

SECURITIES AND EXCHANGE BOARD OF INDIA

**SEBI BHAVAN, Plot No. C4-A, G-Block,
Bandra Kurla Complex, Mumbai-400 051**

CERTIFICATE No. 7777 of 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**

M/s New Fashion (PAN: ADPPV6108C)
214 Kakusheth Building, Old Hanuman rd,
Cross Lane, Kalbadevi Mumbai 400002

**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**

This is to certify that a sum of Rs. 6,96,000/- (Rupees Six Lakh and Ninety Six 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/BD/ AB/2020-21/10390-10393 dated February 10, 2021 in the matter of Birla Pacific Medspa Ltd.	5,00,000
Interest from February 10, 2021 to April 25, 2024 @ 1% per month	1,95,000
Recovery Cost	1,000
Total	6,96,000

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 to "SEBI Recovery Proceeds" Account payable through EFT/NEFT/RTGS to A/c No. SEBIRRD PEN7777 of ICICI Bank, IFSC code - ICIC0000106 (OR) online payment facility available on the "Recovery Payment" module on the website: <https://siportal.sebi.gov.in> (OR) 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 February 10, 2021 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, Recovery Division-2, SEBI BHAVAN II, Plot No. C-7, 'G' Block, Bandra Kurla Complex, Bandra (East) MUMBAI-400 051" or sent by email to naveenm@sebi.gov.in and recoveryho@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: April 25, 2024




(Recovery Officer)

ANUBHAV ROY
अनुभव रॉय
Dy. General Manager & Recovery Officer
उप. महाप्रबंधक और वसूली अधिकारी
Securities and Exchange Board of India
भारतीय प्रतिभूती और विनियम बोर्ड
MUMBAI
मुंबई