



CERTIFICATE No. 8176 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

Cherry Cosmetics Private Limited (PAN: AAACC4789R)

SIV K-2, Pragati CHS, Anand Nagar, Link Road, Opp Mega Mall, Mumbai, MH 400102 IN	Office No A-201, 2 nd Floor, Narmada Terrace, CHS Ltd. Cabin Cross Road, Bhayandar East, Thane-401105
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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. 5,96,000/- (Rupees Five Lakh Ninty-Six Thousand Only) along with further interest/costs/ charges/expenses incurred in respect of all the proceedings taken for recovery of the said sum as detailed hereinafter is due to SEBI from you:

Description of Dues	Amount (In Rupees)
Penalty imposed by the Adjudicating Officer vide Order No. Order/ AK/BS/2023-24/25977 dated April 27, 2023	5,00,000/-
Interest from April , 2023 to October, 2024 @ 1% p.m.	95,000/-
Recovery Cost	1,000/-
Total	5,96,000/-

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 EFT/NEFT/RTGS to A/c No. SEBIRDPEN8176 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.

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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:-

- attachment and sale of your movable property;
- attachment of your bank accounts;
- attachment and sale of your immovable property;
- arrest and detention in prison;
- 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 properties or money 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 27.04.2023, 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, Securities and Exchange Board of India, SEBI Bhavan, Plot No. C - 4 A, "G" Block, Bandra Kurla Complex, Bandra (E), Mumbai - 400051" or sent by email to ashokkj@sebi.gov.in / paridhia@sebi.gov.in

1. Case Name and Recovery Certificate Number :	
2. Name of Payee :	
3. Date of Payment:	
4. Amount Paid :	
5. Transaction No. :	
6. 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 abovementioned 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: 14.10.2024



J. Ashok Kumar

RECOVERY OFFICER

J. ASHOK KUMAR

जे. अशोक कुमार

Recovery Officer

वसूली अधिकारी

Securities and Exchange Board of India

भारतीय प्रतिभूति और विनिमय बोर्ड

Mumbai

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