

**SALE NOTICE**  
**By R. P. A. D /SPEED POST/COURIER/E-MAIL/HAND DELIVERY**

**Date: 27.05.2025**

**To,**

- 1. MR.ASHOK KUMAR,  
S/O MR.GANPAT RAM**  
254,4, RAMNAGAR, ROORKEE,  
HARIDAWAR,ROORKEE,  
UTTARAKHAND 247667.  
MOBILE- 7668206205  
EMAIL ID- TANEJAASHOK348@GMAIL.COM
  
- 2. MRS. JYOTI TANEJA,  
W/O ASHOK KUMAR,**  
254,4, RAMNAGAR, ROORKEE,  
HARIDAWAR,ROORKEE,  
UTTARAKHAND 247667.  
MOBILE- 9045395837  
EMAIL;-TANEJAASHOK349@GMAIL.COM
  
- 3. MR. MANAV TANEJA,  
S/O MR.ASHOK KUMAR,**  
156, GALI NO 4,  
RAM NAGAR,ROORKEE,  
HARIDWAR,UTTRAKHAND 247667.  
MOBILE- 7017877176  
EMAIL ID- TANEJADHABAL175@GMAIL.COM

**SUBJECT: SALE NOTICE UNDER RULE 9 (1) OF SECURITY INTEREST (ENFORCEMENT) RULES, 2002 OF 15 DAYS FOR SALE OF SECURED ASSET PROPERTY MORTGAGED WITH ADITYA BIRLA CAPITAL LIMITED.**

**REFERENCE: Loan Account No- ABNRSTS000000753494**

Sir/ Madam,

It is to be noted that on account of 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 legal actions including the possession and sale of the mortgaged property mentioned below, under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 stands transferred to Aditya Birla Capital Limited, the transferee company. Accordingly, this notice is being issued under the by "Aditya Birla Capital Ltd" (hereinafter to be referred as Secured Creditor).

The Secured Creditor is serving upon you the borrowers namely "Mr.Ashok Kumar, S/O Mr.Ganpat Ram, Mrs. Jyoti Taneja W/O Ashok Kumar and Mr. Manav Taneja S/O Mr.Ashok Kumar" the present

notice for sale of the Secured Asset being "ALL THAT THREE SHOPS SITUATED ON FIRST FLOOR FORMING PARTY PROPERTY BEARING NO. 254, RAMNAGAR ROORKEE, HARIDWAR AREA MEASURING 373.728 SQ.FT., WITH THE ROOF RIGHT" "Secured Asset" under Rule 8(6) 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 **15-June-2024** 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. 55,81,507/- (RUPEES FIFTY FIVE LAKH EIGHTY ONE THOUSAND FIVE HUNDRED AND SEVEN ONLY)** due as on **07-JUNE-2024** within 60 days from the date 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.
3. Therefore, in exercise of its right as a secured creditor under the provisions of the SARFAESI Act, 2002 and rules framed thereunder, the secured creditor has decided to put the Secured Asset on sale by way of public auction through E –auction Mode on **17<sup>th</sup> June, 2025** in compliance of provisions of SARFAESI Act, 2002 and rules frame thereunder.
4. Further, please note that in consultation with the Secured Creditor the authorized officer of Secured Creditor 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 as **Rs 49,50,000/- (Rupees Forty Nine Lakhs and Fifty Thousand only)**
5. The inspection of the said secured asset can be done by requesting in advance to Authorized Officer of the Secured Creditor between **11.00 PM to 01.00 PM.** The offers for the said Secured Asset should reach the Office of the undersigned along with Demand Draft/ NEFT / RTGS for As **Rs. 4,95,000/- (Rupees Four Lakhs and Ninety Five Thousand Only)** as Earnest Money Deposit on **16<sup>th</sup> June, 2025** or before 12<sup>th</sup> Floor, R Tech Park, Nirlon Complex, Near Hub Mall, Goregaon (East) Mumbai 400063.The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of "Aditya Birla Capital Limited".
6. That this sale notice of 15 days, at pre-sale stage, is being given to the Borrowers in compliance 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-auction mode on **"As is where is", "As is what is", and "Whatever there is" basis.**
7. 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.

8. This Notice is being given to you the addresses 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 sold after 15 (Fifteen) clear days from this notice by way of E-Auction for all the above properties on **17<sup>th</sup> June, 2025** or thereafter on some other day through E-Auction. A publication of a public notice for sale of secured asset is also being affected.

For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor's website i.e. <https://abfl.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> and <https://BidDeal.in>

**For Aditya Birla Capital Limited**

**(Authorized Officer)**

#### **SCHEDULE I**

##### **PROPERTY SCHEDULE –1**

ALL THAT THREE SHOPS SITUATED ON FIRST FLOOR FORMING PARTY PROPERTY BEARING NO. 254, RAMNAGAR ROORKEE, HARIDWAR AREA MEASURING 373.728 SQ.FT., WITH THE ROOF RIGHT, WHICH IS BOUNDED & BUTTED AS UNDER :-

EAST : 12 FT. WIDE ROAD, SIDE MEASURING 13 FT. 6 INCH

WEST : SHOP OF MONA LAKHANI, MEASURING 13 FT.6 INCH

NORTH : 16 FT. WIDE ROAD ON GROUND FLOOR, MEASURING 27.48FT.

SOUTH : PROPERTY OF SHRI OM PRAKASH SETH, MEASURING 27.48FT.

**For Aditya Birla Capital Limited**

**(Authorized Officer)**