

By Speed Post/ Email

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

Date: 07.06.2024

To,

1. Ashish Sharad Chemburkar
304 Tower No-1, Rustomjee O Zone,
Laxmi Singh Street, Behind Telephone Exchange-02,
Goregaon(W)- 400064
Maharashtra

Also At

Flat No 104 & 105, 1st Floor, Madhura Tower CHS,
Kevni Pada, Off S.V. Road, Near Mother Care Hospital Shop,
Jogeshwari (West), -400102
Maharashtra

2. Sushma Ashish Chemburkar
304 Tower No-1, Rustomjee O Zone,
Laxmi Singh Street, Behind Telephone Exchange-02,
Goregaon(W)- 400064
Maharashtra

Also At

Flat No 104 & 105, 1st Floor, Madhura Tower CHS,
Kevni Pada, Off S.V. Road, Near Mother Care Hospital Shop,
Jogeshwari (West), -400102
Maharashtra

.....(hereinafter collectively referred to as '**Borrower/s, Mortgagor/s**')

SUB: Loan A/c No ABFLMUMLAP0000014182

REF: SALE NOTICE DATED 07.06.2024

Sir/ Madam,



Aditya Birla Finance Limited

Unit No. 1301 to 1304, 13th Floor, Gcorp Tech Park, Sector 6,
Ghodbunder Road, Village Wadhavli, Thane - 400615, Maharashtra.

Tel: +91 22 4356 7100 | Toll-free no.: 1800-270-7000

care.finance@adityabirlacapital.com | <https://finance.adityabirlacapital.com>

Registered Office:

Indian Rayon Compound,
Veraval, Gujarat - 362 266

CIN: U65990GJ1991PLC064603



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1. This is with reference to the Possession Notice dated 15.02.2024 issued to your good self- giving a notice of Physical Possession under Rule 8(1) of Security Interest (Enforcement) Rules, 2002 for the secured asset i.e.

“Flat No 104 & 105, 1st Floor, Madhura Tower CHS, Kevni Pada, Off S.V. Road, Near Mother Care Hospital Shop, Jogeshwari (West), Mumbai- 400102”

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 23.12.2022 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. 1,43,03,508.58 (Rupees One Crore Forty Three Lakhs Three Thousand Five Hundred Eight and paise Fifty-Eight Only)** by way of outstanding principal, arrears (including accrued late charges) and interest due as on 21.12.2022 (This amount is exclusive of TDS Calculation and Pre-Payment Charges, as applicable) 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 and in consultation with the secured creditor, had fixed the reserve price of the secured assets as below:

Details of the Immovable Assets	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
“Flat No 104 & 105, 1st Floor, Madhura Tower CHS, Kevni Pada, Off S.V. Road, Near Mother Care Hospital Shop, Jogeshwari (West), Mumbai- 400102”	20,24,000/-	2,02,40,000/-

5. That accordingly, based on the commercial understanding, the secured creditor has decided that the secured asset may be put to sale, by holding an E- Auction of the secured asset on 12.07.2024 at a reserve price for the said secured asset, the details of which are mentioned below.

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"Flat No 104 & 105, 1st Floor, Madhura Tower CHS, Kevni Pada, Off S.V. Road, Near Mother Care Hospital Shop, Jogeshwari (West), Mumbai- 400102"	20,24,000/-	2,02,40,000/-

- The date for inspection of the said secured assets is fixed on **24.06.2024 to 28.06.2024 between 11:00 a.m. to 5:00 p.m.** The offers for the said secured assets should reach the office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS as Earnest Money Deposit for the amounts mentioned in Point 4 and 5 herein above on/before **11.07.2024** 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 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 30 clear days from this notice on **12.07.2024**.
- 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 has been published in two leading newspapers on 07.06.2024 including one in vernacular language having wide circulation at Mumbai.
- 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>

For Aditya Birla Finance Limited

(Authorized Officer)

**Aditya Birla Finance Limited**

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