

ADITYA BIRLA FINANCE LTD.

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

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

Contact Nos: - 1. Aditya Birla Finance Limited, Authorised Officer – Tanmoy Banerjee and Mobile No. +91 7596946467

2. Auction Service Provider – Auction Tiger, Contact Person Name – Ram Prasad & His Mobile Number – 8000023297

Public E-Auction Sale Notice of Immovable Properties

Pursuant to taking **Physical Possession** of the secured asset mentioned hereunder by the Authorized Officer of Aditya Birla Finance Limited under the **Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002** (54 of 2002) for the recovery of the amount due from **1. Roop Fashions Private Limited, Through its Directors (Borrower) 2. M/s Satyam Designs Through its Authorised Signatory/Proprietor (Co-Borrower) 3. M/s Nilamber Fashions, Through its Authorised Signatory/Proprietor (Co-Borrower) 4. Babu Lal Diwan (Co-Borrower) 5. Nirmal Kumar Diwan (Co-Borrower) 6. Ranjana Diwan (Co-Borrower) 7. Sunita Diwan (Co – Borrower) 8. Piyush Diwan (Co – Borrower)** offers are invited by the undersigned in sealed covers for the 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 There Is Basis’**”, particulars of which are given below:

Borrower(s) / Co-Borrower(s)/ Guarantor(s)/ Mortgagor(s)	Demand Notice Date and Amount	Description of the Immovable property	Reserve Price (RP)	Earnest Money Deposit (EMD) (10% of RP)	Total Loan Outstanding (As on 15.09.2021)
1) Roop Fashions Private Limited (Borrower) Through its Directors 2) M/s Satyam Designs (Co- Borrower) Through its Authorised Signatory/Proprietor 3) M/s Nilamber Fashions (Co-Borrower)	Demand Notice dated 21st September 2021 for an amount of Rs. 3,37,84,573/- (Rupees Three Crore Thirty-Seven Lakh Eighty-Four Thousand Five Hundred Seventy- Three Only)	ALL THAT PIECE AND PARCEL of the Office No. 1 B on the 1 st Floor measuring 1620 square feet of the building being partly one-storied and partly two-storied messuages tenements or dwelling house and hereditaments together with piece or parcel of revenue redeemed land or ground thereunto belonging and on part whereof the same is erected and build containing by estimation one Bigha, nine Cottahs be the same a little more or less situated and lying at and being premises No. 97, (formerly No. 41), Park Street being holding	The Reserve Price will be Rs. 3,28,05,000/- (Rupees Three Crores Twenty- Eight Lakhs Five Thousand Only)	Earnest Money Deposit will be Rs. 32,80,500 (Rupees Thirty-Two Lakhs Eighty Thousand Five Hundred Only)	Rs. 3,37,84,573/- (Rupees Three Crore Thirty-Seven Lakh Eighty-Four Thousand Five Hundred Seventy- Three Only)

<p>Through its Authorised Signatory/Proprietor</p> <p>4) Babu Lal Diwan (Co-Borrower)</p> <p>5) Nirmal Kumar Diwan (Co-Borrower)</p> <p>6) Ranjana Diwan (Co-Borrower)</p> <p>7) Sunita Diwan (Co – Borrower)</p> <p>8) Piyush Diwan (Co – Borrower)</p>		<p>No. 9 in Block X in the South Division of the town of Calcutta also together with all other rights of user of the common part portions in the said building and/or the said premises. The said premises are butted and bounded as follows:</p> <p>On the North: By Park Lane,</p> <p>On the South: By premises No. 99 (Formerly No. 42) Park Street, partly by Park Street, partly by Premises No. 95 (formerly No. 40) Park Street and partly by premises No. 93 (formerly 39) Park Street;</p> <p>On the East: By premises No. 99 (Formerly No. 43) Park Street;</p> <p>On the West: By partly by Premises No. 95 (formerly No. 40) Park Street and partly by premises No. 93 (formerly 39) Park Street;</p>			
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The Terms and Conditions of the Public E-Auction are as under:

1. Public E-Auction is being held on **“AS IS WHERE IS BASIS”, “AS IS WHAT IS BASIS”, and “WHATEVER THERE IS BASIS”** and will be conducted **“Online”**. The Auction will be conducted through the ABFL-approved auction service provider **“Auction Tiger”**.
2. Date of Inspection of the Immovable Property is on **29th March 2023** between 11 A.M. – 4:00 P.M.
3. **Last Date of Submission of Tender/Sealed Bid/Offer** in the prescribed tender forms along with EMD and KYC is **on 30th March 2023 up to 4:00 P.M.** at the Branch Office address mentioned herein above. Tenders that are not filled up or tenders received beyond last date will be considered as invalid tender and shall accordingly be rejected. No interest shall be paid on the EMD.
4. **Date of the Public E-Auction** for Property is **31st March 2023** 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.**
5. The tender/Sealed Bid/offer will be opened in the presence of the Authorised Officer (hereinafter referred to as **“AO”**).

6. The tenderer/online bidder hereby agrees that once he/she has formally registered a qualified tender before the AO will have to express their interest to participate through the Public 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 the 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.
8. The notice is hereby given to the Borrower/s, Co-Borrower/s and Guarantor/s (hereinafter referred to as "**Borrowers**") that 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. **Since in the above-mentioned cases wherein Sale Notice was issued/published earlier also therefore, the Borrowers are hereby given 15 DAYS SALE NOTICE UNDER THE SARFAESI ACT, 2002 (as per the revised guidelines in the Gazette of India notification dated 3 November 2016) to pay the sum mentioned as above before the date of Auction failing which the immovable property will be auctioned and balance, if any, will be recovered with interest and costs. If the Borrowers pay the amount due to Aditya Birla Finance Ltd, in full before the date of sale, the auction is liable to be stopped.**
10. The properties 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.
11. 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 Public E-Auction sale proceedings (i.e. on the same day or not later than next working day). 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.
12. Bidders are advised to visit the said website for the Annexure and detailed Terms and Conditions of the sale before submitting their bids and participating in the proceedings.
13. 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.
14. 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 each property described in the accompanying Sale Notice shall be deposited through Demand Draft.

15. 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.
16. Prospective intending bidders may contact the Service Provider on the details mentioned above to avail of online training on participating in the Public e-auction. However, neither the AO nor the Secured Creditor nor the Service Provider shall be responsible for any technical lapses/internet outage/power failure etc.
17. The EMD of the unsuccessful bidder will be returned of closure of the Public E-Auction proceedings.
18. The sale is subject to confirmation by the Financial Institution. If the Borrowers pay the entire amount due to the Secured Creditor before the appointed date and time of public e-auction, no sale will be concluded.
19. 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 properties. The properties are being sold with all the existing and future encumbrances whether known or unknown to the Secured Creditor.
20. The AO has the right to reject any tender/tenders (for either of the property) or even may cancel the public e-auction without assigning any reasons thereof.
21. 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 etc. shall be borne by the purchaser.
22. The sale is subject to the conditions prescribed in the SARFAESI Act 2002 (54 of 2002) and the conditions mentioned above.
23. 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.
24. The immovable property will be sold to the highest tenderer/Bidder in E- Auction. The AO reserves the absolute discretion to allow inter se bidding with Bid increment amount as desired by the AO. The Property as mentioned will not be sold below Reserve Price.

25. 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.
26. **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 There Is Basis'.**
27. 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.
28. The Demand Draft Should be made in favor of **'Aditya Birla Finance Limited'**.
29. Wherever applicable, it's the responsibility of the 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 Authorised Officer, at the abovementioned Office address.

SD/-

Date: 11th March, 2023

Place: Kolkata

Tanmoy Banerjee, Authorised Officer, Mobile No. +91 7596946467

For Aditya Birla Finance Limited