



By Speed Post/Email

Notice under Rule 8(6) read with Rule 9(1) of Security Interest (Enforcement) Rules, 2002

Date: 12.06.23

To,

1. Generix Lifesciences Pvt. Ltd.,
Unit no. 903, Tower A-1,
Ansal Corporate Park, Plot No. 7 A/ 1,
Sector-142, Noida,
Uttar Pradesh-201301

Also At:-

Unit no.207, Ground Floor, Shahpur Jat,
New Delhi-110049.

Also At:-

3rd Floor, Unit No. 207,
Unit no. 4, 5, 6,
Shahpur Jat, South Delhi,
Delhi-110049.

Also At:-

Office bearing no. 1209 & 1210,
12th Floor, Ghanshyam Enclave,
Link Road, Kandivali (West), Mumbai-400067.

2. Sandeep Jha,
Flat No. 72B, Ground Floor,
Pocket-3, Trilokpuri,
Mayur Vihar, Phase-1,
Delhi-110091.
3. Rekha Jha,
Flat No. 72B, Ground Floor,
Pocket-3, Trilokpuri,
Mayur Vihar, Phase-1,
Delhi-110091.



SUBJECT: Notice of 15 Days For Sale Under Rule 8(6) read with Rule 9(1) of Security Interest (Enforcement) Rules, 2002 For Sale of Secured Asset i.e. All That Part and Parcel of the Mortgaged Property Being “Office bearing nos. 901, 902, 903, 904 & 905, Tower A-1, Ansal Corporate Park, Plot No. 7 A/ 1, Sector-142, Noida, Uttar Pradesh.”

REFERENCE: Loan Account No. MINACS0207701, 80000904 and 80002257.

Sir/ Madam,

Aditya Birla Finance Limited (“ABFL”) is serving upon you the borrowers namely Generix Lifesciences Pvt. Ltd., Sandeep Jha and Rekha Jha (hereinafter collectively referred to as the “Borrowers”) the present notice for sale of the Secured Asset being “All that part and parcel of the Office bearing nos. 901, 902, 903, 904 & 905, Tower A-1, Ansal Corporate Park, Plot No. 7 A/ 1, Sector-142, Noida, Uttar Pradesh” (“Secured Asset”) under Rule 9(1) of the Security Interest (Enforcement) Rules, 2002.

1. That after availing the aforesaid loans the Borrowers 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).
2. That thereafter, a demand notice dated **13.12.2021** U/S 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) was duly served upon all the Borrowers, however, the Borrowers failed to make the payment of demanded amount i.e. **Rs. 9,55,33,240.10/- (Rupees Nine Crores Fifty Five Lakhs Thirty Three Thousand Two Hundred Forty and Ten Paise Only)** due as on **22.11.2021** within 60 days from the date of the said notice and as such the secured creditor i.e. ABFL has taken physical possession of the Secured Asset in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder.
3. That thereafter, the authorized officer in consultation with the Secured Creditor had obtained valuation of the Secured Asset from an approved valuer in compliance of Rule 8 (5) of the Security Interest (Enforcement) Rules, 2002 and fixed the reserve price of the above noted Secured Asset to put the Secured Asset on sale by way of public auctions through e-auction mode which were fixed on 10.03.2023 & 22.05.23. However, the said auctions have been failed due to lack of bids.
4. Therefore, further in exercise of its right as a secured creditor under the provisions of the SARFAESI Act, 2002 and rules framed thereunder, the secured creditor i.e. ABFL has decided to put the Secured



Asset on sale by way of public auction through E –auction Mode on **30.06.2023** in compliance of provisions of SARFAESI Act, 2002 and rules frame thereunder.

5. Further, please note that in consultation with the Secured Creditor the authorized officer of ABFL has obtained valuation of the Secured Asset from an approved valuer in compliance of Rule 8 (5) of the Security Interest (Enforcement) Rules, 2002 and fixed the reserve price of the Secured Asset at **Rs. 2,89,17,024/- (Rupees Two Crore Eighty Nine Lakh Seventeen Thousand and Twenty four Only)** as per below break up :

Description of Property	Reserve Price	EMD Amount
Unit/Office No. 901, 902 & 903 9th Floor Tower-A Corporate Park Plot No-7A/1, Sector-142, Noida, Gautam Budh Nagar, UP (Property I)	Rs. 1,44,52,425.00/-	Rs. 14,45,242/-
Unit No. 904 & 905, Tower-A, 9th floor, Plot No. 17A/1, Corporate Park, Sector-142, Noida, District-Gautam Budh Nagar, UP (Property II)	Rs. 1,44,64,599.00/-	Rs. 14,46,459 /-

6. Now, please take notice that the said Secured Asset will be sold by the undersigned by E-Auction on **30.06.2023**. The inspection of the said secured asset can be done by requesting in advance to Authorized Officer of ABFL between 12.00 PM to 04.00 PM. The Reserve Price of the said Secured Asset shall be **Rs. Rs. 2,89,17,024/- (Rupees Two Crore Eighty Nine Lakh Seventeen Thousand and Twenty four Only)**.
7. The offers for the said Secured Asset should reach the Office of the undersigned along with Demand Draft/ NEFT / RTGS for **Rs. 14,45,242/-(Rs. Fourteen Lakh Forty Five Thousand Two Hundred Forty Two Only)** for property -I and **Rs. 14,46,459 /- (Rs. Fourteen Lakh Forty Six Thousand Four Hundred Fifty Nine Only)** for property -II as Earnest Money Deposit on or before **29.06.2023** at Plot No. 17, 2nd Floor, Vijaya Building, Barakhamba Road, New Delhi- 110001. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of “Aditya Birla Finance Limited”.
8. That this sale notice of 15 days, at pre-sale stage, is being given to the Borrowers in compliance of Rule 9(1) of Security Interest (Enforcement) Rules, 2002 and you are hereby informed and notified that the aforesaid Secured Asset shall be put to sale, in whole, by holding public auction through e-

Aditya Birla Finance Ltd.

(A part of Aditya Birla Capital Ltd.)

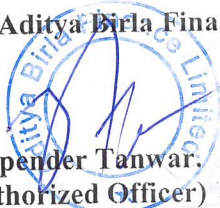


ADITYA BIRLA CAPITAL

auction mode on “As is where is”, “As is what is”, and “Whatever there is” basis after 15 clear days from this notice on **30.06.23**.

9. That since the sale of Secured Asset will be effected by holding public auction through e-auction mode, the secured creditor shall cause a public notice as given under Security Interest (Enforcement) Rules, 2002, which is being published in two leading newspapers including one in vernacular language having wide circulation.
10. That the attention of the Borrowers 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.
11. For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor’s website i.e. www.adityabirlafinance.com or <https://sarfaesi.auctiontiger.net>.

For Aditya Birla Finance Limited



Bhupender Tanwar
(Authorized Officer)

2nd Floor, Vijaya Building, 17,
Barakhamba Road, New Delhi-110001.

Aditya Birla Finance Limited

1st Floor, Vijaya Building, Barakhamba Road, New Delhi - 11001.

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



intertek

Sale Notice 3rd Auction Generix.

SP 1100010102 <110001>
GSTN No: 07AAAGH0019MZZK
ED354557413IN
Counter Nos1,OP-Code:OPER
To:GENERIX LIFESCIENCES,
delhi, PIN:110049
From:ADITYA BIRLA FINANCE LTD , MD
Wt:50grams, ,13/06/2023 ,13:04
Amt:18.00
,CGST @% 1.5 ,SGST @%: 1.50



SP 1100010102 <110001>
GSTN No: 07AAAGH0019MZZK
ED354557546IN
Counter Nos1,OP-Code:OPER
To:GENERIX LIFESCIENCES,
delhi, PIN:110049
From:ADITYA BIRLA FINANCE LTD , MD
Wt:50grams, ,13/06/2023 ,13:05
Amt:18.00
,CGST @% 1.5 ,SGST @%: 1.50



SP 1100010102 <110001>
GSTN No: 07AAAGH0019MZZK
ED354557427IN
Counter Nos1,OP-Code:OPER
To:GENERIX LIFESCIENCES,
MUMBAI, PIN:400067
From:ADITYA BIRLA FINANCE LTD , MD
Wt:50grams, ,13/06/2023 ,13:05
Amt:41.00
,CGST @% 3 ,SGST @%: 3.00



SP 1100010102 <110001>
GSTN No: 07AAAGH0019MZZK
ED354557435IN
Counter Nos1,OP-Code:OPER
To:GENERIX LIFESCIENCES,
noida, PIN:201301
From:ADITYA BIRLA FINANCE LTD , MD
Wt:50grams, ,13/06/2023 ,13:06
Amt:18.00
,CGST @% 1.5 ,SGST @%: 1.50



SP 1100010102 <110001>
GSTN No: 07AAAGH0019MZZK
ED354557444IN
Counter Nos1,OP-Code:OPER
To:REKHA JHA,
delhi, PIN:110091
From:ADITYA BIRLA FINANCE LTD , MD
Wt:50grams, ,13/06/2023 ,13:06
Amt:18.00
,CGST @% 1.5 ,SGST @%: 1.50



SP 1100010102 <110001>
GSTN No: 07AAAGH0019MZZK
ED354557550IN
Counter Nos1,OP-Code:OPER
To:SANDEEP JHA,
delhi, PIN:110091
From:ADITYA BIRLA FINANCE LTD , MD
Wt:50grams, ,13/06/2023 ,13:06
Amt:18.00
,CGST @% 1.5 ,SGST @%: 1.50

