

**ADITYA BIRLA CAPITAL LTD.**

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

**Branch Office:** Room No. 401, 4<sup>th</sup> Floor, Camac Square, 24 Camac Street, Kolkata - 700016

**Contact Nos: - 1. Aditya Birla Capital Limited, Authorized Officer – Gautam Das and Mobile No. 9830556237**

**2. Auction Service Provider – Auction Tiger, Contact Person Name – Ram Prasad & His Mobile Number – 8000023297, E-mail Id: [support@auctiontiger.net](mailto:support@auctiontiger.net)**

**E-Auction Sale Notice**

[See proviso to Rule 8(6) & (7) read with proviso to Rule 9 (1) of The Security Interest (Enforcement) Rules, 2002]

On account of the amalgamation between Aditya Birla Finance Ltd. and Aditya Birla Capital Ltd. vide the scheme of amalgamation dated 11.03.2024, duly recorded in the Order passed by the National Company Law Tribunal – Ahmedabad on 24.03.2025, all actions initiated by Aditya Birla Finance Ltd. ('ABFL') under the Securitization & Reconstruction of Financial Assets & Enforcement of Security Interest Act 2002, in relation to the mortgaged property, including the Sale of the mortgage property mentioned in schedule below, stands transferred in the Aditya Birla Capital Ltd, the amalgamated company, by virtue of Section 230 & 232 of Companies Act 2013. Accordingly, this sale notice is being published by Aditya Birla Capital Ltd ("ABCL").

Pursuant to taking **Physical Possession on 13.12.2024** of the secured asset mentioned hereunder by the Authorized Officer of Aditya Birla Finance Limited (now amalgamated with ABCL) under the **Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002** (54 of 2002) for the recovery of the amount due from the borrower(s), offers/Bid are invited by the undersigned in sealed covers for the purchase of immovable property, 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)/ Guarantor(s)/ Mortgagor(s)</b>	<b>Demand Notice Date and Amount</b>	<b>Description of the Secured Asset (Immovable property &amp; Movable Property)</b>	<b>Reserve Price (RP)</b>	<b>Earnest Money Deposit (EMD) (10% of RP)</b>	<b>Total Loan Outstanding (As on 17.01.2025)</b>
1. M/s Bansidhar Agarwalla & Co Pvt Ltd. (Borrower & Mortgagor) {Unit Bulbulitalla} Through its directors,  2. M/s Vidushi Agro Private Limited (Co-Borrower & Mortgagor); Through its directors  3. M/s Bansi Automotive Tyres Pvt Ltd. (Co-Borrower); Through its directors	<b>Demand Notice dated 18.05.2024 for an amount of Rs.13,40,59,517.87/- (Rupees Thirteen Crores Forty Lakhs Fifty-Nine Thousand Five Hundred Seventeen and Paise Eighty-Seven Only) as on 16.05.2024 (excluding any taxes, pre-payment charges, or any other applicable dues).</b>	<p align="center"><u>Immovable Property</u></p> <p><b><u>Property No.1 – Item no. (i)</u></b></p> <p><b><u>ALL THAT</u></b> Office bearing No. 503-A containing a built-up area of 638 square feet (super built-up area being 851 square feet)) more or less on the Fifth Floor of the existing building “Diamond Prestige” at the said Premises No. 41A Acharya Jagadish Chandra Bose Road Kolkata with proportionate share of area on piece and parcel of land or ground thereunto belonging whereon or on parts whereof the same are erected and built containing an area of 2 Bighas 13 Cottahs 13 Chittacks and 37 square feet be the same a little more or less situate lying at and being premises No. 41 A Acharya Jagadish Chandra Bose Road (formerly known as Lower Circular Road), within Park Street Police Station and comprised in Holding No. 1, Block No. IV in the South Division of the town of Calcutta, PIN – 700017, Ward No. 61 of the Kolkata Municipal Corporation and butted and bounded as follows:</p>	<b>The Reserve Price for the sale of the mortgaged property is Rs. 1,99,40,400/- (Rupees One Crore Ninety-Nine Lakhs Fourty Thousand Four Hundred only).</b>	<b>Earnest Money Deposit (EMD) for the Immovable Properties is Rs. 19,94,040/- (Rupees Nineteen Lakhs Ninety Four Thousand Forty only).</b>	<b>Rs. Rs. 15,11,22,568.04 (Rupees Fifteen Crore Eleven lakhs Twenty Five Hundred Sixty Eight and Zero Four Paise) being the outstanding as on 16.04.2025.</b>

4. Prashant Agarwalla son of Rajendra Prasad Agarwalla (Guarantor)		<p><u>On the north: by filled up sewerer ditch of Kolkata Municipal Corporation beyond which is Lower Circular Road Baptist Chappel at premises No. 42 and 43 A.J.C Bose Road;</u></p>			
5. Lalita Devi Agarwalla wife of Mohan Lal Agarwalla (Guarantor)		<p><u>On the East: by A.J.C Bose Road;</u>  <u>On the South: partly by Elliot Road and partly by premises No. 95A, Elliot Road;.</u>  <u>On the West: partly by premises No. 95A Elliot Road and Partly by the said filled up sewerer ditch.</u>  <u>AND as morefully delineated in the plan annexed to the title deed bordered thereon in "RED"</u></p>			
6. Ekta Agarwalla @ Ekta Devi Agarwalla wife Mohit Agarwal (Guarantor & Legal heir of deceased guarantor Late Mohit Agarwalla)		<p><u>OR HOWSOEVER OTHERWISE the same now are or is or at any time heretofore were or was situated, butted, bounded, called, known, numbered, described and/or distinguished.</u>  <u>EXCEPTING HOWEVER 8000 square feet of area on the 4th Floor of the said building at the said premises.</u></p>			
7. Rajendra Agarwalla @ Rajendra Prasad Agarwalla son of Hazari Lal Agarwalla (Guarantor)		<p><u>(This property No. 1 – item no. (i) is owned by M/s. Vidushi Agro Pvt. Ltd. (Co-Borrower Cum Mortgagor) by virtue of Indenture dated 28.12.2015 executed by Diamond Nirman Enterprises &amp; Others in favor of said mortgagor and registered with Additional Registrar of Assurances – II, Kolkata as Deed No. I – 11334 of 2015.)</u></p>			
8. Mohan Lal Agarwalla Son of Bansidhar Agarwalla (Guarantor)		<p><u>Item no. (ii)</u></p>			
9. Utkarsh Agrwal @ Utkarsh Agarwalla son of Late Mohit Agarwalla (Legal heir of deceased guarantor Late Mohit Agarwalla)		<p><u><b>ALL THAT</b> Office bearing No. 503 containing a built-up area of 508 square feet (super built-up area being 677 square feet) more or less on the Fifth Floor of the existing building "<b>Diamond Prestige</b>" at the said Premises No. 41A Acharya Jagadish Chandra Bose Road Kolkata with proportionate share of area on piece and parcel of land or ground thereunto belonging whereon or on parts whereof the same are erected and built containing an area of 2 Bighas 13 Cottahs 13 Chittacks and 37 square feet be the same a little more or less situate lying at and being premises No. 41 A Acharya Jagadish Chandra Bose Road (formerly known as Lower Circular Road), within Park Street Police Station and comprised in Holding No. 1, Block No. IV in the South Division of the town of Calcutta, PIN – 700017, Ward No. 61 of the Kolkata Municipal Corporation and butted and bounded as follows:</u></p>			
10. Vidushi Agarwal (Legal heir of deceased guarantor Late Mohit Agarwalla) Through her natural guardian Ekta		<p><u>On the north: by filled up sewerer ditch of Kolkata Municipal Corporation beyond which is Lower Circular Road Baptist Chappel at premises No. 42 and 43 A.J.C Bose Road;</u></p>			
		<p><u>On the East: by A.J.C Bose Road;</u>  <u>On the South: partly by Elliot Road and partly by premises No. 95A,</u></p>			

Agarwalla @ Ekta Devi Agarwalla		<p><u>Elliot Road;</u>  <u>On the West : partly by premises No. 95A Elliot Road and Partly by</u>  <u>the said filled up sewerer ditch.</u>  <u>AND as morefully delineated in the plan annexed to the title deed</u>  <u>bordered thereon in "RED"</u></p> <p><u>OR HOWSOEVER OTHERWISE the same now are or is or at any time</u>  <u>heretofore were or was situated, butted, bounded, called, known,</u>  <u>numbered, described and/or distinguished.</u>  <u>EXCEPTING HOWEVER 8000 square feet of area on the 4th Floor of</u>  <u>the said building at the said premises.</u></p> <p><u>(This item no. (ii) is owned by M/s. Vidushi Agro Pvt. Ltd. (Co-</u>  <u>Borrower Cum Mortgagor) by virtue of Indenture dated 28.12.2015</u>  <u>executed by Diamond Nirman Enterprises &amp; Others in favor of said</u>  <u>mortgagor and registered with Additional Registrar of Assurances –</u>  <u>II, Kolkata as Deed No. I – 11333 of 2015.)</u></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 IS THERE IS BASIS" and will be conducted "Online". The Auction will be conducted through the ABCL approved online auction service provider **"Auction Tiger"**.
2. **Date of E-Auction** for the above secured asset is **on 09.06.2025**, at the web portal <https://sarfaesi.auctiontiger.net> from **11:00 AM to 1:00 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 assets 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. Incremental Value for proposed Bid will be 1% of total Reserved Price Fixed.
4. **Date of Inspection of the Immovable Property** is on **05.06.2025** between **11.00 AM to 04.30 PM**.
5. **Last Date of Submission of Bids/Tender Forms along with aforementioned EMD** in the prescribed tender/bid forms and KYC is on **06.06.2025 up to 4:00 P.M.** at the Branch 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/ABCL 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 CAPITAL LTD (ABCL) or such extended period as agreed upon in writing by and solely at the discretion of the Authorized Officer failing which the ABCL 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/s, Mortgager and Guarantor/s 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(s)/Co-Borrower(s)/Guarantor(s) have been given clear 30 days Redemption notice and 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 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 Capital 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 Zonal/Branch office from **21.05.2025** 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 to allow inter se bidding with minimum Bid incremental amount as mentioned above. The Property as mentioned will not be sold below Reserve Price.
16. The Tenderer(s) / Offeror(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 Capital Ltd is not responsible for any liabilities whatsoever pending upon the property/SECURED ASSET as mentioned above. The Property/SECURED ASSET shall be auctioned on 'As Is Where Is Basis', 'As Is What Is Basis' and 'Whatever Is There Is Basis' at one lot having a consolidated Reserve Price as mentioned above.**
20. 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.

21. The Demand Draft Should be made in favor **of 'Aditya Birla Capital 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. If the Sale Price is more than Rs 50,00,000/- (Rupees Fifty Lakh only), then the auction purchaser / successful bidder shall deduct 1% of the Sale Price as TDS in the name of the owner of the property & remit it to Income Tax Department as per section 194 IA of Income Tax Act and only 99% of the Sale Price has to be remitted to Secured Creditor. The Sale Certificate will be issued only on receipt of Form 26QB & Challan for having remitted the TDS. The purchaser shall bear the applicable stamp duty/additional stamp duty/transfer charges, fee, all the statutory/non-statutory dues, taxes, rates, assessment charges, fee etc. owing to anybody in connection with the said Secured Asset(s).
23. Accordingly, 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.
24. 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: 21.05.2025**

**Place: Kolkata**

**Gautam Das, Authorized Officer, Mobile No. +91 9830556237.**

**For Aditya Birla Capital Limited**