

SECURITIES AND EXCHANGE BOARD OF INDIA WESTERN REGIONAL OFFICE

SEBI Bhavan, Panchvati 1st Lane, Gulbai Tekra Road, Ahmedabad-380006

CERTIFICATE No. 7771/2024

Certificate under section 28A of the Securities and Exchange Board of India Act, 1992 read with section 222 of the Income Tax Act, 1961

1. उदय इंटेलेक्चुअल प्राइवेट लिमिटेड लिमिटेड (पैन: AACCU2196G) पता 1: दुकान नंबर 201, विशाल ट्रिनिटी, सपना संगीता रोड, इंदौर, मध्य प्रदेश - 452001 पता 2: कार्यालय क्रमांक बी-1, ईसी-66, स्कीम क्रमांक 94, इंदौर, एमपी-452010 2. श्री रजत सर्राफ (पैन: IUKPS1044F) पता 1: मड़ावरा रोड, मास्टर कॉलोनी, महारौनी पोस्ट, महारौनी ललितपुर, यूपी-284405 पता 2: कुमार सर्राफ, मड़ावरा रोड, महारौनी ललितपुर, यूपी-2884405 3. सुश्री कल्पना जैन (पैन: ASAPJ7659J) पता 1: W/o. राकेश कुमार जैन, 1639, मास्टर कॉलोनी, महारौनी पोस्ट, महारौनी ललितपुर, यूपी-284405 पता 2: मड़ावरा रोड, महारौनी ललितपुर, यूपी-2884405	1. UDAY INTELLICALL PVT. LTD (PAN: AACCU2196G) Address 1: Shop No. 201, Vishal Trinity, Sapna Sangeeta Road, Indore, Madhya Pradesh - 452001 Address 2: Office No. B-1, EC-66, Scheme No. 94, Indore, MP-452010 2. Mr. Rajat Sarraf (PAN: IUKPS1044F) Address 1: Madawara Road, Master Colony, Mahroni Post, Mahroni Lalitpur, UP-284405 Address 2: Kumar Sarraf, Madawara Road, Mahroni Lalitpur, UP-2884405 3. Ms. Kalpana Jain (PAN: ASAPJ7659J) Address 1: W/o. Rakesh Kumar Jain, 1639, Master Colony, Mahroni Post, Mahroni Lalitpur, UP-284405 Address 2: Madawara Road, Mahroni Lalitpur, UP-2884405
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NOTICE OF DEMAND UNDER RULE 2 OF THE SECOND SCHEDULE TO THE INCOME-TAX ACT, 1961 READ WITH SECTION 28A OF THE SECURITIES AND EXCHANGE BOARD OF INDIA ACT, 1992

1. This is to certify that a sum of **Rs. 1,18,87,533/- (Rupees One Crore Eighteen Lakhs Eighty-Seven Thousands Five Hundred Thirty-Three Only) Jointly and Severally** along with further interest, all costs, charges and expenses incurred in respect of all the proceedings taken for recovery of the said sum as detailed below is due to SEBI from you:

Description of Dues	Amount (Rs.)
Amount directed to be refunded by WTM vide Order No. WTM/AB/WRO/WRO/26445/2023-24 dated May 16, 2023 in the matter of Unregistered Investment Advisory by M/s. UDAY INTELLICALL PVT. LTD.	1,06,12,976/-
Interest from May 2023 to April 2024 @ 1% p.m.	12,73,557/-
Recovery Cost	1,000/-
Total	1,18,87,533/-



2. You are hereby directed to pay the total amount as mentioned above within 15 (Fifteen) days of the receipt of this Notice by way of direct credit through **EFT/NEFT/RTGS to A/c No. SEBIRRDCIS7771 of ICICI Bank, IFSC code – ICIC0000106 (or) online payment facility available on the “Recovery Payment” module at <https://siportal.sebi.gov.in> OR the payment link available on the following path: SEBI Website -> Enforcement -> Recovery Proceedings -> Pay Now** failing which the Recovery Officer shall proceed to recover the amount due in accordance with the provisions of **section 28A of the Securities and Exchange Board of India Act, 1992 (“SEBI Act”)** read with sections 220 to 227, 228A, 229 and 232 of the Income-tax Act, 1961 and the Second Schedule to the said Act and the rules made thereunder.
3. In the event of non-payment of the dues as above, SEBI shall recover the money by one or more of the following modes, namely: -
 - (a) Attachment and sale of your movable property;
 - (b) Attachment of your bank accounts;
 - (c) Attachment and sale of your immovable property;
 - (d) Arrest and detention in prison;
 - (e) Appointing a receiver for the management of your movable and immovable properties.
4. Further, as per Explanation 1 to section 28A of the SEBI Act, any direct or indirect transfer of your property or monies held in bank accounts to your spouse or minor child or son's wife or son's minor child, otherwise than for adequate consideration, on or after **May 16, 2023** shall be deemed to be your property or money for the purpose of recovery.
5. You are also advised to take note that upon service of this notice, you are not competent to mortgage, charge, lease or otherwise deal with any property belonging to you except with the permission of the Recovery Officer and any such transfer shall be deemed void as per rule 16 of the Second Schedule to the Income-tax Act, 1961 read with section 28A of the SEBI Act.
6. Any confirmation of e-payment(s) made (in the format as given in table below) should be forwarded to “The Recovery Officer, SEBI Bhavan, Panchvati 1st Lane, Gulbai Tekra Road, Ahmedabad-380006 or sent by email to recoverywro@sebi.gov.in, , gautamk@sebi.gov.in, mrakesh@sebi.gov.in

Case Name and Recovery Certificate Number :	
Name of Payer :	
Date of Payment:	
Amount Paid :	
Transaction No. :	
Bank Details (Bank Name, Branch Name, IFSC Code and Account No.) from which payment is made :	

Note: In the absence of confirmation of e-payment as per the above format, the credits made will not be accounted towards the dues.

7. In addition to the aforesaid dues, you will also be liable for further interest, all costs, charges and expenses incurred in respect of recovery proceedings against you.

Dated: April 23, 2024




Recovery Officer
Gautam Kumar
Recovery Officer & Dy. General Manager
Securities and Exchange Board of India
Ahmedabad