

“APPENDIX- IV-A”

[See proviso to rule 9(1) Security Interest (Enforcement) Rules, 2002]

Sale Notice For Sale of Immovable Property

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 SARFAESI actions initiated by Aditya Birla Finance Ltd. in relation to the mortgaged property mentioned in Schedule A below, stands transferred to Aditya Birla Capital Ltd., the amalgamated company.

E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 9 (1) of the Security Interest (Enforcement) Rules, 2002 (54 of 2002).

Notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor (s) i.e. **MR.ASHOK KUMAR, S/O MR.GANPAT RAM, MRS. JYOTI TANEJA W/O ASHOK KUMAR, MR. MANAV TANEJA S/O MR.ASHOK KUMAR** having Loan A/c no. . **ABN RSTS000000753494** that the below described immovable property mortgaged to the Secured Creditor, the physical possession of which has been taken by the Authorized Officer of Aditya Birla Capital Limited, the mortgage property will be sold on “As is where is”, “As is what is”, and “Whatever there is” basis on **20- MAY -2025** for recovery as **per Demand Notice 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 dated 15- JUNE- 2024 for RS. 55,81,507/- (RUPEES FIFTY FIVE LAKH EIGHTY ONE THOUSAND FIVE HUNDRED AND SEVEN ONLY)** due as on **07-JUNE-2024** and further interest and other expenses thereon till the date of realization of complete Outstanding amount due to the Secured Creditor from above stated Borrowers/co-Borrowers. The Reserve Price will be **Rs. 55,00,000/- (Rupees FIFTY FIVE LACS Only)** for Property. i.e. **“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”** and the Earnest Money Deposit will be **Rs. 5,50,000/- (Rupees FIVE LACS FIFTY THOUSAND Only)** to be submitted on or before **19-MAY- 2025**

SCHEDULE A-

Short description of the immovable property:

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 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> or
<https://BidDeal.in>

Date: 16.04.2025

Place: MUMBAI

(Authorized Officer)
(Aditya Birla Capital Limited)