

**ADITYA BIRLA FINANCE LTD.**

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

**Branch Office:** A-205 & 206, Imperial Heights, Opp Big Bazaar, 150 ft. Ring Road, Rajkot- 360 005.

**Corporate Office:** 10<sup>th</sup> Floor, R-Tech Park, Nirlon Complex, Off Western Express Highway, Near Hub Mall, Goregaon (East), Mumbai- 400063

**Contact Nos: - 1. Aditya Birla Finance Limited, Authorized Officer: Mr. Ankit Aggarwal, Mobile 9833698778 and Mr. Devang Mehta, Mobile 7575002570**

**2. Auction Service Provider - Auction Tiger, (ASP), Contact Person Name & Number – Ram Sharma – 8000023297 Contact No. 079-68136880/68136837**

Mob.: +91 9265562821/18

E Mail: [support@auctiontiger.net](mailto:support@auctiontiger.net)

**E-Auction Sale Notice**

[See proviso to Rule 9 (1) read with Rule 8(7) Security Interest (Enforcement) Rules, 2002]

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, Co-Borrower (s) and Mortgagor (s), Offers/Bid are invited by the undersigned for purchase of immovable properties, as described hereunder, which is in the physical possession, on **‘As Is Where Is Basis’, ‘As Is What Is Basis’ and ‘Whatever Is There Is Basis’**, particulars of which are given below:

<b>Borrower(s) / Co-Borrower(s)/ Mortgagor (s)</b>	<b>Demand Notice Date and Amount</b>	<b>Description of the Immovable property (Secured Assets)</b>	<b>Reserve Price (RP)</b>	<b>Earnest Money Deposit (EMD) (10% of RP) &amp; Incremental Value</b>	<b>Foreclosure Amount</b>
<b>1. M/s Parmeshwari Jewellers (“Borrower”)</b> 302 to 305, Dinumama Arcade Near Darbar Gadh, Soni Bazar, Mandvi chowk Rajkot Gujarat- 360001	Demand Notice dated 07.08.2023  Rs.1,92,56,586.40 (Rupees One Crore Ninety-Two Lakhs Fifty-Six Thousand Five Hundred Eighty-Six and paise Forty Only)  (exclusive of TDS Calculation and Pre-Payment Charges, as applicable) due as on 01.08.2023	Office No- 302 to 305, Third Floor, Dinumama Arcade, Nr Darbar Gadh, Soni Bazar, Mandavi Chowk, Rajkot, Gurajat-360001 (City Survey No 1327, city survey Ward No 2)	Rs.31,96,800/- (Rupees Thirty-One Lakhs Ninety-Six Thousand Eight Hundred Only)	Rs.3,19,680/- (Rupees Three Lakhs Nineteen Thousand Six Hundred Eighty Only)  <b>(Bid Incremental Value: Rs. 25,000/-)</b>	Rs. 2,00,08,789.46 due as on 06.11.2022
<b>2. Chetanbhai Ghanshyambhai Zinduvadiah (“Co-Borrower/Mortgagor”)</b> 302 to 305, Dinumama Arcade Near Darbar Gadh, Soni Bazar, Mandvi chowk					

Rajkot Gujarat-  
360001

**3. Mehulbhai  
Ghanshyambhai  
Zinduvadiah ("Co-  
Borrower/Mortgago  
r")**

302 to 305,  
Dinumama Arcade  
Near Darbar  
Gadh,Soni Bazar,  
Mandvi chowk  
Rajkot Gujarat-  
360001

**4. Ghanshyambhai  
Amrutlal  
Zinduvadiah ("Co-  
Borrower")**

302 to 305,  
Dinumama Arcade  
Near Darbar  
Gadh,Soni Bazar,  
Mandvi chowk  
Rajkot Gujarat-  
360001

**5. Bhartiben  
Ghanshyambhai  
Zinduvadiah ("Co-  
Borrower")**

302 to 305,  
Dinumama Arcade  
Near Darbar  
Gadh,Soni Bazar,  
Mandvi chowk  
Rajkot Gujarat-  
360001

**6. Dharaben  
Mehulbhai  
Zinduvadiah ("Co-  
Borrower")**

302 to 305,  
Dinumama Arcade  
Near Darbar  
Gadh,Soni Bazar,

<p>Mandvi chowk Rajkot Gujarat- 360001</p> <p><b>7. Venishaben Chetanbhai Zinduvadiah (“Co- Borrower”)</b> 302 to 305, Dinumama Arcade Near Darbar Gadh,Soni Bazar, Mandvi chowk Rajkot Gujarat- 360001</p>					
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**The Terms and Conditions of the E-Auction are as under:**

1. E-Auction for the aforesaid secured asset/s 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 online auction service provider **“Auction Tiger”**.
2. **Date of E-Auction** for the above secured asset is on 02.02.2024 at the web portal <https://sarfaesi.auctiontiger.net> from **11:00 AM to 2:00 PM** with unlimited extensions of **5 Minutes each**. All interested participants of this E-Auction shall need to fill Bids/Tender Forms and submit the same along with EMD of 10% of above Reserve Price on or before the last date. All participants/bidders are required to submit their bids online on the web portal of online auction service provider **“Auction Tiger”** and the highest bidder shall be declared as Successful Bidder in whose favor Sale of aforesaid secured asset would take place. **Bids submitted in any other format /incomplete bids are liable to be rejected.**
3. 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.
4. **Date of Inspection of the Immovable Property** is from **22.01.2024 till 26.01.2024 between 11:00 a.m. to 5:00 p.m**
5. **Last Date of Submission of Bids/Tender Forms alongwith aforementioned EMD** in the prescribed tender/bid forms and KYC is **31.01.2024 up to 5:00 p.m.** at the Branch/ Corporate Office address mentioned herein above. Bid Forms that are not filled up or EMDs received beyond last date will be considered as invalid and shall accordingly be rejected. No interest shall be paid on the EMD. This EMD shall be forfeited by Secured Creditor/ABFL if the successful bidder of this E-Auction, is either, not able to pay 25% of the sale price/bid price (inclusive of EMD) immediately upon acceptance of offer /bids or a day thereafter in terms of Rule 9(3) of SARFAESI Rules, 2002, or wishes to withdraw from Auction post declaration of him as Successful Bidder. The EMDs of unsuccessful bidders shall be returned.
6. The Balance 75% of the sale price/bid price shall have to be paid within 15 (fifteen) days of confirmation of the sale by the Financial Institution/ ADITYA BIRLA FINANCE LTD (ABFL) or such extended period as agreed upon in writing by and solely at the discretion of the Authorized Officer failing which the ABFL shall forfeit amounts already paid/deposited by the Purchaser/Bidder. Please refer Rule 9(3), 9(4) & 9(5) of SARFAESI Rules 2002 for more details with regards to Time of payment of Sale Price and related timelines.

7. The online bidder hereby agrees that once he/she has formally registered a qualified Bid before the Authorized Officer, he/she will have to express their interest to participate through the 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 auction service provider. Bid Forms 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.
8. 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.
9. 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. It is hereby made clear that above outstanding amount is exclusive of TDS Calculation and Pre-Payment Charges which may be added up at the time of complete settlement of Sale amount.
10. The notice is hereby given to the Borrower, Co-Borrower (s) and Mortgager (s) 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.
11. **The Borrower, Co-Borrower (s) and Mortgager (s) have been given 15 DAYS SALE NOTICE UNDER THE SARFAESI ACT, 2002 (as per the revised guidelines in the Gazette of India notification dated 03/11/2016)** to pay the outstanding amount mentioned above due as on today, before date of E- 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, auction is liable to be stopped.
12. The detailed terms and conditions of the auction sale are incorporated in the prescribed tender form. Tender/Bids forms are available at the above-mentioned Branch/ Corporate office from 15.01.2024 onwards. Bidders are also advised to visit the Auction Tiger website for Annexure and detailed Terms and Conditions of the sale before submitting their bids and participating in the proceedings.
13. The properties/secured assets 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.
14. 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.
15. The immovable property will be sold to the highest tenderer/Bidder in E- Auction. The Authorized Officer reserves the absolute discretion to allow inter se bidding with minimum Bid increment amount. The Property as mentioned will not be sold below Reserve Price.
16. 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. The Authorized Officer 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.
17. 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 e-auction, no sale will be concluded.

18. 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.
19. **Aditya Birla Finance Ltd is not responsible for any liabilities whatsoever pending upon the property as mentioned above. The Property**  
***Office No- 302 to 305, Third Floor, Dinumama Arcade, Nr Darbar Gadh, Soni Bazar, Mandavi Chowk, Rajkot, Gurajat-360001 (City Survey No 1327, city survey Ward No 2)***  
**shall be auctioned on 'As Is Where Is Basis', 'As Is What Is Basis' and 'Whatever Is There Is Basis' at a Reserve Price as mentioned above.**
20. The loan foreclosure amount includes all interest and charges, which varies from day to day and are subject to changes. Other charges (if any) shall be calculated at the time of closure of the loan.
21. The Demand Draft Should be made in favor of **'Aditya Birla Finance Limited'**.
22. 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.
23. 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 minimum Bid increment amount. The Property as mentioned will not be sold below Reserve Price.
24. Wherever applicable, it is the responsibility of 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.
25. The sale is subject to the conditions prescribed in the SARFAESI Act 2002 (54 of 2002) and the conditions mentioned above.

For further details, contact the Authorized Officer, at the above-mentioned Office address.

**Date:** 13.01.2023  
**Place:** Rajkot, Gujarat

Sd/-

**Authorized Officer**

For **Aditya Birla Finance Limited**