBBI/IPA-001/IP/P-01463/2018-2019/12338.

WHEREAS Salelink Ecom Private Limited, Company under the provisions of the Companies Act, 2013 is undergoing liquidation vide NCLT Mumbai Bench (“NCLT”) order dated 13th January 2023, vide the said NCLT Order Mr. Kamal Kishor Gurnani, a registered insolvency professional with Insolvency and Bankruptcy Board of India (IBBI) having registration number IBBI/IPA-001/IP/P-01463/2018-2019/12338 has been appointed as liquidator to manage, protect, sell and liquidate the property, assets, business and other affairs of Salelink Ecom Private Limited.

WHEREAS the Liquidator has invited prospective Bidders for the purpose of submission of bid through e-auction process in respect of sale of assets of the Corporate Debtor as sale of the assets in parcel of the Corporate Debtor, as the case may be in accordance with the provisions of Process Memorandum and provisions of Insolvency and Bankruptcy Code, 2016 (“**IBC**”) read with the Insolvency and Bankruptcy Board of India (Liquidation Process) Regulations, 2016 (“**Liquidation Process Regulations**”).

WHEREAS the Liquidator is required to share certain data, documents in relation to the Company for facilitating the prospective Bidder(s) in their due diligence after receiving an undertaking from each of the potential Bidder(s) to the effect that such member shall maintain confidentiality of the information received from the data room and during the course of due diligence and shall not use such information to cause an undue gain or undue loss to itself or

any other person and comply with the requirements under IBC and Liquidation Process Regulations.

THEREFORE, the Bidder (s) hereby declare(s) and undertake(s) as follows:

1. The Bidder(s) shall not divulge any part of the information received pursuant to the Process Memorandum or accessed through the data room which shall mean the virtual data room maintained by the Liquidator, created for the Qualified Bidders to access information in relation to the Company (“Data Room”) or any other data shared by the Liquidator, through oral or written communication or through any mode to anyone and the same shall constitute “Confidential Information”. Any information or documents generated or derived by the recipients of Confidential Information that contains, reflects or is derived from any Confidential Information shall also be deemed as Confidential Information.
2. The Bidder (s) further unconditionally and irrevocably undertake and declare that
 - a. the Confidential Information shall be kept secret and confidential by the Bidder (s) and shall be used solely in accordance with the terms of the IBC;
 - b. the Bidder(s) shall not use the Confidential Information to cause any undue gain or undue loss to itself, the Company, Liquidator or any other person;
 - c. the Bidder(s) shall comply with all provisions of Applicable Law(s) for the time being in force relating to confidentiality and insider trading;
 - d. the Bidder (s) shall protect any intellectual property of the Company which it may have access to;
 - e. the Confidential Information may only be disclosed to and shared with any employees or its advisors by the Bidder(s), in accordance with Applicable Law(s), including in relation to confidentiality and insider trading, and terms of this Confidentiality Undertaking on a strict need-to-know basis and only to the extent necessary for and in relation to the liquidation process of the Company, provided that the Bidder binds such employees and third parties, by way of an undertaking/ agreements, to terms at least as restrictive as those stated in this Confidentiality Undertaking;
 - f. the Bidder(s) shall ensure that all Confidential Information is kept safe and secured at all times and is protected from unauthorised access, use, dissemination, copying, any theft or leakage;

- g. the Bidder(s) shall immediately destroy and permanently erase all Confidential Information upon the completion of the sale of the assets in parcel of the Corporate Debtor, as the case may be as provided under Process Memorandum and the Liquidation Process Regulations;
 - h. the Bidder(s) shall take all necessary steps to safeguard the privacy and confidentiality of the information received either pursuant to the Process Memorandum or through the access of the Data Room and shall use its best endeavors to secure that no person acting on its behalf divulges or discloses or uses any part of the Confidential Information, including but not limited to the financial position of the Company, all information related to disputes by or against the Company and other matter pertaining to the Company; and
 - i. the Bidder(s) shall be responsible for any breach of obligations under this confidentiality undertaking (including any breach of confidentiality obligations by any employee or advisor or agent or director of the Bidder) and shall indemnify the Liquidator for any loss, damages, expenses and costs incurred by the Liquidator due to such breach of such obligations by the Bidder (s) or any person acting on its behalf.
3. Notwithstanding anything to the contrary contained herein, the following information shall however not be construed as Confidential Information:
- a. information which, at the time of disclosure to the Bidder(s) was already in the public domain without violation of any provisions of Applicable Law(s); or
 - b. information which, after disclosure to the Bidder(s) becomes publicly available and accessible without violation of Applicable Law(s) or a breach of this Confidentiality Undertaking; or
 - c. information which was, lawfully and without any breach of this Confidentiality Undertaking, in the possession of the Bidder (s) prior to its disclosure, as evidenced by the records of the Bidder(s).
4. The Bidder(s) hereby expressly agrees and acknowledges that the Liquidator makes no representation, warranty or inducement, whether express or implied, as to the accuracy, completeness, authenticity or adequacy of the information (including but not limited to the Confidential Information) provided to the Bidder(s) in the Process Memorandum/ Data Room. The Bidder(s) further agrees and acknowledges that the Liquidator shall not be liable to the Bidder(s) for any damage arising in any way out of the use of the

Confidential Information and further that the Bidder(s) shall not have any claim against the Liquidator or the Company in relation to any information provided.

5. The terms of this Confidentiality Undertaking may be modified or waived only by a separate instrument in writing signed by the Bidder(s) and the Liquidator that expressly modifies or waives any such term.
6. Damages may not be an adequate remedy for a breach of this Confidentiality Undertaking and the Liquidator may be entitled to the remedies of injunction, specific performance and other equitable relief for a threatened or actual breach of this Confidentiality Undertaking.
7. Nothing in this Confidentiality Undertaking shall have the effect of limiting or restricting the liability of the Bidder(s) arising as a result of its fraud or willful default as defined under Applicable Law(s).
8. The undersigned hereby represents and warrants that it has the requisite power and authority to execute, deliver and perform its obligations under this Confidentiality Undertaking.
9. This Confidentiality Undertaking and any dispute, claim or obligation arising out of or about it shall be governed by and construed in accordance with Indian laws and the courts and tribunal of Mumbai shall have exclusive jurisdiction over matters arising out of or relating to this Confidentiality Undertaking.
10. Capitalized terms not defined under this Confidentiality Undertaking shall have the same meaning as provided in the Process Memorandum.

I further declare that I, the undersigned have full knowledge of the contents provided in this undertaking and have absolute authority to sign this undertaking on behalf of [insert the name of the Bidder (s)].

Signed on behalf of

(Name of Bidder(s))

by Mr. _____

(Name and Designation)

Authorised Signatory

Date:

Place:

Note- In case of consortium, undertaking to be executed by each of the members

ANNEXURE – 5

BOARD RESOLUTION

(On the letter head of the Bidder)

CERTIFIED TRUE COPY OF RESOLUTION PASSED BY THE BOARD OF DIRECTORS (“**BOARD**”) OF _____ (**Company**) IN THE MEETING HELD ON [Insert Date], AT [Insert Time] AT [Insert Place]

WHEREAS pursuant to the E-auction Process Memorandum for the sale of assets in parcel, of the Salelink Ecom Private Limited (In Liquidation) dated 1 July 2023, issued by Mr. Kamal Kishor Gurnani (IBBI Registration No. IBBI/IPA-001/IP/P-01463/2018-2019/12338) (“**Liquidator**”), the liquidator of Salelink Ecom Private Limited, the Company being a prospective applicant is desirous of submitting a Bid Application for the purchase of assets of Salelink Ecom Private Limited in accordance with the requirements of the Process Memorandum published on <https://nesl.co.in/auction-notice-under-ibc/>, for the above-mentioned auction.

In view of the above, the Board has resolved as follows:

“**RESOLVED THAT** the draft of the Application Form placed before us is hereby approved for submission to the Liquidator of Salelink Ecom Private Limited, in accordance with the terms of the Process Memorandum.”

“**RESOLVED THAT Mr./Ms.** _____, be and is hereby authorised to take all the steps required to be taken by the Company for the submission of the Bid Application in accordance with the terms of the Process Memorandum, including the following:

- (a) submit the Application Form and other requisite documents, in accordance with the terms of the Process Memorandum;
- (b) execute all other agreements, deeds, forms, writings, affidavits and power of attorney as may be required in relation to the Process Memorandum, any amendments or modifications thereto as may be suggested by the Liquidator of Salelink Ecom Private Limited, to do any such executed agreements, documents or other writings and in general to do all such acts, deeds and all things as may be required or considered necessary under or in respect of the Process Memorandum;

- (c) submit necessary clarifications or information in relation to the Bid Application, as may be required in accordance with the Process Memorandum by the Liquidator;
- (d) pay such amounts and consideration, in the manner as may be agreed with the Liquidator, in accordance with the procedure set out under the Process Memorandum;
- (e) to generally do or cause to be done all such acts, matters, deeds and things as may be necessary or desirable in connection with or incidental or for the purpose of implementation and giving effect to the above resolutions for and on behalf of the Company, and to comply with all other requirements in this regard.”

“**RESOLVED FURTHER THAT** a certified copy of the foregoing resolution be furnished as may be required, under the signature of [the Company Secretary/ any two of the Directors of the Company].”

Certified to be true

For the Company

Director/Company Secretary

ANNEXURE 6
EARNEST MONEY DEPOSIT FORM

Date:

To,

Mr. Kamal Kishor Gurnani (Liquidator),
Salelink Ecom Private Limited (In Liquidation).

Flat No. 402, Plazio CHA Building 23E, Near S.M. Shetty School,
Powai, Mumbai – 400076

Corresponding Address: Renascence Insolvency Resolution
Professionals Private Limited, 101, Kanakia Atrium 2, Cross Road A,
Chakala MIDC, Andheri East, Mumbai - 400093;
Landmark Behind Courtyard Marriott

**REF. ADVERTISEMENT ISSUED IN FREE PRESS JOURNAL (ENGLISH) AND
NAKAL (MARATHI) IN MUMBAI EDITION ON 1 JULY 2023 & HOSTED ON
THE WEBSITE [HTTPS://NESL.CO.IN/AUCTION-NOTICES-UNDER-IBC/](https://nesl.co.in/auCTION-notices-under-IBC/) FOR
SALE OF ASSETS IN PARCEL OF SALELINK ECOM PRIVATE LIMITED (IN
LIQUIDATION).**

I/We/ M/s am desirous in participating in the e-auction of the sale of assets in parcel of the
Salelink Ecom Private Limited (under Liquidation) announced by you in the newspaper
publication dated 1 July 2023 in (Name of media
journal).

BID for:	
-----------------	--

I/We /M/s., the Bidder/s, do hereby state that, I/we/M/s. have read the Bid Document and the
terms and conditions of the Bid and the above advertisement and understood them fully.
I/We/M/s. hereby unconditionally agree to conform with and to be bound by the said

conditions. My/Our offer for purchase of the Asset as appearing in the Bid document is as under:

1.	(a)	Full Name of the Bidder with Telephone Nos. Mobile Nos. E-mail ID.	
	(b)	Address of the Bidder along with the address proof	
	(i)	Office	
	(ii)	Residence	
2.	Details of EMD		
	(i)	Mode of Payment	RTGS / NEFT/ Bank Transfer/Demand Draft
	(ii)	UTR No./Demand Draft No.	
	(iii)	Date	
	(iv)	Account Holder's Name	
	(v)	Bank Name	
	(vi)	Branch Name	
	(vii)	IFSC Code	
	(v)	Amount Deposited	

1. I/We request you to kindly verify the same and arrange with the auction portal for issue of an ID and password to enable us to take part in the E-Auction.

2. I/We/M/s. agree if any of the statement / information revealed by me/us is found incorrect, my/our Bid document is liable to be cancelled and, in such case, the Earnest Money Deposit paid by me/us is liable to be forfeited by the Liquidator and the Liquidator is at liberty to annul the offer made to me/us at any point of time.

3. I/We /M/s. also agree that after my/our offer given in my/our bid for purchase of an asset(s) is accepted by the Liquidator and If I/We/M/s. breach any of the conditions under this Process Memorandum or am/are/is found to have made any misrepresentation or am/are/is

found to be ineligible to submit the Bid under Section 29A of the IBC (as amended from time to time) or is found to have made a false or misleading declaration of eligibility under Section 29A of the IBC or am/are/is found to be, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in the auction process or has, undertaken any action in respect of such process which results in the breach of any applicable law including the Prevention of Corruption Act, 1988 or Default in payment of the balance sale consideration by the Successful Bidder within the timeframe set out this Process Memorandum or not able to complete the transaction within the time limit specified in the Process Memorandum for any reason whatsoever and / or fail to fulfil any/all the terms and conditions of the Process Memorandum, the Earnest Money Deposit paid by me/us along with the Bid document is liable to be forfeited by the Liquidator and that the Liquidator has also a right to proceed against me / us for specific performance of the contract.

4. I/We/M/s. will not claim any interest from the date of submission of Earnest Money in case the process of sale is delayed for any reason.

5. I/ We understand that the Earnest Money of all Bidders shall be retained by the Liquidator and returned only after the conclusion of the auction process as per the timelines mentioned. I/We state that I/We have fully understood the terms and conditions therein and agree to be bound by the same.

The general terms and conditions of sale are received, read and acceptable to me / us.

NOTE: Each page of this form shall be duly signed by bidder.

Place:

Date:

Signature of the Bidder

(M/s. _____)

[Rubber stamp of the proprietor/company/firm]

Name

Designation

ANNEXURE 7

1. DESCRIPTION OF ASSETS

PLANT AND MACHINERY AND INVENTORIES:

Plant & Machinery and Inventories at Ground Floor, Gala No. 5 & 6, KK Patil Estate, Dapoda Road, Landmark next to Parasnath Complex, Bhiwandi-421302, Maharashtra

The subject property to be sold is unit located at Ground Floor, Gala No. 5 & 6, KK Patil Estate, Dapoda Road, Landmark next to Parasnath Complex, Bhiwandi-421302, Maharashtra. The said asset is proposed to be sold on “As is where is basis”, “As is what is basis”, “whatever there is basis” and “no recourse basis”.

The details of the assets along with the Reserve Price, EMD and Incremental Bid are as follows:

(Amount in INR.)				
Options.	Asset	Reserve Price	EMD Amount	Incremental Bid Amount
A.	Sale of Assets in parcel (Under Regulation 32(d) of Liquidation Regulations, 2016)			
	Plant & Machinery and Inventories	73,23,000	7,32,000	1,00,000
B.	Sale of Assets in parcel (Under Regulation 32(d) of Liquidation Regulations, 2016) (In case no bids received for Auction under Sr. No. A)			
B1	Plant and Machinery	72,33,000	7,23,000	1,00,000
B2	Inventories	90,000	9,000	10,000

Approximate Bifurcation of Reserve price of INR 73,23,000 of Plant & Machinery and Inventories of corporate debtor at Ground Floor, Gala No. 5 & 6, KK Patil Estate, Dapoda Road, Landmark next to Parasnath Complex, Bhiwandi-421302, Maharashtra

1. Plant and Machinery and Inventories at Ground Floor, Gala No. 5 & 6, KK Patil Estate, Dapoda Road, Landmark next to Parasnath Complex, Bhiwandi-421302, Maharashtra – INR 72,33,000.
2. Plant and Machinery at Ground Floor, Gala No. 5 & 6, KK Patil Estate, Dapoda Road, Landmark next to Parasnath Complex, Bhiwandi-421302, Maharashtra – INR 72,33,000.

3. Inventories at Ground Floor, Gala No. 5 & 6, KK Patil Estate, Dapoda Road, Landmark next to Parasnath Complex, Bhiwandi-421302, Maharashtra – INR 90,000

Clarification on applicability of GST on assets of SALELINK ECOM PRIVATE LIMITED to be auctioned on 31 July 2023 -

- a) Plant and Machinery - GST is applicable on plant and machinery. Please note that the GST portion on the Plant and Machinery is to be paid over and above the final auction price by the successful bidder.
- b) Inventory – GST is applicable on Inventory. Please note that the GST portion on the Inventory is to be paid over and above the final auction price by the successful bidder.

Please note that, the bidder shall do the necessary due diligence and consult their tax consultants or any other professional for applicability of taxes, stamp duties, cess or transfer charges on the assets which they intend to submit their bid for. The liquidator has provided all the clarifications and information as per his knowledge and shall not be held responsible in case of additional applicable taxes then mentioned aforesaid.

Detailed Bifurcation of Reserve Price for Plant & Machinery and Inventories to be auctioned on 31 July 2023 -

- Plant & Machinery and Inventories - INR 73,23,000
 - Inventories - INR 72,33,000
 - Inventories - INR 90,000
- The Bidder shall take an informed decision before making bid and shall not held liquidator or NESL portal responsible for any information that according to him/them is not made available to the bidders. Non-payment of applicable taxes i.e., GST and any other taxes or stamp duties as applicable under any other law for the time being in force on the sale of assets of the corporate debtor will make the sale unsuccessful and will lead to forfeiture of EMD amount deposited by the bidder





Exhibit 1.
List of Machineries

Sr. No.	Name of Machinery
1.	Vehicle, Maestro Edge vx
2.	Air Dryer with Pre and Mic
3.	Air Compressor, T507120HN, 220L, 7.5hp
4.	15100 Aeon Compact Kyo8DGP, Garment Printing Machine
5.	Humidifier
6.	Viper Garment Treatment
7.	Four Chairs
8.	Table
9.	Air Conditioner
10.	Aluminium Cabin
11.	Computer
12.	HP Printer
13.	Servomax Voltage Stabilizer

List of Inventories

Sr. No.	Particulars
1.	Raw Materials of clothes
2.	Finished Goods- T Shirts
3.	Finished Goods- Ladies Track Pants
4.	Finished Goods- Hoodie
5.	Finished Goods- Men's Joggers