

RECOVERY CELL
EASTERN REGIONAL OFFICE

Tel: 033-23023000

E Mail: recoveryero@sebi.gov.in

Notice of Attachment of MF & Demat Account

Attachment Proceeding No.14333 of 2025
Certificate No.8576 of 2025

The Managing Director,
National Securities Depository Limited,
Trade World, A wing, 4th & 5th Floors,
Kamala Mills Compound, Lower Parel,
Mumbai - 400013.

The Managing Director,
Central Depository Services (India) Limited,
17th Floor, P J Towers, Dalal Street,
Fort, Mumbai - 400001

The Principal Officer / Chairman & Managing Director / CEO
All the Mutual Funds in India

1. Whereas a **Recovery Certificate No.8576 of 2025 dated January 21, 2025**, has been drawn up by the Recovery Officer in the above proceedings for recovery of a sum of **Rs. 6,06,000/- (Rupees Six Lakh Six Thousand Only)** as detailed below along with further interest, all costs, charges and expenses etc., against **Ceremony Marketing Private Limited (PAN: AAEC1972G) ["Defaulter"]** and the same is due from them in respect of the said certificate. A **Notice of Demand dated January 21, 2025** has been issued to the above named.

Description of Dues	Amount (Rs.)
Penalty imposed by the Adjudicating Officer vide Order No. Order/AK/AS/2023-24/26264 dated May 09, 2023 against Devesh Commosale Private Limited (amalgamation of Devesh Commosale Private Limited into Ceremony Marketing Private Limited vide order dated March 10, 2021, pursuant to Section 233 Companies Act, 2013 and Rule 25 (5) of Compaines (Compromise, Arrangement & Amalgamations) Rules, 2016) (PAN: AADCD8828R) in the matter of Illiquid Stock Options	5,00,000/-
Interest from 09/05/2023 to 21/01/2025 @ 1% p.m.	1,05,000/-
Recovery Cost	1,000/-
Total	6,06,000/-

2. And whereas there is sufficient reason to believe that the Defaulter may dispose off the securities/ instruments in the Demat account/s or Mutual fund folio/s held with you and realization of amount due under the certificate would in consequence be delayed or obstructed.





3. It is, therefore, in exercise of powers conferred on me, I hereby order to attach the following with immediate effect:
 - i. All Demat account/s by whatever name called of the Defaulter, either singly or jointly with any other person/s, held with you.
 - ii. All Mutual fund folio/s whatever name called of the Defaulter, either singly or jointly with any other person/s, held with you.
4. It is further ordered with immediate effect that **NO Debit** shall be made in the said accounts/folios until further orders. However, the credits, if any, into the account may be allowed.
5. You are hereby directed to provide the following immediately to the undersigned/our representative on service of this Notice:
 - a) Details of all the Accounts/folios held by the defaulter with you,
 - b) Copy of the Account Statement/s ; and
 - c) Confirmation of Attachment of the said accounts/folios
6. If the defaulter is not having any type of account/folios with you/not having any balance in the account/folios of the defaulter, the same shall be also informed on the email: **recoveryero@sebi.gov.in**.
7. This Notice of attachment is issued in exercise of powers conferred under Section 28A(1), 11(2)(ia) of SEBI Act, 1992 r/w Section 226 and the Second Schedule of the Income Tax Act, 1961.

Given under my hand and seal at Kolkata this **18th day of February, 2025.**

SEAL



Copy to:

Ceremony Marketing Private Limited

Address- Kanchan 7/1, Russel Street, 15th Floor, Kolkata, West Bengal-700071

Address 2: 196/C, C.R. Avenue, Kolkata, West Bengal-700007

Address 3: 8, Naya Patty Road, Kolkata, West Bengal- 700055

Email: hemjeerice@gmail.com

RECOVERY OFFICER

राजकुमार कलुरि / Rajkumar Kaluri
वरुदी अधिकारी एवं उपाय महाप्रबंधक
Recovery Officer & Dy. General Manager
भारतीय प्रतिभूति और विनिमय बोर्ड
Securities and Exchange Board of India
कलकत्ता / Kolkata

With a direction not to deal with the securities/ instruments held/ to be held in the aforesaid accounts.



RECOVERY CELL
EASTERN REGIONAL OFFICE

Tel: 033-23023000

E Mail: recoveryero@sebi.gov.in

Notice of Attachment of Bank Account

Attachment Proceeding No.14332 of 2025
Certificate No.8576 of 2025

The Principal Officer/
Chairman & Managing Director/ CEO,
All the Banks in India

1. Whereas a **Recovery Certificate No.8576 of 2025** dated **January 21, 2025**, has been drawn up by the Recovery Officer in the above proceedings for recovery of a sum of **Rs. 6,06,000/- (Rupees Six Lakh Six Thousand Only)** as detailed below along with further interest, all costs, charges and expenses etc., against **Ceremony Marketing Private Limited (PAN: AAEC1972G) ["Defaulter"]** and the same is due from them in respect of the said certificate. A **Notice of Demand dated January 21, 2025** has been issued to the above named.

Description of Dues	Amount (Rs.)
Penalty imposed by the Adjudicating Officer vide Order No. Order/AK/AS/2023-24/26264 dated May 09, 2023 against Devesh Commosale Private Limited (amalgamation of Devesh Commosale Private Limited into Ceremony Marketing Private Limited vide order dated March 10, 2021, pursuant to Section 233 Companies Act, 2013 and Rule 25 (5) of Companies (Compromise, Arrangement & Amalgamations) Rules, 2016) (PAN: AADCD8828R) in the matter of Illiquid Stock Options	5,00,000/-
Interest from 09/05/2023 to 21/01/2025 @ 1% p.m.	1,05,000/-
Recovery Cost	1,000/-
Total	6,06,000/-

2. And whereas there is sufficient reason to believe that the defaulter may dispose of the amounts/proceeds in the Bank accounts held with your Bank and realization of amount due under the certificate would in consequence be delayed or obstructed.
3. It is, therefore, in exercise of powers conferred on me, I hereby order to attach the following with immediate effect **to the extent of above said dues**:
- i. All account/s by whatever name called including lockers of the Defaulter, either singly or jointly with any other person/s, held with your Bank; and



- ii. All other amount/ proceeds due or may become due to the Defaulter or any money held or may subsequently hold for or on account of the Defaulter.
4. It is further ordered with immediate effect that **NO Debit** shall be made in the said account/s **to the extent of the total dues mentioned above** until further orders from the Recovery Officer of SEBI. However, the credits, if any, into the account may be allowed.
5. You are hereby directed to provide the following immediately to the undersigned on service of this Notice:
 - i. Details of all the Accounts including Lockers held by the defaulter with your Bank,
 - ii. Copy of the Account Statement/s for the latest one year in respect of all the Accounts;
 - iii. Confirmation of Attachment of the said account/s
 - iv. Complete details of all loan/ advances accounts along with the details of assets charged for the said loan/advances.
6. If the defaulter is not having any type of account with your bank/not having any balance in the account of the defaulter, the same shall be also informed on the email: **recoveryero@sebi.gov.in**.
7. This Notice of attachment is issued in exercise of powers conferred under Section 28A(1), 11(2)(ia) of SEBI Act, 1992 r/w Section 226 and the Second Schedule of the Income Tax Act, 1961.

Given under my hand and seal at Kolkata this **18th day of February, 2025**.

SEAL



Copy to:


RECOVERY OFFICER

राजकुमार कलुरी / Rajkumar Kaluri
वसूली अधिकारी एवं उप महाप्रबंधक
Recovery Officer & Dy. General Manager
भारतीय प्रतिभूति और विनियम बोर्ड
Securities and Exchange Board of India
कोलकाता / Kolkata

Ceremony Marketing Private Limited

Address- Kanchan 7/1, Russel Street, 15th Floor, Kolkata, West Bengal-700071

Address 2: 196/C, C.R. Avenue, Kolkata, West Bengal-700007

Address 3: 8, Naya Patty Road, Kolkata, West Bengal- 700055

Email: hemjeerice@gmail.com

With a direction not to receive/ recover/ demand the proceeds/ money held / to be held in the aforesaid accounts