

**HeidelbergCement India Limited**  
CIN: L26942HR1958FLC042301  
Registered Office  
2nd Floor, Block B, DLF Cyber Greens,  
DLF Cyber City, Phase-III,  
Gurugram, Haryana 122002, India  
Phone +91-124-4503700  
Fax +91-124-4147698  
Website: www.mycemco.com

HCIL:SECTL:SE:2025-26

06 June 2025

BSE Ltd.  
Listing Department  
Phiroze Jeejeebhoy Towers  
Dalal Street, Fort,  
Mumbai - 400001  
Scrip Code:500292

National Stock Exchange of India Ltd.  
Listing Department,  
Exchange Plaza, C/1, Block G,  
Bandra Kurla Complex, Bandra (E)  
Mumbai - 400 051  
Trading Symbol: Heidelberg

**Sub: Newspaper advertisement confirming dispatch of Postal Ballot Notice**

Dear Sir,

In continuation to our letter dated 05 June 2025 regarding the Postal Ballot Notice, please find enclosed the copies of newspaper advertisement published today in Business Standard, English (all editions) and Business Standard, Hindi (Delhi edition) confirming dispatch of Postal Ballot Notice and providing e-voting facility through NSDL.

The above information will also be made available on the website of the Company:  
[www.mycemco.com](http://www.mycemco.com).

Please take the same on record.

Thanking you,

Yours Faithfully,  
For HeidelbergCement India Ltd.

Ravi Arora  
Vice President- Corporate Affairs &  
Company Secretary

Encl.: a.a



SALE NOTICE

This is to inform the general public that, in my capacity as the appointed Local Commissioner (LC) by the Hon'ble Court of Sh. Hari Kishan CJ (JD) Gurugram, Haryana vide order dated 31.05.2025 in the matter titled as M/S TRUSTLINE SECURITIES LTD. VS. DRAUPADI SHAH bearing Cx Number: EXE/10/2019 to sell the shares of the judgment debtor/concerned party (Laxmi Narayan Saha HUF) which were duly attached as per Hon'ble Court's order dated 27.09.2024.

Any person or entity having any claim regarding the sale by way of auction of attached shares are hereby requested to submit their legally valid objections in writing within 07 days i.e., latest by 12.06.2025 from the date of issuance of this public notice.

No claim shall be entertained after the abovementioned period and all further proceedings shall be done in accordance of the orders of Hon'ble Court for the satisfaction of the decretal amount.

After the expiry of the above seven days the attached shares will be sold through depository RKSVC securities, presently known as Upstox Securities Pvt. Ltd.

Regards, Yash Kalra (Advocate) Local Commissioner M. No: 7678501854 Mail: yashkalra57@gmail.com

Muthoot Mercantile Limited GOLD AUCTION NOTICE

Notice is hereby given for the information of all concerned that Gold ornaments pledged with the under mentioned branches of the company in different branches of UTTAR PRADESH, NEW DELHI, HARYANA & Rajasthan for the period which were overdue for redemption and have not been redeemed so far in spite of repeated notices, will be auctioned on 12.06.2025 at respective branches. Bidders/customers can participate for auction by remitting EMD. In case successful bidding does not take place on this date, pending packets will be auctioned through Online platform via My Shriram Automall India Limited (SAMLI) post auction date. Contact Details: Ph: 0471-2774800

Pledge Nos: UTTAR PRADESH Ghaziabad:- 6456,6524,6537,6583,6663,6832, Bhangel:- 5825,5837,5848,5897,6000,6024,6036,6065,6094,6095,6124, Sanjay Nagar Ghaziabad:- 2448,2505,2531,2586,2587,2811, Lal Kuan:- 1124,1148,1160, 1166, 1172, 1190, 1199, 1256,1263,1296,1322,1336,1364,1370,1396,1399,1406, Daddi:-1142,1190,1212,1244,126 8,1283,1320 , Murad Nagar:- 1007,1018,1019,1102,1121,1138, 1141,1142, 1143, 1176,1187,1192,1194,1199,1204, NEW DELHI - Najafgarh:- 6140,6297,6362,6375,6376,6379,6392,6426,6455, 6511,6512,6522,6533,6535,6557,6563,6616,6625, Laxmi Nagar:- 4197,4636, 4647, 4695,4703,4706,4804,4836,4849,4858,4859,4885,4886, Sunder Vihar:- 1684, 1685,1690,1721,1729,1730,1732,1733,1741,1772,1776,1788, 1789,1798,1819,1844, 1850,1855,1880,1881,1882,1886,1889,1893,1899,1904,1905,1910,1919,1920,1946,2483, 2484,2499,4476,4643,4676,4678,4690,4726, Dwarka More:- 2408, 3307, 3386, 3395, 3400,3408,3495,3502,3518,3530,3569,3573, Nawada:- 4839,5896,5955,6127, Pankh Road:-7439,7537,7543,7550,7603,7604,7677,7707,7711,7748,7768,7793,7810,7824,783 7,7895,Laxmi Nagar Shakarpur:- 4429,4562, 4582,4612,4623,4652,4676,4680,4702, Kartar Nagar:- 6682,7631, 7764,7894, 7938, 8085, 8346, 8432, 8526, 8668, 8708, 8757, 8768,8821,8848,8944,8990,8994,9002,9014,9099,9104,9145,9221,9237,9300,9317,9324, 9348,9371, Karawal Nagar:- 12526,12765,12842,12852,12853,12863,12894,12919, 12945,13036,13041,13042,13048,13071,13078,13135,13178,13207,13217,13284,13289,1 3290,13313,13325,13374,13391,13444,13462,13464,13467,13479,13504,13517,13518,18 7 hajanpur:-2039,2293,2291,2457,2598,2627,2628,2760,2775,2777,2779,2860,287 2,2894,2907,2934,2945,2952,2959,2977,2980,2989,3039,3047,3058,3066,3070,3091,Adh y Nagar:- 6574, Rohini Sector:- 2017,2036,2103,Uttam Nagar:- 1659,2579,3998,3999,4012,4076,4093,4095,4110,4145,4167,4176,4208,4218,4219,4221, 4234,4300,4351,4353,4364,4365,4368,Kirari:- 1170,2472, 2477, 3243, 3253, 3286, 3302, 3324,3533,3548, Nehru Place:- 3917,3928,3941,4012,4048,4075, Adarsh Nagar:- 2588,2680,2699,2625,2689,2714,2738, Lado Sarai:- 1859,1904,2140,2318, Narela:- 1301,3330,3333,3338,3338,3369,3369,3369,3404,3405,3422,3437,3460,3500,3509,3516, 3519,3521, Jeewan Park:- 1644,1650, Mohan Garden:- 2044,2045,2180, North Gonda -2047,2079,2119,2124,2133,2145,2180,2181,2192,2249,2250,2260,2262,2266,2276,228 5, Kapashera:-1917,1948,1964,1978,2039,2067,2100,2134,2138,2153, Naveen Shahdara:-1622,2258,2284,2307,2354,2395,2402,2409,2431,2488,2496,2498,2516,2545 2558, Swaroop Nagar:- 1040,1111,1122,1189,1191, 1225,1230,1234, 1239,1250,1257 1260,1262,1279,1284,1293,1304,1310, Shalimar Garden:-1251, 1279, 1299, 1297, 1300, 1327,1350,1398,1407,1436,1459,1465,1488,1523,1532, Molar Band:- 1222,1266, 1274, 1483,

HARYANA Faridabad:- 7168,7585,7652, 7753, 7774, 7903, 7929, 7932, 7946, Faridabad Sector-29:- 6735,6862,7051,7023,7157,7166,7711, Jawahar Colony:- 1453,12280, 12312,12526,12792,12975,13010,13101,13160,13249,13254,13273,13301,13315,13332,1 3377,13377,13384,13414,13454,13461,13463,13485,13487,13549,13556,13594,13610,13 687,13729,13740,13744,13746,13774,13780, Gurgaon Sector-14:- 2676, 3281,3294,3330,3377,3458,3466,3488,3504,3539,3551,3553, Dundaheza:- 3395, 3436, 3453,3482, 3484,3497,3507,3536,3542,3543,3544,3550,3552,3569,3622,3632,3638,3639, 3646,3696,3699,3706,3709,3729,3734,3747,3757,3763,3785,3787,3802,3812,3828, 3837,3839,3843,3844, Laxmi Vihar:- 2039,2067,2118,2166,2179,2188, Parvathiya Colony:- 1024,1050,1122,1157,1196,121,

Rajasthan Manasoravar :- 1026,1037, Jhotwara:-1017,1027,1062,1076, Vidhyadhar Nagar:- 1006, 1009, 1022, 1063, 1099, 1129,1159,1181,1182,1189, Kanta Chauraha:- 1024, 1039, 1068, 1084,1096,1108,1121,1128,1144, 1164,1186,1189, 1231,1274, 1283, 1286, 1309,1327,1334, Place: TRANDRUM, Date: 05.06.2025

For Muthoot Mercantile Limited, Chairman

हाईडलबर्गसीमेंट इण्डिया लिमिटेड सीआईएस : एच26942एचएन1958एफएलसी042301 पीजीकॉ कॉर्पोरेशन | द्वितीय ताल, बल्लोली-की, डीएलएफ साइबर ग्रीन्स, डीएलएफ साइबर सिटी, फ्लॉ-बी, गुरुग्राम, हरियाणा-122002, फोन: +91 0124-4503700, फैक्स: +91 0124-447898 ईमेल: sales@mycem.in वेबसाइट: www.mycem.com

पोर्टल बंद सूचना ओर रिमोट ई-वोटिंग जानकारी सूचित किया जाता है कि हाईडलबर्गसीमेंट इण्डिया लिमिटेड (कंपनी) ने दिनांक 05 जून 2025, गुरुग्राम को अपने सभी सदस्यों को उनके पीजीकॉ कॉर्पोरेशन पर पोर्टल बंद सूचना और वॉल्यूमेटिक विवरण की इलेक्ट्रॉनिक प्रतियाँ भेजी हैं, ताकि निम्नलिखित प्रस्तावों को पोर्टल बंद के माध्यम से केवल रिमोट ई-वोटिंग द्वारा उनकी सहमति प्राप्त की जा सके -

- क्र.सं. प्रस्तावित विषय प्रस्ताव का प्रकार 1. श्री विमल कुमार चौधरी (DIN 02370072) को कंपनी के नै-कार्यकारी एवं नै-स्वतंत्र निदेशक के रूप में नियुक्ति सामान्य प्रस्ताव 2. श्री विमल कुमार जैन (DIN 0956198) को कंपनी के पूर्णकालिक निदेशक के रूप में पुनः नियुक्ति और पारिभारिक

भारत सरकार को कोरपोरेट कार्य मंत्रालय द्वारा जारी सामान्य परिपत्र क्रमांक 14/2020 दिनांक 8 अक्टूबर, 2020, 17/2020 दिनांक 13 अक्टूबर, 2020, 20/2020 दिनांक 5 मई, 2020, 22/2020 दिनांक 15 जून, 2020, सामान्य परिपत्र क्रमांक 09/2023 दिनांक 25 अक्टूबर, 2023 और सामान्य परिपत्र क्रमांक 09/2024 दिनांक 19 अक्टूबर, 2024 का अन्वय प्रतियुक्ति और विनियम बोर्ड (SEBI) द्वारा जारी परिपत्र क्रमांक SEBI/HO/CFD/CFD-POD-2/P/CI/2023/133 दिनांक 3 अक्टूबर, 2024 और पूर्व में जारी SEBI के अन्य परिपत्रों को साथ पढ़ने के साथ-साथ भारतीय कंपनी सचिव संस्थान द्वारा जारी जनरल गोटिंग पर सचिवीय कानून (SS-2) और अन्य सभी लागू नियमों, विनियमों एवं विधियों (जिनमें किसी भी प्रकार के वैधानिक संशोधन या पुनः अधिनियमन भी सम्मिलित हैं) के अन्वयानुसार, पोर्टल बंद सूचना केवल इलेक्ट्रॉनिक माध्यम से उन सदस्यों को भेजा जा रहा है जिनके ईमेल पते उनका डिफॉल्ट पारिभारिक (यदि शेयर डीमैट रूप में हैं) या कंपनी के रजिस्ट्रार एवं शेयर ट्रॉस्टफर एजेंट (RTA) (यदि शेयर भौतिक रूप में हैं) के पास सुशुद्ध, 30 मई, 2025 (वट-आँफ तिथि) तक पहुंची होंगी।

कंपनी ने अपने सदस्यों को रिमोट ई-वोटिंग की सुविधा प्रदान करने हेतु नेशनल सिक्वोरिटीज डिफॉल्टरी लिमिटेड (एनएसडीएल) की सेवाएं ली हैं। रिमोट ई-वोटिंग की प्रक्रिया पोर्टल बंद सूचना और एनएसडीएल की वेबसाइट www.evoting.nsdl.com पर उपलब्ध है। रिमोट ई-वोटिंग शनिवार, 07 जून 2025 को सुबह 9:00 बजे से सोमो और मंगलवार, 06 जुलाई 2025 को शाम 5:00 बजे तक जारी रहेगी। इसके बाद ई-वोटिंग सुविधा निष्क्रिय हो जाएगी।

ई-वोटिंग के उद्देश्य से वट-आँफ तिथि सुशुद्ध, 30 मई, 2025 निर्धारित की गई है। कोई भी व्यक्ति जिसका नाम वट-आँफ तिथि के अनुसार सदस्यों के रजिस्ट्रार या डिफॉल्टरी द्वारा रखा जाए लामकरी स्वामित्व को रजिस्ट्रार में दर्ज है, वह ई-वोटिंग की सुविधा का लाभ उठाने के लिए पर्याप्त है। कोई भी व्यक्ति जो वट-आँफ तिथि के सदस्य नहीं है, उन्हें इस लामकरी के जानकारी के उद्देश्य से सामान्य वॉल्यूमेटिक प्रस्तावों के मतदान अधिकार कंपनी की इलेक्ट्रॉनिक पोर्टल (एच-आँफ) पर उपलब्ध है। इसके बाद ई-वोटिंग की सुविधा निष्क्रिय हो जाएगी।

भौतिक रूप में शेयर रखने वाले सदस्यों या वे सदस्य जिनको कंपनी या रजिस्ट्रार एवं ट्रॉस्टफर एजेंट (RTA) के साथ अपना ईमेल आईडी प्रोविलेज नहीं किया है, वे अपनी ईमेल आईडी प्रोविलेज करवाए ई-वोटिंग के माध्यम से मतदान कर सकते हैं। जिन सदस्यों ने अभी तक अपना ईमेल पता प्रोविलेज नहीं कराया है, उन्हें अनुरोध है कि यदि उनके पास प्रोविलेजिंग रूप में शेयर हैं तो वे अपना ईमेल पता अपने संबंधित डिफॉल्टरी पारिभारिक (DP) के साथ प्रोविलेज कर दें और यदि उनके पास भौतिक रूप में शेयर हैं तो कंपनी के साथ प्रोविलेज करवाए। इस संदर्भ में अधिक जानकारी के लिए कृपया पोर्टल बंद सूचना के साथ संलग्न प्रस्ताव को देखें। पोर्टल बंद सूचना के साथ स्पेकटोरिय विवरण, निर्देशों से संबंधित नोट्स और ई-वोटिंग प्रक्रिया की विधि कंपनी की वेबसाइट www.mycem.com पर, रजिस्ट्रार एवं शेयर ट्रॉस्टफर एजेंट लिमिटेड और नेशनल डिफॉल्टरी एनएसडीएल लिमिटेड की वेबसाइटों www.nsdl.com और www.nseindia.com पर उपलब्ध हैं।

ई-वोटिंग सुविधा से संबंधित किसी पुष्टावृत्त के मामले में, कृपया तुरंत पुष्टे जाने वाले प्रश्न (एनएसडीएल) और evoting@nsdl.com पर डाउनलोड किए गए प्रश्नों में उपलब्ध ग्राहकसेवा केंद्र के लिए ई-वोटिंग यूजर पुस्तिका का संदर्भ लें या एनएसडीएल से संपर्क करें। 022-48867000 पर संपर्क करें या evoting@nsdl.com पर अनुरोध करें। ई-वोटिंग सुविधा से संबंधित किसी भी शिकायत के लिए, कृपया सूची प्रत्येकी वेबसाइट, एनएसडीएल, तीसरी मंजिल, नेशनल सेक्यर्स, जी वॉल्यूमेटिक, प्लॉट नं. सी-32, बांद्रा कुर्ला कॉम्प्लेक्स, बांद्रा इस्ट, मुंबई-400051 ई-मेल: evoting@nsdl.com से संपर्क करें। परिणामों की घोषणा स्क्रीनटाइपर की रिपोर्ट के साथ मंगलवार, 08 जुलाई, 2025 को या उससे पहले कंपनी के पीजीकॉ कॉर्पोरेशन की वेबसाइट पर की जाएगी और इसे कंपनी की वेबसाइट www.mycem.com पर अपलोड किया जाएगा। साथ ही, यह स्टिक एक्सचेंजों को सूचित किया जाएगा और एनएसडीएल की वेबसाइट www.evoting.nsdl.com पर उपलब्ध करवाया जाएगा।

निदेशक मंडल के आदेश से कृते हाईडलबर्गसीमेंट इण्डिया लिमिटेड हस्ता-रवि अरोड़ा स्थान: गुरुग्राम वाइस प्रेसिडेंट-कोर्पोरेट अफेयर्स एवं कंपनी सचिव

कॉम्पिटेंट ऑटोमोबाइल कंपनी लिमिटेड पंजीकृत कार्यालय : कॉम्पिटेंट हाउस एफ, एच-14, कनॉट प्लेस, नई दिल्ली-110001

CIN : L34102DL1985PLC020668 फोन : 011-45700000 ईमेल : cs@competent-maruti.com, वेब : www.competent-maruti.com

इक्विटी शेयरों का हस्तांतरण निवेशक शिक्षा एवं संरक्षण कोष

कंपनी अधिनियम, 2013 ("अधिनियम") की धारा 124 और निवेशक शिक्षा और संरक्षण निधि प्राधिकरण (लेखा, लेखा परीक्षा, हस्तांतरण और रिफंड) नियम, 2016 ("नियम") की अधिसूचना के अनुसार एतद् द्वारा सूचित किया जाता है कि कॉम्पिटेंट ऑटोमोबाइल कंपनी लिमिटेड ("कंपनी") के शेयरधारकों को सभी शेयरों के संबंध में लामांश लातार सात वर्षों या उससे अधिक समय तक अवैतनिक या लावारिस रहा है, उक्त नियमों के तहत निर्धारित तरीके और समय में निवेशक शिक्षा और संरक्षण कोष (आईईपीएफ) में हस्तांतरित किया जाएगा।

इस संबंध में कंपनी व्यक्तिगत रूप से उन संबंधित शेयरधारकों को आवश्यक कार्रवाई करने के लिए अधिसूचना कर रही है, जिनका लामांश पिछले सात वर्षों से अवैतनिक या लावारिस रहा है, जो वित्त वर्ष 2017-18 से शुरू होता है। ऐसे शेयरधारकों की सूची कंपनी की वेबसाइट पर www.competent-maruti.com पर भी पोस्ट की गई है।

कंपनी के शेयरधारकों जिन्होंने वित्त वर्ष 2017-18 से शुरू होने वाले पिछले सात वर्षों से अपने लामांश का दावा नहीं किया है, वे कंपनी या हमारे रजिस्ट्रार और शेयर ट्रॉस्टफर एजेंट को कंपनी के साथ पड़े लावारिस लामांश का दावा करने के लिए लिख सकते हैं। (पता: मैसर्स स्काईलाइन कानॉनशियल सर्विसेज प्राइवेट लिमिटेड, (CIN:U74899DL1995PTC071324) (यूनिट: कॉम्पिटेंट ऑटोमोबाइल कंपनी लिमिटेड) डी-153ए, पहली मंजिल, ओखला औद्योगिक क्षेत्र, फेज-1, नई दिल्ली-110020, ईमेल: info@skylinereta.com; फोन: 011-40450193-97)

यदि 22 अगस्त, 2025 को या उससे पहले वैध दावा प्राप्त नहीं होता है, तो कंपनी बिना किसी और सूचना के आईईपीएफ प्राधिकरण के पक्ष में इक्विटी शेयरों को स्थानांतरित करने के लिए आगे बढ़ेगी। कृपया ध्यान दें कि उक्त नियमों के अनुसार आईईपीएफ को हस्तांतरित शेयरों के संबंध में कंपनी के खिलफ कोई दावा नहीं होगा। उल्लेखनीय है कि संबंधित शेयरधारक निर्धारित फार्म नं. आईईपीएफ-5 में ऑनलाइन आवेदन करके और फार्म नं. आईईपीएफ-5 में उल्लेखित अपेक्षित दस्तावेजों की भौतिक प्रतियाँ कंपनी को नोडल अधिकारी का मेजरकर आईईपीएफ प्राधिकरण से शेयरों और लामांश का दावा कर सकते हैं। उपरोक्त मामले पर किसी भी प्रश्न के लिए शेयरधारकों से कंपनी के रजिस्ट्रार और शेयर ट्रॉस्टफर एजेंटों से संपर्क करने का अनुरोध किया जाता है।

कृते कॉम्पिटेंट ऑटोमोबाइल कंपनी लिमिटेड हस्ता-रवि अरोड़ा निवेशक शिक्षा एवं संरक्षण कोष

दिनांक : नई दिल्ली दिनांक : 05.06.2025

हिंदुजा हाउसिंग फाइनेंस लिमिटेड

अधिकृत कार्यालय : ए-147-148, इण्डिया टावर, अन्व सेंटर, नर्मदा-400015, मुंबई। फोन : 022-26100000, 26100001, 26100002, 26100003, 26100004, 26100005, 26100006, 26100007, 26100008, 26100009, 26100010, 26100011, 26100012, 26100013, 26100014, 26100015, 26100016, 26100017, 26100018, 26100019, 26100020, 26100021, 26100022, 26100023, 26100024, 26100025, 26100026, 26100027, 26100028, 26100029, 26100030, 26100031, 26100032, 26100033, 26100034, 26100035, 26100036, 26100037, 26100038, 26100039, 26100040, 26100041, 26100042, 26100043, 26100044, 26100045, 26100046, 26100047, 26100048, 26100049, 26100050, 26100051, 26100052, 26100053, 26100054, 26100055, 26100056, 26100057, 26100058, 26100059, 26100060, 26100061, 26100062, 26100063, 26100064, 26100065, 26100066, 26100067, 26100068, 26100069, 26100070, 26100071, 26100072, 26100073, 26100074, 26100075, 26100076, 26100077, 26100078, 26100079, 26100080, 26100081, 26100082, 26100083, 26100084, 26100085, 26100086, 26100087, 26100088, 26100089, 26100090, 26100091, 26100092, 26100093, 26100094, 26100095, 26100096, 26100097, 26100098, 26100099, 26100100, 26100101, 26100102, 26100103, 26100104, 26100105, 26100106, 26100107, 26100108, 26100109, 26100110, 26100111, 26100112, 26100113, 26100114, 26100115, 26100116, 26100117, 26100118, 26100119, 26100120, 26100121, 26100122, 26100123, 26100124, 26100125, 26100126, 26100127, 26100128, 26100129, 26100130, 26100131, 26100132, 26100133, 26100134, 26100135, 26100136, 26100137, 26100138, 26100139, 26100140, 26100141, 26100142, 26100143, 26100144, 26100145, 26100146, 26100147, 26100148, 26100149, 26100150, 26100151, 26100152, 26100153, 26100154, 26100155, 26100156, 26100157, 26100158, 26100159, 26100160, 26100161, 26100162, 26100163, 26100164, 26100165, 26100166, 26100167, 26100168, 26100169, 26100170, 26100171, 26100172, 26100173, 26100174, 26100175, 26100176, 26100177, 26100178, 26100179, 26100180, 26100181, 26100182, 26100183, 26100184, 26100185, 26100186, 26100187, 26100188, 26100189, 26100190, 26100191, 26100192, 26100193, 26100194, 26100195, 26100196, 26100197, 26100198, 26100199, 26100200, 26100201, 26100202, 26100203, 26100204, 26100205, 26100206, 26100207, 26100208, 26100209, 26100210, 26100211, 26100212, 26100213, 26100214, 26100215, 26100216, 26100217, 26100218, 26100219, 26100220, 26100221, 26100222, 26100223, 26100224, 26100225, 26100226, 26100227, 26100228, 26100229, 26100230, 26100231, 26100232, 26100233, 26100234, 26100235, 26100236, 26100237, 26100238, 26100239, 26100240, 26100241, 26100242, 26100243, 26100244, 26100245, 26100246, 26100247, 26100248, 26100249, 26100250, 26100251, 26100252, 26100253, 26100254, 26100255, 26100256, 26100257, 26100258, 26100259, 26100260, 26100261, 26100262, 26100263, 26100264, 26100265, 26100266, 26100267, 26100268, 26100269, 26100270, 26100271, 26100272, 26100273, 26100274, 26100275, 26100276, 26100277, 26100278, 26100279, 26100280, 26100281, 26100282, 26100283, 26100284, 26100285, 26100286, 26100287, 26100288, 26100289, 26100290, 26100291, 26100292, 26100293, 26100294, 26100295, 26100296, 26100297, 26100298, 26100299, 26100300, 26100301, 26100302, 26100303, 26100304, 26100305, 26100306, 26100307, 26100308, 26100309, 26100310, 26100311, 26100312, 26100313, 26100314, 26100315, 26100316, 26100317, 26100318, 26100319, 26100320, 26100321, 26100322, 26100323, 26100324, 26100325, 26100326, 26100327, 26100328, 26100329, 26100330, 26100331, 26100332, 26100333, 26100334, 26100335, 26100336, 26100337, 26100338, 26100339, 26100340, 26100341, 26100342, 26100343, 26100344, 26100345, 26100346, 26100347, 26100348, 26100349, 26100350, 26100351, 26100352, 26100353, 26100354, 26100355, 26100356, 26100357, 26100358, 26100359, 26100360, 26100361, 26100362, 26100363, 26100364, 26100365, 26100366, 26100367, 26100368, 26100369, 26100370, 26100371, 26100372, 26100373, 26100374, 26100375, 26100376, 26100377, 26100378, 26100379, 26100380, 26100381, 26100382, 26100383, 26100384, 26100385, 26100386, 26100387, 26100388, 26100389, 26100390, 26100391, 26100392, 26100393, 26100394, 26100395, 26100396, 26100397, 26100398, 26100399, 26100400, 26100401, 26100402, 26100403, 26100404, 26100405, 26100406, 26100407, 26100408, 26100409, 26100410, 26100411, 26100412, 2610041

# The downside of the putdown

How Indian laws view disparagement in advertising



PHOTO: SHUTTERSTOCK

**BHAVINI MISHRA & ROSHNI SHEKHAR**  
New Delhi/Mumbai, 5 June

To promote a summer beverage manufactured by his company, yoga guru Ramdev recently alleged in a promotional video that a rival company was engaged in "sharbat jhac" — a loaded phrase suggesting that the proceeds of sales would support a particular religious cause.

The statement sparked a row, and Ramdev took down the content after the Delhi High Court issued a sharp rebuke. But the controversy has reignited a longstanding debate around advertising ethics, commercial speech, and what the law defines as disparagement.

There exists a fine line between disparaging and competitive advertising. The nature of the comparison is where the difference lies. While the former is done with negative intent and often demeans the competitor, competitive advertising showcases a brand's strengths.

Also, comparative advertising is allowed within certain legal and ethical boundaries. However, when those comparisons become misleading, malicious, or defamatory, the law steps in.

Disparagement, though not statutorily defined in Indian law, is a recognised tort under common law and has been shaped largely through judicial interpretation, said Sonal Alagh, partner at New Delhi-headquartered law firm Alagh & Kapoor Law Offices.

"In commercial contexts, it typically refers to false and malicious statements that discredit the goods or services of a competitor," she explained. "Courts have applied principles under Section 29(8) read with Section 30(1) of the Trade Marks Act, 1999, which restrict comparative advertising that is misleading or denigrates another's trademark," she added.

Advertisements that succeed in being competitive often use humour, creativity, and clever wordplay without being offensive, explained advertising professional K V Sridhar, who is also the global chief creative officer at consulting firm Nihilent.

Disparaging advertisements with negative intent do not connect with audiences and are often forgotten, Sridhar said, adding that advertisements that mock consumers for their past choices are ineffective and can alienate them.

## Pushing the boundary

In the United States, comparative advertising enjoys broader leeway under free speech protections. Snarky ads, like Pepsi's playful jabs at Coca-Cola, are common and tolerated — unless demonstrably false or misleading.

However, Indian courts, while deciding on such issues, adopt a stricter stance, prioritising brand reputation and public perception over humour, Sonal Madan, partner at New Delhi-based Chadha & Chadha IP Law Firm, said. This cultural and legal divergence reflects India's emphasis on reputational integrity, she added.

Courts have also taken cognisance of the fact that advertisement campaigns or visual media have an immediate impact on the minds of viewers and purchasers, Sohini Mandal, founder at Mumbai-headquartered law firm Nilaya Legal, said.

An ad campaign by Amul, for instance, had claimed that only desserts made from real milk qualified as ice-cream, while

those made from "vanaspati" were frozen desserts. Hindustan Unilever filed a case against Gujarat Cooperative Milk Marketing Federation, which runs and manages Amul, on the matter, and the Bombay High Court held that Amul's ad campaign was disparaging.

In other cases, courts have taken the stance that comments by social media influencers against consumer brands, when backed by scientific evidence, do not amount to defamation. Last month, the Delhi High Court laid down the broad contours for the protection of social media influencers locked in legal battles with large companies.

"While in the 2024 matter of Zydus versus Prashant Desai, in Delhi High Court, it was held that a social media influencer cannot express his/her ideas or opinions freely without any substantive basis and/or backing, the underlying principle that the courts are seemingly applying is that commercial speech that is deceptive, unfair, misleading or untruthful would be restricted," Mandal said.

## Friendly banter, or not

Disparaging advertisements are intended to shock at two levels of trade and consumer, Sandeep Goyal, chairman of advertising firm Rediffusion, said. "The public affronts help the sales team with trade, shows fearlessness in claims of product superiority, and displays a never-say-die attitude, which helps market confidence. For consumers, it does help with fence-sitter conversion," he added.

In a court of law, any aggrieved company must establish that the advertisement in question references their product explicitly or impliedly; that the claims made are false or misleading; that there was intent to cause harm or ridicule; and that there is a likelihood of consumer confusion or reputational damage, Alagh said.

Comparative advertising, on the other hand, is legal if it does not amount to unfair attacks on competitors, experts said. Comparative advertising involves brands comparing their products or services with competitors to highlight superior quality or efficacy, Lavin Hirani, managing partner at law firm Hirani & Associates, Mumbai, said.

Good competitive advertisements engage and entertain, with forgiving, friendly banter, rather than seriously attacking each other, Sridhar said.

Brands are allowed to highlight their strengths against rivals if the statements made are fact-based and verified, added Alay Razvi, managing partner of law firm Accord Juris, Hyderabad. "It will not be permissible if it is humiliation, misleading, or malicious comparisons that can tarnish someone's brand image," he added. "If the line is crossed, the advertising moves from healthy competition to intentional denigration," he added.

Challenger brands, which sell products that are not market leaders or at the top of the market, can make an impact by "punching up" at market-leading brands, leveraging their strong recall to highlight the challenger brand's advantages. But when top brands "punch down", it often invites backlash, Siddharth Devnani, co-founder and chief operating officer at SoCheers, a digital-first creative agency, said.

The line might be fine, but in the eyes of law, it is firm.

## Legal framework

**Consumer Protection Act, 2019:** Identifies misleading advertising as an unfair trade practice, with penalties of ₹10-50 lakh and orders to remove or modify ads

**Trade Marks Act, 1999:** Protects trademarks from being misused in advertising that could harm their reputation

**Civil Law (Tort of Defamation):** Allows affected brands to sue for reputational damage

**Advertising Standards Council of India code:** Industry's self-regulatory code, which influences advertising ethics but lacks statutory power

**Article 19(1)(a) of the Constitution:** Protects commercial speech, including advertisements, subject to reasonable restrictions under Article 19(2)

**Competition Act, 2002:** The Competition Commission of India may investigate advertisements creating market dominance through unfair practices

## Key precedents

**PepsiCo versus Hindustan Coca-Cola (1999):** Held that puffery is allowed but not disparagement

**Reckitt Benckiser (India) Ltd versus Naga Ltd and Ors (2003):** Held that truthful differentiation of a competitor's product (e.g., Dettol soap's lack of antiseptic properties) does not constitute disparagement

**Reckitt & Colman of India Ltd. versus MP Ramchandran & Anr (2010):** Established that brands may claim superiority but cannot falsely depict competitors' products as inferior

**Colgate-Palmolive versus Hindustan Unilever (2014):** The court allowed comparative ad but banned the ad's TV version for mocking the competitor's product

**HeidelbergCement India Limited**  
CIN: L26942HR1958FLC042301  
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Tel.: Ph. +91 0124-4503700, Fax +91 0124-4147698  
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**POSTAL BALLOT NOTICE AND REMOTE E-VOTING INFORMATION**  
Notice is hereby given that HeidelbergCement India Limited ("the Company") on Thursday, June 05, 2025 has sent the electronic copies of Postal Ballot Notice along with the Explanatory Statement to all members of the Company, on their registered e-mail address for seeking their consent by passing resolutions on the following business which is proposed to be transacted by Postal Ballot through remote e-voting means only:-

S.No.	Description of proposed item	Type of Resolution
1.	Appointment of Mr. Vimal Kumar Choudhary (DIN:02370072) as a Non-Executive & Non-Independent Director of the Company	Ordinary Resolution
2.	Re-appointment and Remuneration of Mr. Vimal Kumar Jain (holding DIN 09561918) as Whole Time Director of the Company	Special Resolution

In compliance with General Circular Nos. 14/2020 dated April 8, 2020, 17/2020 dated April 13, 2020, 20/2020 dated May 5, 2020, 22/2020 dated June 15, 2020, read with other relevant circulars including General Circular No. 09/2023 dated September 25, 2023 and General Circular No. 09/2024 dated September 19, 2024 issued by the Ministry of Corporate Affairs, Government of India, SEBI Circular No. SEBI/HO/CFD/CFD-PoD-2/P/CIR/2024/133 dated October 03, 2024 read with earlier Circulars issued by SEBI, Secretarial Standard ("SS-2") on General Meetings issued by the Institute of Company Secretaries of India and any other applicable law, rules and regulations (including any statutory modification(s) or re-enactment(s) thereof, for the time being in force), the Postal Ballot Notice is being sent only through electronic mode to those Members whose e-mail addresses are registered with their depository participants (in case of shares held in demat form) or with the Company's Registrar & Share Transfer Agent (RTA) (in case of shares held in physical form), as on Friday, May30, 2025 (cut-off date).

The Company has engaged the services of National Securities Depository Limited (NSDL) for the purpose of providing remote e-voting facility to all its members. The procedure for remote e-voting is available in the Postal Ballot Notice and on the NSDL website: [www.evoting.nsdl.com](http://www.evoting.nsdl.com)

Notice is further given that the remote e-voting will commence on Saturday, June 07, 2025, at 9.00 a.m. onwards and will continue till 5.00 p.m. on Sunday, July 06, 2025. Thereafter, the remote e-voting facility will be disabled after 5.00 p.m. on Sunday, July 06, 2025.

The cut-off date for the purpose of remote e-voting has been fixed as Friday, May 30, 2025. A person whose name is recorded in the register of members or register of beneficial owners maintained by depositories as on cut-off date shall be entitled to avail the facility of remote e-voting. Any person who is not a member as on the cut-off date should treat this Notice for information purpose only. The voting rights of the members shall be in proportion to the paid-up value of their shares in the equity capital of the Company as on the said cut-off date.

Members holding shares in physical form or those who have not registered their e-mail ID with Company or RTA can cast their vote through remote e-voting by registering their e-mail ID. Members who have not yet registered their email addresses are requested to register the same with their respective DPs in case the shares are held by them in electronic form and with the Company in case the shares are held by them in physical form. Please refer the notes appended to the Postal Ballot Notice for more details in this regard.

The Postal Ballot Notice along with the Explanatory Statement, notes containing instructions and manner of e-voting process is available on the Company's website [www.mycemco.com](http://www.mycemco.com), websites of the Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited at [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com) respectively and on the website of NSDL i.e. [www.evoting.nsdl.com](http://www.evoting.nsdl.com)

In case of any queries/grievances pertaining to remote e-Voting, you may refer the Frequently Asked Questions ("FAQs") and E-Voting user manual for Shareholders available at the 'Download' section of [www.evoting.nsdl.com](http://www.evoting.nsdl.com) or call on no.: 022 - 4886 7000 or contact Ms. Pallavi Mahatre - Senior Manager at their designated e-mail addresses: [evoting@nsdl.com](mailto:evoting@nsdl.com) The Postal Exchange of NSDL is 3rd Floor, Naman Chamber, Plot C-32, G-Block, Bandra Kurla Complex, Bandra East, Mumbai, Maharashtra - 400051.

The Result shall be declared along with the Scrutinizer's Report on or before Tuesday, July 08, 2025 at the Registered Office of the Company and shall also be placed on the Company's website [www.mycemco.com](http://www.mycemco.com) as well as communicated to the Stock Exchanges and placed on the website of NSDL [www.evoting.nsdl.com](http://www.evoting.nsdl.com)

**By Order of the Board of Directors  
For HeidelbergCement India Limited**  
Sd/-  
Ravi Arora  
Vice President- Corporate Affairs & Company Secretary

Place : Gurugram  
Date : 05 June 2025

**Ramkrishna Forgings Limited**  
CIN No: L74210WB1981PLC034281  
23 CIRCUS AVENUE, KOLKATA-700017.  
Phone: 033-7122 0900, Fax:033-7122 0998  
Email- [secretarial@ramkrishnaforgings.com](mailto:secretarial@ramkrishnaforgings.com) Website: [www.ramkrishnaforgings.com](http://www.ramkrishnaforgings.com)

**NOTICE OF EXTRA ORDINARY GENERAL MEETING (EGM), INFORMATION ON E-VOTING AND CUT-OFF DATE**

Notice is hereby given that the Extra Ordinary General Meeting ("EGM") of the Members of Ramkrishna Forgings Limited will be held on Saturday, 28 June, 2025 at 11:00 A.M. (IST) through Video Conferencing ("VC")/Other Audio Visual Means ("OAVM") facility to transact the business, as set out in the notice of EGM dated 31 May, 2025.

The Ministry of Corporate Affairs ("MCA") has vide its General Circular No. 09/2024 dated 19 September, 2024 and the Securities and Exchange Board of India (SEBI) vide its Circular No. SEBI/HO/CFD/CFD-PoD-2/P/CIR/2024/133 dated 3 October, 2024 (collectively referred to as "Circulars") has permitted the holding of General Meetings through VC/OAVM facility, without the physical presence of the Shareholders at a common venue. In compliance with the said Circulars and the relevant provisions of the Companies Act, 2013 ('the Act') and the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI LODR Regulations'), the EGM of the Company will be held through VC/OAVM and the Members can attend and participate in the ensuing EGM through VC/OAVM through electronic mode.

Pursuant to Section 108 of the Act and in compliance with the Circulars, the Company has completed dispatch of the Notice of the EGM only through e-mail on Thursday, 5 June, 2025 to those Member whose e-mail id are registered with the Registrar and Share Transfer Agent (the "RTA") i.e., KFin Technologies Limited ("KFinTech") or the Depository Participant(s) and holding equity shares of the Company as on Friday, 30 May, 2025. The requirement of sending physical copies has been dispensed with vide relevant Circulars.

The Company pursuant to Section 108 of the Act read with Rule 20 of the Companies (Management and Administration) Rules, 2014 and Regulation 44 of the SEBI LODR Regulations, has provided remote e-voting facility to all Members for enabling them to cast their votes electronically on the resolution proposed at the EGM. The Company has engaged services of KFin Technologies Limited ("KFinTech") for providing such e-voting facility and the details as required pursuant to Rule 20(4)(v) of the Companies (Management and Administration) Rules, 2014 are given here under:

- All the business as set out in the Notice of the EGM may be transacted through voting by electronic means.
- The cut-off date for determining the eligibility to vote by remote e-voting shall be the close of business hours of Friday, 20 June, 2025. Members holding share either in physical or in dematerialised form as on the close of business hours of the said cut-off date, are eligible to cast their vote electronically through remote e-voting.
- The remote e-voting period will commence on Wednesday, 25 June, 2025 from 9.00 A.M (I.S.T.) and end on Friday, 27 June, 2025 at 5.00 P.M (I.S.T.)
- Members may note that:
  - the remote e-voting module shall be disabled by KFinTech after the aforesaid date and time and no remote e-voting shall be allowed beyond the same. Once the vote on a resolution is cast by the member, the member shall not be allowed to change it subsequently;
  - the facility for e-voting shall also be made available at the EGM;
  - the Members who have cast their vote by remote e-voting prior to the EGM may attend the EGM but shall not be entitled to cast their vote again; and
- The Notice of the EGM is available on the website of the Company at [www.ramkrishnaforgings.com](http://www.ramkrishnaforgings.com), website of the Stock Exchanges where Equity Shares of the Company are listed, at [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com) and shall also be available on the website of e-voting agency at <https://evoting.kfintech.com>.
- KFin Technologies Limited, Registrar and Share Transfer Agent, Mr. N Shyam Kumar, Contact No. 040-67162222, e-mail id: [shyam.kumar@kfintech.com](mailto:shyam.kumar@kfintech.com), Selenium Tower B, Plot 31-32, Financial District, Nanakramguda, Serilingampally Mandal, Hyderabad - 500 032

Members are advised to go through the instructions for e-voting as provided in the Notice of the EGM, in case of any query and / or assistance required, relating to attending the Meeting through VC / OAVM mode, Members may refer to the Help or Frequently Asked Questions (FAQs) or download section at <https://evoting.kfintech.com> or contact Mr. N Shyam Kumar at email id [evoting@kfintech.com](mailto:evoting@kfintech.com) or KFinTech's toll free no. 1-800-309-4001 for any further clarifications/technical assistance that may be required. The grievance can also be addressed to the Company Secretary & Compliance Officer of the Company by sending an e-mail to [secretarial@ramkrishnaforgings.com](mailto:secretarial@ramkrishnaforgings.com).

For Ramkrishna Forgings Limited  
Sd/-  
Rajesh Mundhra  
Company Secretary & Compliance officer  
ACS 12991

Dated: 5 June, 2025  
Place : Kolkata

**HEG LIMITED**  
Regd. Off.: Mandideep (Near Bhopal), Distt. Raisen-462046, Madhya Pradesh, Tel: 07480-233524, 233525; Fax: 07480-233522;  
Corp. Off.: Bhlwara Towers, A-12, Sector-1, Noida-201301 (U.P.); Phone: 0120-4390300 (EPABX); Fax: 0120-4277841; CIN: L23109MP1972P.LC008290  
E-mail: [heg.investor@bhlwara.com](mailto:heg.investor@bhlwara.com); Website: [www.heglimited.com](http://www.heglimited.com)

**NOTICE** is hereby given that the following Share Certificate(s) have been reported lost/misplaced. Any person who has any claim in respect of any of these shares should communicate the same at Company's Registered Office/Corporate Office within 10 days from the date of this Notice. The Company will start the process to issue duplicate Share Certificate(s) / Letter(s) of Confirmation/Entitlement Letter(s), wherever applicable, in case no objection is received.

S. No.	Folio No.	Name of Shareholder(s)	Share Certificate No.	Distinctive Nos.	Shares
1	P0000434	Pradeep Sadani	402707-402710	37422418-37422514	97
2	00010874	Kesari Pai	71535	10201691-10201740	50
3	00070940	Surendra Kumar Jain	95978	11443765-11443802	38
4	00017881	Triloki Nath Kesharwani	95632	11430705-11430742	38
5	00010022	M. L. Agarwal	261271-261274	25536571-25536608	38
			90097	11222581-11222618	38
			240336-240340	25190182-25190269	88

**NOTE: Shares mentioned at Sl. No. 1 to 5 are related to IEFP claims but original share certificates lost/misplaced by shareholders/claimants.**

for HEG LIMITED  
(Vivek Chaudhary)  
Date : 05.06.2025  
Place : Noida (U.P.)  
Company Secretary (A-13263)

Sale/Auction Notice

**REACON ENGINEERS (INDIA) PRIVATE LIMITED IN LIQUIDATION**  
CIN: U45201WB1988PTC045417  
Registered Address: 227, Kamalajaya Centre, 156A Lenin Sarani, Kolkata, West Bengal, India, 700013  
Company under liquidation vide Hon'ble NCLT order dated 17/12/2024 in LA (IBC/Liq.)/30 (KB) 2024 and C.P. (IB)/201(KB) 2021

**Sale of the assets of the Corporate Debtor as a "Going Concern (As advised by the SCC)" on "As is where is basis", "As is what is basis", "Whatever there is basis" and "Without any recourse basis" as per Regulation 32(e) of the IBCI Liquidation Process Regulation 2016 by the Liquidator Mr. Sanjeev Jhunjunwala appointed by the Hon'ble NCLT Kolkata Bench vide its order dated 17.12.2024 in its order No IA(IBC/LIQ)/30 (KB)2024 with C.P (IB) 201(KB)2021. The sale will be done by the undersigned through the e-auction platform <https://baanknet.com>.**

SR. No.	Particulars	Block-A	Block-B C & D
1.	Date of Publication of Sale Notice and E-auction Process Document	06th June, 2025	06th June, 2025
2.	Prospective bidders shall submit the requisite documents, including a declaration of eligibility under Section 29A of the Insolvency and Bankruptcy Code, through the electronic auction platform.	06th June 2025 11 AM to 25th June 2025 before 5:00 PM	06th June 2025 11 AM to 25th June 2025 before 5:00 PM
3.	Inspection or due diligence of assets under auction.	From 07th June 2025, 11 AM to 26th June 2025, 5 PM with prior intimation	From 07th June 2025, 11 AM to 26th June 2025, 5 PM with prior intimation
4.	Prospective bidders shall deposit the Earnest Money Deposit (EMD) through the Baanknet auction platform.	08th June 2025, 11 AM to 27th June 2025 5:00 PM	08th June 2025, 11 AM to 27th June 2025 5:00 PM
5.	Date and Time of Auction	The sale will be done by the undersigned e-auction platforms provided at web portal <a href="https://baanknet.com">https://baanknet.com</a> on 30th June, 2025 (Monday) from 11.00 AM to 2.00 PM (Unlimited extension of 5 minutes)	The sale will be done by the undersigned e-auction platforms provided at web portal <a href="https://baanknet.com">https://baanknet.com</a> on 1st July, 2025 (Tuesday) from 11.00 AM to 2.00 PM (Unlimited extension of 5 minutes)
6.	Address and email of liquidator	Siddha Weston, 9 Weston Street, Suite No 134, Kolkata-700013 <a href="mailto:circ.reacon@gmail.com">circ.reacon@gmail.com</a>	

**Sale of Corporate Debtor assets as mentioned below**

Lot No.	Description of Assets	Date and time of auction	Reserve Price	EMD	Bid Incremental Value
Block-A	<b>Sale of Assets of the Corporate Debtor as a Going Concern (Without Liabilities) as per Regulation 32(e) of the IBCI Liquidation Process Regulation 2016.</b>		632 lakhs	63 lakhs	10 lakhs
Block-B	ALL THAT "piece and parcel" Leasehold Land area measuring about 5 Acres of land (more or less) at Plot No. 3 (P), Khatian No. - 27, JL No. 48, Mouza- Hatedobta, PS- Faridpur, Post Office - Durgapur 4, Dist: Sub Registry Office - Durgapur, Dist: Burdwan, West Bengal	The sale will be done by the undersigned e-auction platforms provided at web portal <a href="https://baanknet.com">https://baanknet.com</a> on 30th June, 2025 (Monday) from 11.00 AM to 2.00 PM (Unlimited extension of 5 minutes)	440 lakhs	44 lakhs	5 lakhs
Block-C	ALL THAT "piece and parcel" Land area measuring about 1.83 Hectare of land (more or less) situated at bearing Survey No. 33, 34, 35, 36, 38 & 39, at Village: Dundas Point under Ferrar Gunj Tehsil in the District of South Andaman.	18th July, 2025 (Tuesday) from 11.00 AM to 2.00 PM (Unlimited extension of 5 minutes)	184 lakhs	18.4 lakhs	5 lakhs
Block-D	Plant Machinery at the Delhi: ESIC Hospital, Maa Anand Mai Marg, Okhla Industrial Area, Phase-1, New Delhi-110020. Kolkata Office 124 B Lenin Sarani, Kolkata-700013.	8 lakhs	0.8 lakhs	1 lakh	

**TERMS AND CONDITION:**

- The particulars of the assets specified in the schedule here in above have been stated to the best information of the liquidator, but the liquidator shall not be responsible for any errors or omissions in this proclamation.
- The liquidator shall not be responsible for any charge, lien, encumbrance or any other dues to the Government or anyone else in respect of the assets auctioned. The intending bidder is advised to make their own independent inquiries regarding the encumbrances on the property including statutory liabilities, arrears of property tax, electricity dues etc.
- The details of all assets along with legal implications, if any have been disclosed in the E-Auction Process Information Document and are to be mandatorily seen before participating in the auction.
- It is clarified that, this invitation purports to invite prospective bidders and does not create any kind of binding obligation on the part of the Liquidator or the Company to effectuate the sale. The Liquidator reserves the right to cancel or modify the process and / or to accept and / or to disqualify any interested party/ potential investor / bidder without assigning any reason and without any liability.
- The sale shall be subject to provisions of Insolvency and Bankruptcy Code, 2016 and Regulations made thereunder. The Name of the Eligible Bidders will be participate in E-auction on the portal <https://baanknet.com>. The E-auction service provider PSB Alliance Pvt. Ltd. will provide User id and password by email to eligible bidders.
- The E-Auction will be conducted strictly on "As is where is basis", "As is what is basis", "Whatever there is basis" and "Without any recourse basis" through service provider PSB Alliance Pvt. Ltd. All the terms and conditions of the auction are mentioned in E-Auction Process Information Document available at <https://baanknet.com>.
- The due diligence and inspection of assets / site visit would be facilitated from 04/06/2025 to 22/06/2025 on receipt of written request at [circ.reacon@gmail.com](mailto:circ.reacon@gmail.com).
- Prospective bidders shall submit a undertaking that they do not suffer from any ineligibility under section 29A of the code to the extent applicable and that if found ineligible at any stage, the earnest money deposited shall be forfeited.
- The reserve price mentioned above excludes GST, other taxes, stamps and any other charges, if any applicable on sale.
- Prospective bidders shall submit the requisite documents, including a declaration of eligibility under Section 29A of the Insolvency and Bankruptcy Code through the electronic auction platform.
- Prospective bidders shall deposit the Earnest Money Deposit (EMD) through the Baanknet auction platform only.
- If the highest bidder is found ineligible including that mentioned under sales notice above, EMD shall be forfeited.
- The e-auction under "Block B, Block C, Block D" will be held & Activated only if the e-auction under "BLOCK-A" fails.
- The auction for Block B, Block C & Block D shall be an asset on a standalone basis.
- The Sales as going concern as per Regulation 32(e) of the IBCI Liquidation Regulation, 2016, excluding the cash & cash equivalent and Vvaad Se Vishwas settlement amount from MES & others. The details is available in Tender document.
- In case of any clarification, the Frequently Asked Questions (FAQs) and guidance documents are available on [www.ibbi.gov.in](http://www.ibbi.gov.in) may be referred. Further, you may reach out to Ph. No.: +91 8291220220 or Email ID: [support.baanknet@psballiance.com](mailto:support.baanknet@psballiance.com)
- Any modification in timelines would be uploaded to the website of E Auction service provider.
- For any query, Contact person on behalf of Liquidator: Mr Rishi Murarka Email: [circ.reacon@gmail.com](mailto:circ.reacon@gmail.com)

Sanjeev Jhunjunwala  
Liquidator in the matter of  
M/S REACON ENGINEERS (INDIA) PRIVATE LIMITED  
(Under Liquidation Process)  
Registration No.: IBB/PA-01/1P-P00325/2017-18/10595  
AFA Valid till 30/06/2025  
E-mail id: [circ.reacon@gmail.com](mailto:circ.reacon@gmail.com)  
Address: Siddha Weston, 9 Weston Street  
Suite No 134, Kolkata-700013

Date : 06/06/2025  
Place : Kolkata

