

# SECURITIES AND EXCHANGE BOARD OF INDIA

SEBI BHAVAN, Plot No.C4-A, G-Block,  
Bandra Kurla Complex, MUMBAI – 400 051  
Tel. No. 022-2644 9311

CERTIFICATE No. 4500 of 2022

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

PAN: AABCT6856F

Advance Lifestyles Limited 2nd Floor, West Wing, Electric Mansion, Appasaheb Marathe Marg, Worli, Mumbai – 400025	Advance Lifestyles Limited F F 21-22 Advance Plaza, Opp. Swaminirayan Temple, Shahibag Road, Ahmedabad - 380004
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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.2,10,721/- (Rupees Two Lakh Ten Thousand Seven Hundred Twenty-One 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 on <b>Advance Lifestyles Limited (PAN AABCT6856F)</b> by the Adjudicating Officer vide order no. EAD-8/KS/AA/AO/200/2018-19 dated 26.10.2018 in the matter of VRise Securities Private Limited	1,50,000/-
Interest from 26.10.2018 to 18.02.2022 @ 12% p.a..	59,721/-
Recovery cost	1,000/-
<b>Total</b>	<b>2,10,721/-</b>

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. SEBIRDPEN4500 of ICICI Bank [IFS Code – ICIC0000555]** 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/ 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 26.10.2018 (date of SEBI order) 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 – 400 051" or sent by email to [mollyg@sebi.gov.in](mailto:mollyg@sebi.gov.in) & [recoveryho@sebi.gov.in](mailto:recoveryho@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 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: 18.02.2022**



  
**Recovery Officer**  
Srishti Ambekar  
सृष्टी आंबोकर  
Dy. General Manager & Recovery Officer  
उप महाप्रबंधक एवं वसूली अधिकारी  
Securities and Exchange Board of India  
भारतीय प्रतिभूती एवं विनियम बोर्ड  
Mumbai  
मंभई