



By Speed Post/ Email

Notice under proviso Rule 9(1) of Security Interest (Enforcement) Rules, 2002

Date: 01.12.2023

To,

**1. Jay & Priya Foods
(Borrower)**

Proprietorship Firm through its Proprietor
Nimisha Samir Patel
"Shivam"-4, Shreeram Park,
Mission Road, Karamsad-388325.

Also at:

Flavours, Near ICICI Bank,
Mota Bajar, Vallabh Vidhyanagar,
Anand, Gujarat-388120.

Email: jayshivin@yahoo.co.in
pateljay1603@gmail.com

2. Nimisha Samir Patel

Proprietor of Jay & Priya Foods
(Borrower and Mortgagor)
"Shivam"-4, Shreeram Park,
Mission Road, Karamsad-388325.

Email: jayshivin@yahoo.co.in

3. Samir Rasik Patel

(Borrower and Mortgagor)
"Shivam"-4, Shreeram Park,
Mission Road, Karamsad-388325.

Email: jayshivin@yahoo.co.in

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

SUB: Loan Account No. 80000819, 80000892, 80002613, 80002620, 80000820 and 80002622

REF: SALE NOTICE DATED 01.12.2023




Aditya Birla Finance Limited

Gcorp Tech Park, 13th Floor, Next to Big Bazaar Mall, Kasarvadavli,
Ghodbunder Road, Thane (West) - 400615.
+91 22 4356 7100 | (F) +91 22 4356 7266 | 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 earlier Sale Notice dated **30.10.2023** giving a notice of 15 days under Rule 8(6) read with proviso to Rule 9(1) of Security Interest (Enforcement) Rules, 2002 for sale of secured asset i.e. All that part and parcel of the mortgaged properties, being

All that part and parcel of the immovable property being Undivided 2/3-part share admeasuring 192.71.33 sq. mtrs. out of 289.07 sq. mtrs. of Plot No. 3 & 4 of having construction admeasuring 112.74.66 sq. mtrs. of Municipal House No. 6/524, situated in land bearing Revenue Survey No. 588/3 of the sim of Village-Karamsad, Registered District and Sub-District- Anand owned by Samir Rasik Patel and Nimisha Samir Patel butted and bound as follows:

On West: Adjacent Sub Plot No. 5 & 6
On East: Adjacent Sub Plot No. 2
On South: Adjacent 7.50 mtrs society road
On North: Adjacent Revenue survey No. 588/4

Hereinafter referred to as "**Secured Asset**".

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 03.06.2021 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. 1,22,58,619.61/- (Rupees One Crores Twenty-Two Lakhs Fifty-Eight Thousand Six Hundred Nineteen and Paise Sixty-One Only) (exclusive of TDS Calculation and Pre-Payment Charges, as applicable) due as on 07.05.2021** within 60 days of the said notice and as such the secured creditor has taken physical possession of the secured asset 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 asset from an approved valuer. The Authorized Officer had fixed the reserve price of the secured assets basis the valuation received and conducted E-Auction on multiple occasions however, the said E-Auction failed due to lack of bids. The details of the E-Auctions previously conducted at the Reserve Price are given below:

a. E-Auction held on 14.06.2023

Reserve Price – Rs. 1,20,01,200/-, EMD Amount- Rs. 12,00,120/-



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b. E-Auction held on 26.10.2023

Reserve Price – Rs. 1,20,01,200/-, EMD Amount- Rs. 12,00,120/-

c. E-Auction held on 21.11.2023

Reserve Price – Rs. 1,08,01,080/-, EMD Amount- Rs. 10,80,108

It is stated all the three E-Auctions did not materialize due to lack of bids.

5. The secured creditor has decided that the secured asset may be put to sale once again for the fourth time at the Reserve Price of **Rs.97,20,972/- (Rupees Ninety-Seven Lakhs Twenty Thousand Nine Hundred Seventy-Two Only)**, by holding an E- Auction of the secured asset on **19.12.2023**
6. The date for inspection of the said secured asset is fixed from 12.11.2023 to 15.12.2023 **between 11:00 a.m. to 5:00 p.m.** The offers for the said secured asset should reach the office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS for **Rs. 9,72,097.20 (Rupees Nine Lakhs Seventy-Two Thousand Ninety-Seven and paise Twenty Only)** as Earnest Money Deposit on/before 18.12.2023 before 5:00 p.m. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of Aditya Birla Finance Limited.
7. That this sale notice of 15 days, at pre-sale stage, is being given to you the addressees in compliance of proviso to 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”** after 15 clear days from this notice on **19.12.2023**.
8. That since the sale of secured assets will be affected by holding E-Auction, the secured creditor is also causing a public notice as given under Security Interest (Enforcement) Rules, 2002, which is published in two leading newspapers on 01.12.2023 including one in vernacular language having wide circulation at Anand, Gujarat.
9. The detailed terms and conditions of E-Auction is available on website <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>
10. 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 asset.

For Aditya Birla Finance Limited

Anil Agaswal
(Authorized Officer)



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