



APPENDIX - II-A

[Refer proviso to rule 6(2) of The Security Interest (Enforcement) Rules, 2002]

SALE NOTICE FOR SALE OF MOVABLE PROPERTIES

E-Auction Sale Notice for Sale of Movable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 6(2) of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor (s) that the below-described movable properties hypothecated to the Secured Creditor, the Physical Possession of which has been taken by the Authorized Officer of Aditya Birla Finance Limited, the Secured Creditor, will be sold on "As is where is", "As is what is", and "Whatever there is" on 20<sup>th</sup> March, 2024 for the recovery of Rs. Rs.3,61,10,093.73/- (Rupees Three Crore Sixty-One Lakhs Ten Thousand Ninety-Three and Paise Seventy-Three only) as on 26-05-2021 (*This amount is exclusive of TDS Calculation and Pre-Payment Charges, as applicable*) due to Aditya Birla Finance Limited, the Secured Creditor from 1. M/S ARHAM MANAGEMENT SOLUTIONS PVT. LTD. (Borrower) Through its directors, 2. M/S PETAL CONCEPT (CO-BORROWER) through its Proprietor, 3. M/S PANTHER UNIFORMS (Co-Borrower) through its proprietor, 4. M/S PETAL CREATIONS (Co-Borrower) through its Proprietor, 5. Mr. VIJAY KUMAR CHORARIA (Guarantor), 6. PUKHRAJ DEVI CHORARIA (Guarantor), 7. MR. AMIT KUMAR CHORARIA (Guarantor) and 8. MR. NAVEEN CHORARIA (Guarantor) and for the recovery of further sum of Rs.3,42,98,126.12/- (Rupees Three Crores Forty-Two Lakhs Ninety-Eight Thousand One Hundred Twenty Six and Paise Twelve only) as on 26-05-2021 (*This amount is exclusive of TDS Calculation and Pre-Payment Charges, as applicable*) due to Aditya Birla Finance Limited, the Secured Creditor from 1. M/S PETAL CREATIONS (Borrower) through its Proprietor, 2. M/S ARHAM MANAGEMENT SOLUTIONS PVT. LTD. (Co-Borrower) Through its directors, 3. M/S PETAL CONCEPT (CO-BORROWER) through its Proprietor, 4. M/S PANTHER UNIFORMS (Co-Borrower) through its proprietor, 5. Mr. VIJAY KUMAR CHORARIA (Guarantor), 6. PUKHRAJ DEVI CHORARIA (Guarantor), 7. MR. AMIT KUMAR CHORARIA (Guarantor) and 8. MR. NAVEEN CHORARIA (Guarantor).

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ADITYA BIRLA FINANCE LTD.

AUTHORIZED OFFICER

Aditya Birla Finance Limited

Room No. 401, 4th Floor, 24, Camac Square, Kolkata - 700016.  
+91 22 4356 7100 | (F) +91 22 4356 7266 | Toll-free number 1800-270-7000  
care.finance@adityabirlacapital.com | <https://abfl.adityabirlacapital.com>

Registered Office:

Indian Rayon Compound, Veraval,  
Gujarat -362 266  
CIN: U65990GJ1991PLC064603



# Aditya Birla Finance Ltd.

(A part of Aditya Birla Capital Ltd.)



# ADITYA BIRLA CAPITAL

The Reserve Price will be Rs.10,02,521/- (Rupees Ten Lakhs Two Thousand Five Hundred Twenty-One Only) and the Earnest Money Deposit will be Rs.1,00,252.10/- (Rupees One Lakh Two Hundred Fifty-Two and Paise Ten Only). The description of the movable properties are as mentioned under Inventory dated 09.11.2023 prepared as per Annexure - II of Security Interest (Enforcement Rules, 2002], for details of movable properties and terms and conditions, please refer to the link/url of the Secured Creditor's website <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>.

Date: 29<sup>th</sup> February, 2024

Place: Kolkata

Authorized Officer

ADITYA BIRLA FINANCE LTD.

Aditya Birla Finance Limited

Contact No. 9503198114

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