

**ADITYA BIRLA FINANCE LTD.**

**M/s. Aditya Birla Finance Limited**

**Registered Office: Indian Rayon Compound, Veraval, Gujarat 362 266.**

**Branch Office: Aditya Birla Finance Ltd, Unit #10 & 12, 6th & 4th Floor, Oval, Venkat Narayan Road, T Nagar, Chennai-600 017 and also at: Aditya Birla Finance Ltd, No.739, 2nd Floor Avinashi Road, Anna statue, Coimbatore - 641018.**

**Authorized Officer Mr. Shivarasan Devar**

**Contact: 9004861424**

**Auction Service Provider: M/s E- Procurement Technologies Limited (Auction Tiger) B-704/705, Wall Street - II, Opp. Orient Club, Nr. Gujarat College, Ellisbridge, Ahmedabad – 380006,**

**E-Auction Sale Notice**

Pursuant to taking possession of the secured asset mentioned hereunder by the Authorized Officer of Aditya Birla Finance Limited under the **Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (54 of 2002)** for the recovery of amount due from borrower(s), Co-Borrower(s), Guarantor(s) offers are invited by the undersigned in sealed covers for purchase of immovable property, as described hereunder, which is in the Physical Possession, **on 'As Is Where Is Basis', 'As Is What Is Basis' and 'Whatever Is There Is Basis'**, Particulars of which are given below:-

<b>Borrower(s) / Co-Borrower(s)/ Guarantor(s)</b>	<b>Demand Notice Date and Amount</b>	<b>Description of the Immovable property</b>	<b>Reserve Price (RP)</b>	<b>Earnest Money Deposit (EMD) (10% of RP)</b>	<b>Total Loan Outstanding (As on 27.10.2022)</b>
<b>M/s. SRI PARVATHI TEXTILES, Mr.MADHESWARAN NATESAN, Mrs. PATHMA MATHESWARAN and Mr. SHRIDHAR.</b>	<b>09.12.2021  Rs. 1,38,84,428/- (Rupees One Crore Thirty-Eight Lakh Eighty-Four Thousand Four Hundred Twenty-Eight Only)</b>	<b>All piece and parcel of the property situated at Namakkal District, Namakkal R.D., Thiruchengodu Sub R.D., Thiruchengodu Taluk, 48 Kailasampalaya m Village, S.No.33/1, Punjai acre 16.12, Asst Rs.20.15, at present new S.No.33/4B, Punjai acre 1.93, with an extent of 7612 sq. feet of the land is related to description.  The boundaries and measurements for the same are:  East of the land belongs to Arththanarigounder;</b>	<b>Rs. 2,22,07,000/-</b>	<b>Rs. 22,20,700/-</b>	<b>Rs. 1,69,67,136.94/- (Rupees One Crore Sixty Nine Lakh Sixty Seven Thousand One Hundred Thirty Six and Paise Ninety Four Only)</b>

		<p><b>West of the partition land (7262 sq. feet) belongs to T.C.Gnasekaran; North of 30 East-West Road; South of the land belongs to Arththanarigounder;</b></p> <p><b>Within the above boundaries are measuring</b></p> <p><b>East-West Northern side 91 feet, Southern side 84 feet, North-South Eastern side 84 feet, Western side 90 feet;</b></p> <p><b>As Totally 7612 sq. feet of the land in full and with 20 years old East-West 80 feet and North-South 16 feet of 1280 sq. feet of Ground floor and First floor R.C.C. terraced building and with East-West 80 feet and North-South 60 feet of 4800 sq. feet of A.C.C. Sheet building and with all fitting of the above building and with deposit amount with all pathway rights and with an easement rights annexed thereto. As per old Ward No-4 at present election Ward No.6 situated within the limit of East Muniyappan Kovil street in Thiruchengodu Municipality.</b></p>			
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For detailed terms and conditions of the sale, please log on to the website  
<https://sarfaesi.auctiontiger.net>

TERMS AND CONDITIONS OF THE SALE OF IMMOVABLE PROPERTY BY WAY OF E-AUCTION: -

- Date of Inspection of the Immovable Property is from **02.11.2022 to 01.12.2022** between **11:00 am to 04:00 pm**.
- Last Date & Time of submitting EMD: **02.12.2022** from **10:00 am to 5:00 pm**.
- The Auction Sale will be an Online E-Auction/Bidding through approved Service Provider M/s E-Procurement Technologies Limited(Auction Tiger) Help Line Nos. 079-6813 6837/80/72/94 & Contact Person: Vivek Kachariya(Mo.: 9081830222) Help Line E-mail id: support@auctiontiger.net & vivek@auctiontiger.net through the web portal <https://sarfaesi.auctiontiger.net>;
- The Auction Sale will be held on **05.12.2022** between **10.00 a.m to 12.00 p.m** with auto-extensions for 5 (five) minutes in case a bid is placed in the last 5 minutes before the appointed closing time;
- The bid price to be submitted shall be above the Reserve Price fixed by the Authorized Officer ("AO") and the bidders shall further improve their offer in multiples of **Rs.25,000/- (Rupees Twenty Five Thousand only)**.
- The property will not be sold below the Reserve Price set by the AO. The bid quoted below the Reserve Price shall be rejected and the EMD deposited shall be forfeited.
- The successful bidder shall have to pay 25% of the purchase amount (including Earnest Money) already paid within 24 hours of the closure of the E-Auction sale proceedings. The Balance 75% of the purchase price shall have to be paid within 15 (fifteen) days of confirmation of the sale by the Financial Institution or such extended period as agreed upon in writing by and solely at the discretion of the AO failing which the Financial Institution shall forfeit amounts already paid/deposited by the purchaser.
- Bidders are advised to visit the said website for Annexure and detailed Terms and Conditions of the sale before submitting their bids and participating in the proceedings.
- Bids shall be submitted online only in the prescribed format(s) with relevant details duly filled in. Bids submitted in any other format / incomplete bids are liable to be rejected.
- Annexure shall be accompanied by copies of the following KYC documents viz. (i) PAN Card (ii) Aadhar Card/Passport (iii) Current Address proof (iv) valid e-mail id (v) contact number (mobile/landline) (vi) Board Resolution to participate in the auction (for a company) etc. Scanned copies of the said documents shall be submitted to the e-mail id stated above. Earnest Money Deposit (EMD) as mentioned against property described in the accompanying Sale Notice shall be deposited through Demand Draft.
- The bidders shall hold a valid e-mail id as all the relevant information from the Secured Creditor/the Service Provider may be conveyed through email only.
- Prospective intending bidders may contact the Service Provider on the details mentioned above to avail online training on participating in the e-auction. However, neither the Authorized Officer nor the Secured Creditor nor the Service Provider shall be responsible for any technical lapses/internet outage/power failure etc.
- The EMD of the unsuccessful bidder will be returned of closure of the E-Auction proceedings.
- The sale is subject to confirmation by the Financial Institution. If the Borrower/Guarantor(s) pay the entire amount due to the Secured Creditor before the appointed date and time of e-auction, no sale will be concluded.
- To the best of knowledge and information of the AO, no other encumbrances exist on the aforesaid property, however the prospective tenderers are advised to do their own due diligence and conduct independent enquiries in regard to the title/encumbrances etc. The AO shall not be held responsible for any charge, lien, encumbrances, property tax or any other dues to the Government or anybody in respect to the aforesaid property. The property is being sold with all the existing and future encumbrances whether known or unknown to the Secured Creditor.
- The AO has the right to reject any tender/tenders (for either of the property) or even may cancel the e-auction without assigning any reasons thereof.
- On compliance of terms of sale, AO shall issue 'Sale Certificate' in favor of purchaser. All expenses relating to stamp duty, registration charges, conveyance, VAT, TDS, IT etc. shall be borne by the purchaser as prescribed in the act.
- The Total Loan Outstanding amount is not the loan foreclosure amount. All other charges (if any) shall be calculated at the time of closure of the loan.
- The Demand Draft Should be made in favor of 'Aditya Birla Finance Limited'.

• The sale is subject to the conditions prescribed in the SARFAESI Act 2002 (54 of 2002) and the conditions mentioned above.

**Place: Namakkal**

**For ADITYA BIRLA FINANCE LIMITED**

**Date: 01.11.2022.**

**Authorised Officer**