

ADITYA BIRLA FINANCE LTD.

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

Branch Office: 1st Floor, Vijaya Building, 17, Barakhamba Road, New Delhi-110001.

Contact Nos: - 1. Aditya Birla Finance Limited, Authorized Officer : Mr. Bhupender Tanwar and Mobile No. 9999993832, Mr.Charanjit Singh-7249400096 and Mr.Jahirul Islam Laskar-9706003075

2. Auction Service Provider - Auction Tiger, (ASP), Contact Person Name & Number – Ram Sharma – 9978591888 Contact no. 079-68136880/68136837

Mob.: +91 9265562821/18

E Mail : support@auctiontiger.net

E-Auction Sale Notice

[See proviso to rule 9 (1) Security Interest (Enforcement) Rules, 2002]

Pursuant to taking possession of the secured asset mentioned hereunder by the Authorized Officer of Aditya Birla Finance Limited (ABFL) 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, offers/Bid are invited by the undersigned 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:

Borrower(s) / Co-Borrower(s)/ Guarantor(s)	Demand Notice Date and Amount	Description of the Immovable property	Reserve Price (RP)	Earnest Money Deposit (EMD) (10% of RP) & Incremental Value	Total Loan Outstanding (As on 07.06.21)
1. M/s Happy Brothers, Through Proprietor, 2. Mr. Rakesh Kumar Jain, 3. Mrs. Kapoor Mala Jain, 4. Sneh Lata Jain, 5. Rashmi Jain, 6. Ripan Jain, 7. Amit jain, 8. Ruchi Jain, 9. Simmi Jain,	16.06.2021 for Rs. 3,93,39,611.40/- (Rs. Three Crores Ninty Three Lakhs Thirty Nine Thousand Six Hundred Eleven and Forty Paise Only)	ALL THAT PIECE AND PARCEL OF Property THE MORTGAGED PROPERTY bearing no. "Plot no.513, measuring 377 yards located at MC no. 130 F/2, Kitchlu Nagar, Ludhiana, Punjab. Khasra No.15//5, Khata No. 457/471, Hadbast no.158, Jamabandhi year 2004-2005, Village Haibowal Kurad, Kitchlu Nagar, New Ashok Vihar Tehsil, Ludhiana, Punjab"	Rs. 2,14,96,500/- (Rupees Two Crore Fourteen Lakhs Ninty Six Thousand Five Hundred Only).	Rs.21,49,650/- (Rupees Twenty One Lakh Forty Nine Thousand Six Fifty Only). Incremental Value: Rs. 2,00,000/-	Rs. 3,93,39,611.40/- (Rs. Three Crores Ninty Three Lakhs Thirty Nine Thousand Six Hundred Eleven and Forty Paise Only) as on 07.06.21 and further interest and other expenses thereon till the date of realization of complete Outstanding amount

The Terms and Conditions of the E-Auction are as under:

- E-Auction is being held on "AS IS WHERE IS BASIS", "AS IS WHAT IS BASIS", and "WHATEVER IS THERE IS BASIS" and will be conducted "Online". The Auction will be conducted through the ABFL approved online auction service provider "Auction Tiger"
- Last Date of Submission of Bid/Offer** in the prescribed tender forms along with EMD and KYC is **18/02/2023 up to 05:00 PM** at the Branch Office address mentioned herein above. Bid Form that are not filled up or Bids received beyond last date will be considered as invalid Bid and shall accordingly be rejected. No interest shall be paid on the EMD. This EMD shall be forfeited by Secured Creditor/ABFL if the successful bidder of this E-Auction, is either, not able to pay 25% of the sale price/bid price (inclusive of EMD) immediately upon acceptance of offer or a day thereafter in terms of Rule 9(3) of SARFAESI Rules, 2002, or wishes to withdraw from Auction post declaration of him as Successful Bidder. The EMDs of unsuccessful bidders shall be returned. Please refer Rule 9(3), 9(4) & 9(5) of SARFAESI Rules 2002 for more details in regard to Time of payment of Sale Price and related timelines.

3. **Date of E-Auction** for Property is **20/02/2023** at the web portal <https://sarfaesi-auctiontiger.net> from **11:00 AM to 1:00 PM** with unlimited extensions of 5 Minutes each.
4. The Bid/offer will be opened in the presence of the Authorized Officer.
5. **Date of Inspection of the Immovable Property** is on **10.02.2023 & 16.02.2023 between 11 AM to 5 PM.**
6. The online bidder hereby agrees that once he/she has formally registered a qualified Bid before authorized officer will have to express their interest to participate through the E-auction bidding platform, by submitting this document. It shall be the tenderer's/online bidder's sole responsibility to procure his/her login id and password from auction service provider
7. Further interest will be charged as applicable, as per the Loan Agreement on the amount outstanding in the notice and incidental expenses, costs, etc., is due and payable till its realization. It is hereby made clear that above outstanding amount is exclusive of TDS Calculation and Pre-Payment Charges which may be added up at the time of complete settlement of Sale amount.
8. The notice is hereby given to the Borrower/s, Mortgager and Guarantor/s they can bring the intending buyers/purchasers for purchasing the immovable property as described herein above, as per the particulars of terms and Conditions of Sale.
9. **The Borrower(s)/Co-Borrower(s)/Guarantor(s) have been given 15 DAYS SALE NOTICE UNDER THE SARFAESI ACT, 2002 (as per the revised guidelines in the Gazette of India notification dated 03/11/2016)** to pay the outstanding amount before date of Auction publication failing which the immovable property will be auctioned and balance, if any, will be recovered with interest and costs.
10. The detail terms and conditions of the auction sale are incorporated in the prescribed tender form. Tender forms are available at the above mentioned Zonal/Branch office.
11. The immovable property will be sold to the highest tenderer/Bidder in E- Auction. The Authorized Officer reserves the absolute discretion to allow inter se bidding with minimum Bid increment amount. The Property as mentioned will not be sold below Reserve Price.
12. The Tenderer(s) / Offerer(s) / Prospective Bidder(s) / Purchaser(s) are hereby notified that the secured asset will be sold with the Encumbrances and dues payable to Statutory Authority (if any) and are also requested, in their own interest, to satisfy himself / themselves/ itself with regard to the above and other relevant details pertaining to the above mentioned secured asset before submitting the tenders.
13. **Aditya Birla Finance Ltd is not responsible for any liabilities whatsoever pending upon the property as mentioned above. The Property shall be auctioned on 'As Is Where Is Basis', 'As Is What Is Basis' and 'Whatever Is There Is Basis'.**
14. 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.
15. The Demand Draft Should be made in favor of **'Aditya Birla Finance Limited'**.
16. Wherever applicable, its responsibility of auction purchaser to deduct Tax at Source (TDS) @ 1% of the total sale consideration on behalf of the resident owner on the transfer of immovable property having consideration equal to ₹ 50 lacs and above and deposit the same with appropriate authority u/s 194 IA of Income Tax act.

For further details, contact the Authorized Officer, at the above mentioned Office address.

SD/-

Date : **28/01/2023**

Place: Ludhiana, Punjab

Mr. Jahirul Islam Laskar (Authorised Officer)

For Aditya Birla Finance Limited

