



**SALE NOTICE OF IMMOVEABLE SECURED ASSETS UNDER RULES 8(6) AND 9(1) OF THE SECURITY INTEREST
(ENFORCEMENT) RULES, 2002**

BY SPEED POST / EMAIL

Date: 24th August, 2022

To

1. Gupta Brothers (Borrower)

Through its proprietor - Prashant Kumar Gupta

At:

2nd Floor, Northern Side,
198, Block-J New Alipore (25 Bankim Mukherjee Sarani)
P.S. & P.O. New Alipore, Under KMC Ward No. 81,
Kolkata-700053

Also at:-

163, Binova Bhave Road,
Kolkata-700038

Also at:-

Ground Floor,
Premises No. 6, Diamond Harbour Road
P.S. Thakurpukur under KMC Ward No. 126,
Kolkata-700008

2. Prashant Kumar Gupta (Co – Borrower)

At:

2nd Floor, Northern Side
198, Block-J New Alipore (25 Bankim Mukherjee Sarani)
P.S. & P.O. New Alipore, Under KMC Ward No. 81,
Kolkata-700053

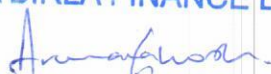
Also at:-

163, Binova Bhave Road,
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Also at:-

Ground Floor,
Premises No. 6, Diamond Harbour Road
P.S. Thakurpukur under KMC Ward No. 126,
Kolkata-700008

ADITYA BIRLA FINANCE LTD.


AUTHORISED OFFICER

Aditya Birla Finance Ltd.
(A part of Aditya Birla Capital Ltd.)

Room No. 401, Camac Square, 4th Floor, 24, Camac Street, Kolkata - 700016.

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



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PROTECTING INVESTING FINANCING ADVISING

3. Gupta Sheetal Kapoorchand (Co - Borrower)

At:
2nd Floor, Northern Side,
198, Block-J New Alipore (25 Bankim Mukherjee Sarani)
P.S. & P.O. New Alipore, Under KMC Ward No. 81,
Kolkata-700053

Also at:-
163, Binova Bhave Road,
Kolkata-700038

Also at:-
Ground Floor,
Premises No. 6, Diamond Harbour Road
P.S. Thakurpukur under KMC Ward No. 126,
Kolkata-700008

4. Ajay Kumar Gupta (Co - Borrower)

At:
2nd Floor, Northern Side,
198, Block-J New Alipore (25 Bankim Mukherjee Sarani)
P.S. & P.O. New Alipore, Under KMC Ward No. 81,
Kolkata-700053

Also at:-
163, Binova Bhave Road,
Kolkata-700038

Also at:-
Ground Floor,
Premises No. 6, Diamond Harbour Road
P.S. Thakurpukur under KMC Ward No. 126,
Kolkata-700008

Dear Sir(s)

You are aware that pursuant to an application made by the Aditya Birla Finance Limited (hereinafter called as "ABFL"), having its office At Room No. 401, Camac Square, 4th Floor, 24 Camac Street, Kolkata – 700 016, under Section 14 of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002 (54 of 2002) (hereinafter referred to as "the said Act") and the Rules framed thereunder, the Learned District Magistrate, South 24 Parganas at Alipore passed orders dated 2nd March, 2022 communicated *vide* Memo Nos. 427/SARFAESI and 428/SARFAESI dated **28th March, 2022**, directing to take physical possession of immovable properties being:

Property (1)- All that piece and parcel of all that one flat situated on the Northern side of the second floor measuring a super built up area of more or less 1213 sq. ft. with mosaic floorings together with undivided

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proportionate impartible and variable 1/8th share and/or interest in the land beneath the building and as attributable to the said unit at the said premises being Premises no. 198, Block J, New Alipore and also known as 25, Bankim Mukherjee Sarani, Kolkata -700053 and lying and situated at all that piece and parcel of revenue free land containing by an estimation an area of 4 cottahs being the western portion of plot no. 198, Block - J, New Alipore development scheme no. IV of the Hindustan Insurance society limited (former out of Municipal Premises No. 23A/19, Diamond Harbour Road, Kolkata) and also known and recognized as premises no. 25, Bankim Mukherjee Sarani, Kolkata -700053, PS and PO: New Alipore within ward no. 81 of the Kolkata Municipal Corporation, sub-registration and district with a brick built four storied building and other structures whatsoever lying erected and/or built thereon or on part thereof and butted and bounded as follows:

On the North: by 60' wide road

On the East: by the Eastern portion of Plot No. 198, Block J, New Alipore

On the South: by the land of Life Insurance Corporation of India; and

On the West: by plot No. 198, Block J, New Alipore

Property (2) - All that piece and parcel of Ground Floor space containing a super built up area of about 850 sq. ft. together with undivided impartible proportionate share or interest in the land underneath along with the exclusive right of use of front open space of the building subject to the right of the owner of the first floor of access to the stairs from the ground floor to the first floor within the four storied building lying and situated at all the piece and parcel of land measuring more or less 2 cottahs 1 chittacks 28 sq. ft bastu land under Mouza - Paschim Barisha, JL No. 19 within Khatian o. 857 and 193, Dag no. 116 being Premises no. 6, Diamond Harbour Road within ward no. 126, PS: Thakurpukur Kolkata -700008.

Pursuant to the said orders dated 2nd March, 2022 communicated *vide* Memo Nos. 427/SARFAESI and 428/SARFAESI dated **28th March, 2022**, physical possession of the said two immovable properties were taken over by the Ld. Executive Magistrate as directed by the Learned District Magistrate and handed over to the Authorised Officer of ABFL.

You are further aware that the Authorised Officer, for and on behalf of Aditya Birla Finance Limited is now in physical possession of the said two immovable properties in furtherance of the secured debt due and payable by the borrowers and the guarantors to the tune of **Rs. 1,99,19,313/- (Rupees One Crore Ninety-Nine Lakhs Nineteen Thousand Three Hundred Thirteen Only)** as stated in the notice dated **23.8.2021** issued under Section 13(2) of the SARFAESI Act, subject to credits received by ABFL.

You are also aware that under Section 13(4)(a) of the said Act read with Rule 8(5) of Security Interest (Enforcement) Rules, 2002, the undersigned is entitled to sell the said properties by inviting tenders from public or by holding Public Auction or by Private treaty or E-Auction.

Now, please take notice that the said properties will be sold by the undersigned by Public E-Auction on **28th September, 2022** at the web portal <https://sarfaesi.auctiontiger.net> from 11:00 A.M. to 5:00 P.M. with unlimited extensions of 5 Minutes each. The date for inspection of the said two immovable properties is fixed on **26th September, 2022 between 11:00 A.M. to 4:00 P.M.** The **Reserve Price** in respect of sale of the said properties i.e. for Property (1) being the **Residential Flat (Commercially used) will be Rs. 97,00,000/- (Rupees Ninety Seven Lakhs only) and for Property (2) being the Shop - Commercial Property will be Rs. 77,00,000/- (Rupees Seventy Seven Lakhs only) total aggregating to Rs. 1,74,00,000/- (Rupees One Crore Seventy Four Lakhs Only).** Bids are invited from the public in general as per the procedure and the terms and conditions stated below:

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Registered Office:

17th Rayon Compound, Veraval,
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CIN: U65990GJ1991PLC064603



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- (1) The Earnest Money Deposit (EMD) is payable through Demand Draft/Pay Order for Rs. 9,70,000/- (Rupees Nine Lakhs Seventy Thousand only) for Property (1) being the Residential Flat (Commercially used) and Rs. 7,70,000/- (Rupees Seven Lakhs Seventy Thousand only) for Property (2) being the Shop- Commercial Part; total aggregating to Rs. 17,40,000 (Rupees Seventeen Lakhs Forty Thousand only) for both immovable properties by 04:00 P.M. on 27th September, 2022 at Room No. 401, Camac Square, 4th Floor, 24 Camac Street, Kolkata – 700 016, failing which intending bidders shall not be allowed to participate in the E-Auction.
- (2) The Demand Draft/Pay Order/RTGS should be drawn in favor of ABFL.
- (3) The above amount shall be refunded to the unsuccessful bidders.
- (4) On every sale of immoveable properties, the purchaser shall immediately, i.e. on the same day or not later than the next working day, as the case may be, pay a deposit of 25% of the amount of the sale price, which is inclusive of the earnest money deposited to the Authorized Officer and in default of such deposit, the properties shall be sold again.
- (5) The Balance amount of purchase price payable shall be paid by the purchaser to the Authorized Officer on or before the 15th day of confirmation of the sale of the said properties or such extended period as may be agreed upon in writing between the purchaser and the secured creditor.
- (6) The sale of the said properties is strictly on "As is where is", "As is what is" and "Whatever there is" basis. ABFL reserves its right to reject any offer without assigning any reasons.

We hereby give you notice of **Thirty days (30 days)** that the sale of the secured asset/s on the terms mentioned hereinabove shall be effected on **28th September, 2022** at <https://sarfaesi.auctiontiger.net> at 11:00 A.M. onwards.

Please treat this as notice under Rule 8 sub-rule 6 of the Security Interest (Enforcement) Rules, 2002 (54 of 2002).

Yours truly
For Aditya Birla Finance Limited

ADITYA BIRLA FINANCE LTD.

Authorized Officer

AUTHORISED OFFICER

EW242928278IN IVR:6987242928278
SP PARK STREET HO <700016>
Counter No:4,24/08/2022,13:43
To:GUPTA SHEETAL KAPOORCHAND.,
PIN:700038, Sahapur SO
From:ADITYA BIRL,CAMAC ST
Wt:35gms
Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>

EW242928281IN IVR:6987242928281
SP PARK STREET HO <700016>
Counter No:4,24/08/2022,13:43
To:AJAY KR GUPTA.,
PIN:700053, New Alipore SO
From:ADITYA BIRL,CAMAC ST
Wt:38gms
Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks. Stay Safe>

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



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No:
To

care.finance@adityabirlacapital.com | T: +91 98201 98201 | F: +91 98201 98201

भारतीय डाक
EW242928511IN IVR:6987242928511
SP PARK STREET HD <700016>
Counter No:4,24/08/2022,13:43
To:GUPTA BROTHERS.,
PIN:700053, New Alipore SO
From:ADITYA BIRL,CAMAC ST
Wt:38gms



<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

भारतीय डाक
EW242928560IN IVR:6987242928560
SP PARK STREET HD <700016>
Counter No:4,24/08/2022,13:43
To:PRASHANT KR GUPTA.,
PIN:700008, Barisha SO



From:ADITYA BIRL,CAMAC ST
Wt:35gms
Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

भारतीय डाक
EW242928397IN IVR:6987242928397
SP PARK STREET HD <700016>
Counter No:4,24/08/2022,13:43
To:GUPTA SHEETAL KAPOORCHAND.,
PIN:700053, New Alipore SO
From:ADITYA BIRL,CAMAC ST
Wt:38gms

Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

भारतीय डाक
EW242928556IN IVR:6987242928556
SP PARK STREET HD <700016>
Counter No:4,24/08/2022,13:43
To:PRASHANT KR GUPTA.,
PIN:700038, Sahapur SO
From:ADITYA BIRL,CAMAC ST
Wt:38gms

Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

भारतीय डाक
EW242928318IN IVR:6987242928318
SP PARK STREET HD <700016>
Counter No:4,24/08/2022,13:43
To:GUPTA SHEETAL KAPOORCHAND.,
PIN:700008, Barisha SO
From:ADITYA BIRL,CAMAC ST
Wt:35gms

Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

भारतीय डाक
EW242928542IN IVR:6987242928542
SP PARK STREET HD <700016>
Counter No:4,24/08/2022,13:43
To:PRASHANT KR GUPTA.,
PIN:700053, New Alipore SO
From:ADITYA BIRL,CAMAC ST
Wt:38gms

Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

भारतीय डाक
EW242928304IN IVR:6987242928304
SP PARK STREET HD <700016>
Counter No:4,24/08/2022,13:43
To:AJAY KR GUPTA.,
PIN:700008, Barisha SO
From:ADITYA BIRL,CAMAC ST
Wt:35gms

Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

भारतीय डाक
EW242928539IN IVR:6987242928539
SP PARK STREET HD <700016>
Counter No:4,24/08/2022,13:43
To:GUPTA BROTHERS.,
PIN:700008, Barisha SO
From:ADITYA BIRL,CAMAC ST
Wt:28gms

Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

भारतीय डाक
EW242928295IN IVR:6987242928295
SP PARK STREET HD <700016>
Counter No:4,24/08/2022,13:43
To:AJAY KR GUPTA.,
PIN:700038, Sahapur SO
From:ADITYA BIRL,CAMAC ST
Wt:35gms

Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

भारतीय डाक
EW242928525IN IVR:6987242928525
SP PARK STREET HD <700016>
Counter No:4,24/08/2022,13:43
To:GUPTA BROTHERS.,
PIN:700038, Sahapur SO
From:ADITYA BIRL,CAMAC ST
Wt:38gms

Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>