

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

Date: 12.05.2025

To,

1. M/S KESHAV DAIRY FARM
THROUGH ITS PROPRIETOR KESHAV NAMDEO AHER
S NO.1047, ADGAON SHIVAR, ADGAON NASHIK,
NR. BHUUBAL ENGINEERING COLLEGE, NASHIK-422003
EMAIL:- KESHAVAHER07@GMAIL.COM
MOBILE:- 85308371351& 7875968796
2. MR. KESHAV NAMDEO AHER
S/O NAMDEO RAGHUNATH AHER
FLAT NO.01, BASERA PARK, KHUTWAD NAGAR,
NR HANUMAN MANDIR, KAMATWADE NASHIK, 422009

ALSO, AT:
MR. KESHAV NAMDEO AHER
S/O NAMDEO RAGHUNATH AHER
ANKITA ROW HOUSE NO. 2, VRUNDAWAN NAGAR,
NEAR BALMUKTANGAN SCHOOL,
AMBAD, NASHIK-422010
PHONE NO. 9822758119
3. MRS. MANISHA NAMDEO AHER
D/W/O SURESH JADHAV
FLAT NO. 01, BASERA PARK,
KHUTWAD NAGAR
NR HANUMAN MANDIR, KAMATWADE NASHIK, 422009
PHONE NO. 7385224635
EMAIL: MANISHAAHER@GMAIL.COM
4. MR. NAMDEO RAGHUNATH AHER
S/O RAGHUNATH BHIVSAN AHER
FLAT NO.01, BASERA PARK, KHUTWAD NAGAR
HANUMAN MANDIR, KAMATWADE NASHIK, 422009
PHONE NO. 8530838043 EMAIL: NRAHER1974@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- ABNSKSTS000000571788

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 "M/S KESHAV DAIRY FARM THROUGH ITS PROPRIETOR KESHAV NAMDEO AHER , MR. KESHAV NAMDEO AHER (S/O NAMDEO RAGHUNATH AHER), MRS. MANISHA NAMDEO AHER (D/W/O SURESH JADHAV), MR. NAMDEO RAGHUNATH AHER (S/O RAGHUNATH BHIVSAN AHER) the present notice for sale of the Secured Asset being ALL THAT PIECE AND PARCEL OF THE PROPERTY BEARING SHOP NO. 3(THREE) AREA ADM. 16.65 SQ. MTRS AND SHOP NO. 4(FOUR) AREA ADM. 12.73 SQ. MTRS CARPET ON GROUND FLOOR IN THE SCHEME KNOWN AS "SONALI PLAZA" CONSTRUCTED ON CITY SURVEY NO. 5457B AREA ADM. 220.74 SQ. MTRS AND CITY SURVEY NO. 5457D AREA ADM. 70.20 SQ. MTRS TOTAL AREA ADM. 290.94 SQ. MTRS SITUATED AT VILLAGE NASHIK, TALUKA & DISTRICT: NASHIK 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 **13-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. 61,59,321.20/- (RUPEES SIXTY ONE LACS FIFTY NINE THOUSAND THREE HUNDRED TWENTY ONE AND TWENTY PAISA ONLY)** due as on **12- 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 **29th May 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 55,10,000/- (Rupees Fifty Five Lacs and Ten 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. 5,51,000/- (Rupees Five Lacs and Fifty one Thousand Only) as** Earnest Money Deposit on **28th May 2025** or before 12th 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 29th May 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

Apoorva Danthi

(Authorized Officer)

Aditya Birla Capital Limited

12th Floor, R Tech Park, Nirlon Complex, Near Hub Mall,
Goregaon (East) Mumbai 400063

SCHEDULE I

PROPERTY SCHEDULE –1

ALL THAT PIECE AND PARCEL OF THE PROPERTY BEARING SHOP NO. 3(THREE) AREA ADM. 16.65 SQ. MTRS AND SHOP NO. 4(FOUR) AREA ADM. 12.73 SQ. MTRS CARPET ON GROUND FLOOR IN THE SCHEME KNOWN AS "SONALI PLAZA" CONSTRUCTED ON CITY SURVEY NO. 5457B AREA ADM. 220.74 SQ. MTRS AND CITY SURVEY NO. 5457D AREA ADM. 70.20 SQ. MTRS TOTAL AREA ADM. 290.94 SQ. MTRS SITUATED AT VILLAGE NASHIK, TALUKA & DISTRICT: NASHIK WITHIN THE LIMITS OF NASHIK MUNICIPAL CORPORATION, NASHIK AND BOUNDED AS FOLLOWS:

SHOP NO. 3(THREE)

ON OR TOWARDS NORTH	: LIFT, STAIRCASE & TOILET,
ON OR TOWARDS SOUTH	: COMMON SPACE,
ON OR TOWARDS EAST	: SHOP NO.4,
ON OR TOWARDS WEST	: SHOP NO.2

SHOP NO. 4(FOUR)

ON OR TOWARDS NORTH	: PARKING AREA,
ON OR TOWARDS SOUTH	: PARKING AREA,
ON OR TOWARDS EAST	: PARKING AREA,
ON OR TOWARDS WEST	: SHOP NO.3

For Aditya Birla Capital Limited

Apoorva Danthi

(Authorized Officer)

Aditya Birla Capital Limited

12th Floor, R Tech Park, Nirlon Complex, Near Hub Mall,
Goregaon (East) Mumbai 400063