



APPENDIX - IV-A

[Refer proviso to rule 8 (6)]

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

E-Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor (s) that the below-described immovable properties mortgaged/charged to the Secured Creditor, the **Physical Possession** of which has been taken by the **Authorised Officer of Aditya Birla Finance Limited**, the Secured Creditor, will be sold on "As is where is", "As is what is", and "Whatever there is" on **16 January 2023** for recovery of Rs. 6,10,73,490.57/- (Rupees Six Crores Ten Lakhs Seventy Three Thousand Four Hundred Ninety and Fifty Seven Paise ) due to Aditya Birla Finance Limited, the Secured Creditor, from **1. Balishtha E Tech Private Limited (Borrower) through its Director, 2. Avijit Mitra (Guarantor) and 3. Anju Mitra (Guarantor)**

The Reserve Price will be Rs. ~~2,88,00,000 (Rupees Fifty Five Lakhs and Fifty Thousand Only)~~ **2,88,00,000 (Rupees Fifty Five Lakhs and Fifty Thousand Only)** and the Earnest Money Deposit will be Rs. ~~28,80,000 (Rupees Eight Lakhs Fifty Five Thousand Only)~~ **28,80,000 (Rupees Eight Lakhs Fifty Five Thousand Only)**.

**Description of the Immovable Property: -**

All THAT part, piece and parcel of the Second Floor Unit/ Office Space containing a super built up area of 1656 Square feet, be the same a little more or less, lying situate and being part of the Amalgamated Municipal Premises No. 14 A, Rajendra Nath Mukherjee Road, and original premises no. 14 B, Rajendra Nath Mukherjee Road comprised in Holding No. 25, Block No. XX in the South Division of the Town Calcutta butted and bounded as follows:

On the North – By Rajendra Nath Mukherjee Road;  
On the South- By Mango Lane;  
On the East – By Premises No. 16, Rajendra Nath Mukherjee Road  
On the West – By Premises no. 12, Rajendra Nath Mukherjee Road.

ADITYA BIRLA FINANCE LTD.  
*[Signature]*  
AUTHORISED OFFICER

# Aditya Birla Finance Ltd.

(A part of Aditya Birla Capital Ltd.)



# ADITYA BIRLA CAPITAL

PROTECTING INVESTING FINANCING ADVISING

For detailed terms and conditions of the sale, please refer to the link provided in the website of Aditya Birla Finance Limited i.e. [www.adityabirlafinance.com](http://www.adityabirlafinance.com) or <https://sarfaesi.auctiontiger.net>

Date: 24<sup>th</sup> December 2022

Place: Kolkata

ADITYA BIRLA FINANCE LTD.

AUTHORISED OFFICER

Authorised Officer

Aditya Birla Finance Limited

## Aditya Birla Finance Limited

24, Camac Square, Camac Street, Kolkata - 700016.

Toll-free number 1800-270-7000

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### Registered Office:

Indian Rayon Compound, Veraval,  
Gujarat - 362 266.

CIN: U65990GJ1991PLC064603



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