



O/C

By Speed Post/ Email

Notice under Rule 8(6) and Rule 9(1) of Security Interest (Enforcement) Rules, 2002

Date: 12.05.2023

To,

1. **Krishnaa Creations**
(Borrower)
207-225, Samarth Acquisti,
Nr. Anupam Bungalow, City Light Road
Surat-395007

2. **Biren Govindlal Shah**
202-Swastik Heights Panas Canal Road,
Nr. Dahiba Park, City Light
Surat-395007

Also at:
207-225, Samarth Acquisti,
Nr. Anupam Bungalow, City Light Road
Surat-395007

3. **Deepa Biren Shah**
202-Swastik Heights Panas Canal Road,
Nr. Dahiba Park, City Light
Surat-395007

Also at:
207-225, Samarth Acquisti,
Nr. Anupam Bungalow, City Light Road
Surat-395007

.....(hereinafter collectively referred to as Borrowers/Co- Borrowers)

SUB: SALE NOTICE OF 30 DAYS FOR SALE OF IMMOVABLE ASSETS UNDER THE SECURITIZATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002 ("The SARFAESI Act, 2002") UNDER RULE 8(6) AND 9(1) OF THE SECURITY INTEREST (ENFORCEMENT) RULES, 2002 ("The SARFAESI Rules").



Aditya Birla Finance Limited

Gcorp Tech Park, 13th Floor, Ghodbunder Road, Next to Hypercity Mall, Thane - 400601.

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



Sir/ Madam,

1. This is with reference to the Sale Notice dated **12.05.2023** giving a notice of 30 days under Rule 8(1) and 9(1) of the Security Interest (Enforcement) Rules, 2002 for sale of secured assets i.e. All that part and parcel of the mortgaged properties, being
 - (1) Office No. G/15, Ground Floor, Raghuvir Celeum, R.S. No. 54+55, 56/1, 149, Block No. 53/55,141/A, TPS No. 35, (Kumbhariya Saroli-Saniyahemad-Devadh) Kumbhariya Surat-395010
 - (2) Shop No. 26, Ground Floor, Signet Mall, Block No. 521, Nr. Basera Society, Kamrej, Surat-394180.
 - (3) Shop No. 27, Ground Floor, Signet Mall, Block No. 521, Nr. Basera Society, Kamrej, Surat-394180.
 - (4) Shop No. 225, 2nd Floor (As per site), 3rd Floor (As per plan), Samarth Acquisti, Opp. Eco Futurz, Near Thomas School, New Citylight Road, Bharthana, Vesu, Sub. Dist.: Majura, Dist.: Surat - 395007
 - (5) Shop No. 207, 2nd Floor (As per site), 3rd Floor (As per plan), Samarth Acquisti, Opp. Eco Futurz, Near Thomas School, New Citylight Road, Bharthana, Vesu, Sub. Dist.: Majura, Dist.: Surat - 395007
 - (6) Shop No. G-50, Ground Floor, Avadh Arena, Opp. Marvella Corridor, Near Vanilla Sky, VIP Road, Village Vesu, Taluka. Surat City, District. Surat. -395007.

..... Hereinafter referred to as "Secured Assets".

2. That after availing the aforesaid loans you the above-named addresses committed defaults in repayments and in view of the continuous defaults of more than the time period stipulated under the relevant applicable guidelines/circulars for asset classification issued by Reserve Bank of India (RBI), your loan account(s) was classified as Non-Performing Asset (NPA) in accordance with the concerned guidelines issued by Reserve Bank of India (RBI).
3. That thereafter, a demand notice dated 13.06.2022 U/S 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) was duly served on you the addresses but you failed to make the payment of demanded amount i.e. **Rs 3,11,00,956.02/- (Rupees Three Crore Eleven Lakhs Nine Hundred Fifty Six and Paise Two Only) due and payable as on 11.04.2022** within 60 days of the said notice and as such the secured creditor has taken physical possession of aforementioned secured Assets being in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder;



4. That thereafter, the Authorized Officer has obtained valuation of the secured assets from an approved valuer and in consultation with the secured creditor, had fixed the reserve price of the secured assets as **Rs. 4,06,20,050/- (Rupees Four Crores Six Lakhs Twenty Thousand and Fifty Only)** towards aggregated value of all six Secured Assets.
5. That accordingly, based on the commercial understanding, the secured creditor has decided that the secured assets i.e. all six properties may be put to sale, by holding a public auction of each property individually through E-Auction mode on **22.06.2023** at a consolidated reserve price of **Rs. 4,06,20,050/- (Rupees Four Crores Six Lakhs Twenty Thousand and Fifty Only)**. The detailed bifurcation of the Reserve Price and Earnest Money Deposit amount for each property is as follows:

Description of the Properties	Reserve Price (in Rs.)	Earnest Money Deposit (in Rs.)
Property 1: All that is part and parcel of Shop No. 225, 2nd Floor, (as/site) 3rd Floor, (as/plan), of Samarth Acquisti, RS No. 31/3, Block No. 83, FP No. 64, TPS No. 13, (Bharthana-Vesu) Mejo, Bharthana-Vesu, Surat-395007.	27,73,700/-	2,77,370/-
Property 2: All that is part and parcel of Shop No. 207, 2nd Floor, (as/site) 3rd Floor, (as/plan), of Samarth Acquisti, RS No. 31/3, Block No. 83, FP No. 64, TPS No. 13, (Bharthana-Vesu) Mejo, Bharthana-Vesu, Surat-395007.	66,32,800/-	6,63,280/-
Property 3: All that is part and parcel of Shop No. 50, Ground Floor, Avandh Arena, RS No. 97/1+2+3, Block No. 211, FP No. 131, TPS No. 13, (Bharthana-Vesu) Opp. Marvella Marvella Corridor VIP Road, Vesu, Surat-395007".	69,76,700/-	6,97,670/-
Property 4: All that is part and parcel of Office No. G/15, Ground Floor, Raghuvir Celeum, R.S. No. 54+55, 56/1,149, Block No. 53/55,141/A, TPS No. 35,	1,42,13,750/-	14,21,375/-



Aditya Birla Finance Ltd.
 (A part of Aditya Birla Capital Ltd.)
 Gcorp Tech Park, 13th Floor, Ghodbunder Road, Next to Hypercity Mall, Thane - 400601.
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Registered Office: Indian Rayon Compound, Veraval, Gujarat - 362 266
 CIN: U65990GJ1991PLC064603



**ADITYA BIRLA
CAPITAL**

PROTECTING INVESTING FINANCING



Property 5: All that is part and parcel of Shop No. 26, Ground Floor, Signet Mall, Block No. 521, Nr. Basera Society, Kamrej, Surat-394180.	50,11,550/-	5,01,155/-
Property 6: All that is part and parcel of Shop No. 27, Ground Floor, Signet Mall, Block No. 521, Nr. Basera Society, Kamrej, Surat-394180.	50,11,550/-	5,01,155/-
Total	4,06,20,050/-	40,62,005/-

- The date for inspection of the said secured assets is fixed from **29.05.2023 to 02.06.2023 between 11:00 a.m. to 5:00 p.m.** The offers for the said secured assets/ properties should reach the office of the undersigned along with Demand Draft/ NEFT / RTGS as Earnest Money Deposit (mentioned in the table above for the respective properties/ secured assets) on or before 20.06.2023 before 5:00 p.m. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of Aditya Birla Finance Limited.
- That this sale notice of 30 days, at pre-sale stage, is being given to you the addressees in compliance of Rule 8(6) and Rule 9(1) of Security Interest (Enforcement) Rules, 2002 and you are hereby informed and notified that the aforesaid secured assets shall be put to sale, by holding public auction through e-auction mode on **"As is where is", "As is what is", and "Whatever there is"** basis after 30 clear days from this notice on **22.06.2023**.
- That since the sale of secured assets will be affected by holding public auction through e-auction mode, the secured creditor is also causing a public notice as given under Security Interest (Enforcement) Rules, 2002, which will also be published in two leading newspapers on 12.05.2023 including one in vernacular language having wide circulation at Surat, Gujarat.
- The detailed terms and conditions of E-Auction is available on website <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Proper-ties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>
- That the attention of you the abovenamed addresses is also invited to provisions of sub-section (8) of Section 13 (as amended w.e.f. 01.09.2016) of SARFAESI Act, 2002 in respect of time available, to redeem the secured assets.

For Aditya Birla Finance Limited

Anil Agarwal
(Authorized Officer)



Aditya Birla Finance Limited

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CIN: U65990GJ1991PLC064603



18002665868 <Near Masks, Stay Safe>



EN185795125IN IVR:6977185
SP THANE R.S. S.O <400601>
Counter No:1,11/05/2023,18:21
To:KIRANVA CREATIONS ,SURAT
PIN:395007, SVR College SQ
From:ANKIT AGGAR,ADITYA BIRLA FIN
Wt:50gms
<Track on www.indiapost.gov.in>

<Dial 18002665868> <Near Masks, Stay Safe>



EN185795117IN IVR:6977185
SP THANE R.S. S.O <400601>
Counter No:1,11/05/2023,18:21
To:DEEPA B SHAH ,SURAT
PIN:395007, SVR College SQ,
From:ANKIT AGGAR,ADITYA BIRLA FIN
Wt:50gms
Amt:41.30(Cash)Tax:6.30
<Track on www.indiapost.gov.in>

<Dial 18002665868> <Near Masks, Stay Safe>



EN185795134IN IVR:6977185
SP THANE R.S. S.O <400601>
Counter No:1,11/05/2023,18:21
To:BIREN G SHAH ,SURAT
PIN:395007, SVR College SQ,
From:ANKIT AGGAR,ADITYA BIRLA FIN
Wt:50gms
Amt:41.30(Cash)Tax:6.30
<Track on www.indiapost.gov.in>

<Dial 18002665868> <Near Masks, Stay Safe>



EN185795148IN IVR:6977185
SP THANE R.S. S.O <400601>
Counter No:1,11/05/2023,18:21
To:BIREN G SHAH ,SURAT
PIN:395007, SVR College SQ,
From:ANKIT AGGAR,ADITYA BIRLA FIN
Wt:50gms
Amt:41.30(Cash)Tax:6.30
<Track on www.indiapost.gov.in>

<Dial 18002665868> <Near Masks, Stay Safe>



EN185795151IN IVR:6977185
SP THANE R.S. S.O <400601>
Counter No:1,11/05/2023,18:21
To:DEEPA BIREN SHAH ,SURAT
PIN:395007, SVR College SQ
From:ANKIT AGGAR,ADITYA BIRLA FIN
Wt:50gms
Amt:41.30(Cash)Tax:6.30
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