

SECURITIES AND EXCHANGE BOARD OF INDIA
SOUTHERN REGIONAL OFFICE
OVERSEAS TOWERS, 7th FLOOR,
756-L, ANNA SALAI, CHENNAI - 600 002, Ph: +91-44- 2888 0222

CERTIFICATE No. 6739 of 2023

Certificate under section 28A of the Securities and Exchange Board of India Act, 1992 /section 23JB of the Securities Contracts (Regulation) Act, 1956/ section 19-IB of the Depositories Act, 1996 read with section 222 of the Income-tax Act, 1961

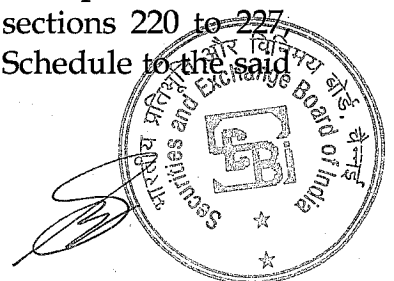
BPJ Holdings Pvt Ltd (PAN -AAECM8553H) No-17, Kamaraj salai, Podicherry - 605011	BPJ Holdings Pvt Ltd (PAN -AAECM8553H) 45, II floor, Venkata Maistry Street, Chennai - 600001
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NOTICE OF DEMAND UNDER RULE 2 OF THE SECOND SCHEDULE TO THE INCOME-TAX ACT, 1961 READ WITH SECTION 28A OF THE SECURITIES AND EXCHANGE BOARD OF INDIA ACT, 1992/ SECTION 23JB OF THE SECURITIES CONTRACTS (REGULATION) ACT, 1956/ SECTION 19-IB OF THE DEPOSITORIES ACT, 1996

1. This is to certify that a sum of **Rs. 1,08,000/- (Rupees One Lakh Ten Thousand only)** 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 (in Rupees)
Penalty imposed by the Adjudicating Officer vide Order No. Order/GR/BM/2022-23/19920-20003 dated 30.09.2022 in the matter of First Financial Services Limited	1,00,000/-
Interest from October 2022 to June 2023 @ 1 % per month.	9,000/-
Recovery Cost	1,000/-
Total	1,10,000/-

2. You are hereby directed to pay the total amount as mentioned above within 15 (Fifteen) days of the receipt of this Notice (DD shall be drawn in favour of the "SEBI Recovery Proceeds" Account payable at Mumbai (OR) EFT/NEFT/RTGS to A/c No. SEBIRDPEN6739 of ICICI Bank, IFSC code - ICIC0000106 (OR) online payment facility available on the "Recovery Payment" module on the website: www.siportal.sebi.gov.in) 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")/ section 23JB of the Securities Contracts (Regulation) Act, 1956 ("SCRA")/ section 19-IB of the Depositories Act, 1996 ("Depositories Act") (whichever applicable) 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/ section 23JB of the SCRA/ section 19-IB of the Depositories Act (whichever applicable), 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 30.09.2022 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 / section 23JB of the SCRA/ section 19-IB of the Depositories Act (whichever applicable).
1. Any confirmation of e-payment(s) made (in the format as given in table below) should be forwarded to "The Recovery Officer, Recovery Division-SRO, Securities and Exchange Board of India, Southern Regional Office, Overseas Towers, 7th Floor, 756-L, Anna Salai, Chennai - 600002" or sent by email to recoverysro@sebi.gov.in and surajmohanm@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 your 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: June 27, 2023



Recovery Officer

सुरज मोहन एम.
SURAJ MOHAN M.

वसूली अधिकारी एवं महा प्रबंधक
Recovery Officer & General Manager
भारतीय प्रतिभूति और विनियम बोर्ड, चेन्नई
Securities and Exchange Board of India, Chennai