

ADITYA BIRLA FINANCE LTD

M/s. Aditya Birla Finance Limited

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

Branch Office: Aditya Birla Finance Ltd, Sai Sadhan, Ground Floor, TS 125 (North Phase), SIDCO Estate, Ekkduthankal, Chennai – 600032 & also at No.211/6, 2nd Floor, ESR avenue, TV Swamy road (E), R S Puram, Coimbatore – 641002

Authorized Officer Mr. Shivarasan

Contact: 7401011000 & 9004861424

Auction Service Provider: M/s E- Procurement Technologies Limited(Auction Tiger) B-704/705, Wall Street - II, Opp. Orient Club, Nr. Gujarat College, Ellisbridge, Ahmedabad – 380006,

E-Auction Sale Notice

Pursuant to taking possession of the secured asset mentioned hereunder by the Authorized Officer of Aditya Birla Finance Limited 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 are invited by the undersigned in sealed covers for purchase of immovable property, as described hereunder, which is in the Symbolic 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)	Total Loan Outstanding (As on 04.02.2022)
M/s Flora Wedding Planners Mrs. K. Reshma Mr. S. Srijay	30.06.2021 for Rs. 48,33,029/ -	All that part and piece of land in Coimbatore Registration District, Vadavalli Sub-Registration District, Coimbatore Taluk, presently Coimbatore North Taluk, Goundampalayam Village, 1.30 Acres of land in S.F.No.62/1, in Ramanaicker layout: North of Site No.1 belonging to M.Kandasamy East of land of Venkatachala Naicker South of Site No.2 belonging to R.Subbaian West of 20 Feet North South Road Amidst above, an extent of 5 Cents 22 Sq.Fts, in this as per Settlement Deed registered as document no.1824/2019 land and building in Northern Side of Site No.15 within following boundaries and measurements: West of 20 Feet North South Road East of land of Venkatchala Naicker North of Southern portion vacant land belonging to	Rs. 59,04,450/ -	Rs. 5,90,445/-	Rs. 53,23,183.04/- in Loan Account No. ABFLCOILA P0000047504

		<p>Anian South of Site No.16 belonging to R.Subbaian</p> <p>Amidst above,</p> <p>North South on both sides - 20 Ft East West on both sides - 55 Ft</p> <p>Measuring 1100 Sq.Ft or 102.192 Sq.Mtr or 2 Cents 228 Sq.Ft of land along with R.C.C. Buildings standing thereon together with its EB Connection, Water Connection, its deposits, pathway rights attached thereto along with all appurtenances attached thereto.</p> <p>Door No.206, 15A, Nagammal Street (K.K.Pudur Road) EB Service No.03034004579, 030340041374 Water Connection No.814788, 85743</p> <p>Above land is presently situated in S.F.No.62/1A</p> <p>The above property is situated within the limits of Coimbatore Corporation.</p>			
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For detailed terms and conditions of the sale, please log on to the website
<https://sarfaesi.auctiontiger.net>

TERMS AND CONDITIONS OF THE SALE OF IMMOVABLE PROPERTY BY WAY OF E-AUCTION: -

- Date of Inspection of the Immovable Property is from 07.02.2022 to 07.03.2022 between 11:00 am to 04:00 pm.
- Last Date & Time of submitting EMD: 08.03.2022 from 10:00 am to 5 :00 pm.
- The Auction Sale will be an Online E-Auction/Bidding through approved Service Provider M/s E- Procurement Technologies Limited(Auction Tiger) Help Line Nos. 079-6813 6837/80/72/94 & Contact Person: Vivek Kachariya(Mo.: 9081830222) Help Line E-mail id: support@auctiontiger.net & vivek@auctiontiger.net through the web portal <https://sarfaesi.auctiontiger.net>;
- The Auction Sale will be held on 14.03.2022 between 10.00 am to 12.00 pm with auto-extensions for 5 (five) minutes in case a bid is placed in the last 5 minutes before the appointed closing time;
- The bid price to be submitted shall be above the Reserve Price fixed by the Authorized Officer ("AO") and the bidders shall further improve their offer in multiples of Rs.50,000/- (Rupees Fifty Thousand only).

- The property 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.
- 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 E-Auction sale proceedings. 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.
- Bidders are advised to visit the said website for Annexure and detailed Terms and Conditions of the sale before submitting their bids and participating in the proceedings.
- 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.
- 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 property described in the accompanying Sale Notice shall be deposited through Demand Draft.
- 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.
- Prospective intending bidders may contact the Service Provider on the details mentioned above to avail online training on participating in the e-auction. However, neither the Authorized Officer nor the Secured Creditor nor the Service Provider shall be responsible for any technical lapses/internet outage/power failure etc.
- The EMD of the unsuccessful bidder will be returned of closure of the E-Auction proceedings.
- The sale is subject to confirmation by the Financial Institution. If the Borrower/Guarantor(s) pay the entire amount due to the Secured Creditor before the appointed date and time of e-auction, no sale will be concluded.
- 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.
- The AO has the right to reject any tender/tenders (for either of the property) or even may cancel the e-auction without assigning any reasons thereof.
- 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, IT etc. shall be borne by the purchaser as prescribed in the act.
- 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.
- The Demand Draft Should be made in favor of 'Aditya Birla Finance Limited'.
- The sale is subject to the conditions prescribed in the SARFAESI Act 2002 (54 of 2002) and the conditions mentioned above.

Place: Coimbatore

Date: 11th February 2022

Authorized Officer
ADITYA BIRLA FINANCE LTD