

By Speed Post AD/ Email

Notice under Rule 8(5) and proviso to Rule 9(1) of Security Interest (Enforcement) Rules,
2002

Date: 28.11.2024

To,

1. **AQUA ADVISOR
(BORROWER)**
2. **MANISHKUMAR HARSUKHBHAI SODHA
(CO-BORROWER)**
3. **JEENAL MANISHBHAI SODHA
(CO-BORROWER)**

ALL HAVING ADDRESS AT:-
FLAT NO.406, 4TH FLOOR,
VRAJ MANG APARTMENT,
PATEL COLONY,
STREET NO.1,
JAMNAGAR – 361008.

AND ALSO AT:
55, MODERN MARKET,
GROUND FLOOR,
NR. AMBER CINEMA,
P.N. MARG,
JAMNAGAR – 361002.

AND ALSO AT:
OFFICE NO. 302,
NEN ATLANTIC,
OPP. AMBER CINEMA,
P.N. MARG,
JAMNAGAR – 361002.

.....(hereinafter collectively referred to as 'Borrower, Co-Borrower/s, Mortgagor/s')

REF: Loan Account No. ABFLJNRLAP0000061308



Corporate Office:

Aditya Birla Finance Limited
10th Floor, R-Tech Park, Nirlon Complex, Off Western
Express Highway, Goregaon (E), Mumbai - 400063.

Tel: +91 22 4356 7100 | Fax: +91 22 4356 7266 | Toll-free number: 1800-270-7000
care.finance@adityabirlacapital.com | <https://finance.adityabirlacapital.com>

Registered Office:

Indian Rayon Compound,
Veraval, Gujarat – 362 266

CIN: U65990GJ1991PLC064603



intertek

SUB: Notice of 15 days for sale under Rule 8(5) read with proviso to Rule 9(1) of Security Interest (Enforcement) Rules, 2002 for sale of the Secured Asset i.e. Flat no. 406, 4th floor, Vraj Mangal Apartments, Patel Colony, Street No. 11/12, Jamnagar-361008 (New CS no. 3398/1, Sheet no. 84, Ward no. 12, Plot no. 17, Sub Plot No. 17-A, Jamnagar-361008

Sir/ Madam,

1. This is with reference to the earlier Sale Notice dated 07.06.2024 giving a notice of 15 days under proviso to Rule 9(1) of Security Interest (Enforcement) Rules, 2002 for sale of secured asset i.e.

Flat no. 406, 4th floor, Vraj Mangal Apartments, Patel Colony, Street No. 11/12, Jamnagar-361008 (New CS no. 3398/1, Sheet no. 84, Ward no. 12, Plot no. 17, Sub Plot No. 17-A, Jamnagar-361008

Hereinafter referred to as "**Secured Asset**".

2. That after availing the aforesaid loan, you the above-named addressees being the Borrower/Co-Borrower/Mortgagors committed default in repayment of the loan amount and in view of the continuous default 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) on 05.09.2022 in accordance with the concerned guidelines issued by Reserve Bank of India (RBI).
3. That thereafter, a demand notice dated 14.12.2022 U/S 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) was duly served on you the addressees but you failed to make the payment of demanded amount i.e. **Rs.45,79,716.66/- (Rupees Forty-Five Lakhs Seventy-Nine Thousand Seven Hundred and Sixteen and Paise Sixty-Six Only) and interest thereon due and payable as on 10th November, 2022** within 60 days 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 on 13.08.2023.
4. That thereafter, the Authorized Officer has obtained valuation of the secured asset from an approved valuer. The Authorized Officer had fixed the reserve price of the/secured asset basis the valuation received and conducted E-Auctions on multiple occasions however, the said E-Auctions



failed due to lack of bids. The details of the E-Auctions previously conducted at the Reserve Price are given below:

a. **E-Auction held on 29.09.2023**

Reserve Price and the EMD Amount

EMD Amount (in Rs.)	Reserve Price (in Rs.)
3,30,803.8	33,08,038/-

b. **E-Auction held on 21.05.2024**

Reserve Price and the EMD Amount

EMD Amount (in Rs.)	Reserve Price (in Rs.)
2,97,723.4	29,77,234/-

c. **E-Auction held on 27.06.2024**

Reserve Price and the EMD Amount

EMD Amount (in Rs.)	Reserve Price (in Rs.)
2,67,951.1	26,79,511/-

It is stated that all the E-Auctions failed due to lack of bids.

5. It is stated that the Authorized Officer has received offer from proposed purchaser who has shown interest in purchasing the Secured Asset for a price of **Rs.24,00,000/- (Rupees Twenty-Four Lakhs Only)** on the terms agreeable to the Secured Creditor and the proposed purchaser.

The details of the Reserve Price and EMD amount are given below:

Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
2,40,000	24,00,000

6. As the Secured Asset could not be sold through E-Auctions held earlier, the Secured Creditor has decided to sell the Secured Asset to the proposed purchaser by way of private treaty or inter-se bidding or E- Auction to be conducted on 20.12.2024 in case of more than one bid is received.



7. That since the sale of secured asset will be affected by private treaty, the secured creditor is also causing a public notice as per the guidelines given by the Hon'ble Bombay High Court, which shall be published in two leading newspapers i.e. Financial Express (English and Gujarati translated) on 29.11.2024 having wide circulation at Gujarat.
8. If you fail to pay the dues outstanding in your loan account within 15 days from the date of this notice, the Secured Asset shall be sold to the proposed purchaser (s) as per the terms agreed between the Secured Creditor and the proposed purchaser(s), without any further notice to you.
9. If the sale proceeds of the Secured Asset is insufficient to realize the outstanding dues under the loan account, the legal actions already initiated against you addresses shall continue/ follow until full recovery of the outstanding dues.
10. The terms and conditions of the auction through private treaty are available on website <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>

Yours truly,

For Aditya Birla Finance Limited,

Authorized Officer

A handwritten signature in blue ink is written over a circular blue stamp. The stamp contains the text "ADITYA BIRLA FINANCE LIMITED" around the top edge and "Mumbai" in the center. There is a small star symbol at the bottom of the stamp.

RL 4212040227 <421204>
RL A RM145635491IN
Counter No:1, OF-Code:OPER
To:AQUA ADVISOR
JAMNAGAR, PIN:361002
FROM:ADITYA BIRLA FINANCE,MUM 63
Wt:42grams,
Amt:38.00,30/11/2024 ,10:03
<<Track on www.indiapost.gov.in>>



RL 4212040227 <421204>
RL A RM145635531IN
Counter No:1, OF-Code:OPER
To:MANISHKUMAR H SODHA
JAMNAGAR, PIN:361002
FROM:ADITYA BIRLA FINANCE,MUM 63
Wt:42grams,
Amt:38.00,30/11/2024 ,10:03
<<Track on www.indiapost.gov.in>>

RL 4212040227 <421204>
RL A RM145635505IN
Counter No:1, OF-Code:OPER
To:AQUA ADVISOR
JAMNAGAR, PIN:361002
FROM:ADITYA BIRLA FINANCE,MUM 63
Wt:42grams,
Amt:38.00,30/11/2024 ,10:03
<<Track on www.indiapost.gov.in>>



RL 4212040227 <421204>
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To:MANISHKUMAR H SODHA
JAMNAGAR, PIN:361002
FROM:ADITYA BIRLA FINANCE,MUM 63
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Amt:38.00,30/11/2024 ,10:04
<<Track on www.indiapost.gov.in>>

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To:AQUA ADVISOR
JAMNAGAR, PIN:361002
FROM:ADITYA BIRLA FINANCE,MUM 63
Wt:42grams,
Amt:38.00 ,30/11/2024 ,10:03
<<Track on www.indiapost.gov.in>>



RL 4212040227 <421204>
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Counter No:1, OF-Code:OPER
To:JEENAL MANISHBHAI SODHA
JAMNAGAR, PIN:361002
FROM:ADITYA BIRLA FINANCE,MUM 63
Wt:42grams,
Amt:38.00,30/11/2024 ,10:04
<<Track on www.indiapost.gov.in>>

RL 4212040227 <421204>
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Counter No:1, OF-Code:OPER
To:MANISHKUMAR H SODHA
JAMNAGAR, PIN:361002
FROM:ADITYA BIRLA FINANCE,MUM 63
Wt:42grams,
Amt:38.00,30/11/2024 ,10:03
<<Track on www.indiapost.gov.in>>



RL 4212040227 <421204>
RL A RM145635562IN
Counter No:1, OF-Code:OPER
To:JEENAL MANISHBHAI SODHA
JAMNAGAR, PIN:361002
FROM:ADITYA BIRLA FINANCE,MUM 63
Wt:42grams,
Amt:38.00,30/11/2024 ,10:04
<<Track on www.indiapost.gov.in>>

RL 4212040227 <421204>
RL A RM145635576IN
Counter No:1, OF-Code:OPER
To:JEENAL MANISHBHAI SODHA
JAMNAGAR, PIN:361002
FROM:ADITYA BIRLA FINANCE,MUM 63
Wt:42grams,
Amt:38.00 ,30/11/2024 ,10:04
<<Track on www.indiapost.gov.in>>

