



APPENDIX - IV-A

See proviso to rule 8 (6) of The Security Interest (Enforcement) Rules, 2002

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

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 8(6) and proviso to rule 9(1) 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 Authorized 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 20th March, 2024 for the recovery of Rs. Rs.3,61,10,093.73/- (Rupees Three Crore Sixty-One Lakhs Ten Thousand Ninety-Three and Paise Seventy-Three only) as on 26-05-2021 (*This amount is exclusive of TDS Calculation and Pre-Payment Charges, as applicable*) due to Aditya Birla Finance Limited, the Secured Creditor from 1. M/S ARHAM MANAGEMENT SOLUTIONS PVT. LTD. (Borrower) Through its directors, 2. M/S PETAL CONCEPT (CO-BORROWER) through its Proprietor, 3. M/S PANTHER UNIFORMS (Co-Borrower) through its proprietor, 4. M/S PETAL CREATIONS (Co-Borrower) through its Proprietor, 5. Mr. VIJAY KUMAR CHORARIA (Guarantor), 6. PUKHRAJ DEVI CHORARIA (Guarantor), 7. MR. AMIT KUMAR CHORARIA (Guarantor) and 8. MR. NAVEEN CHORARIA (Guarantor) and for the recovery of further sum of Rs.3,42,98,126.12/- (Rupees Three Crores Forty-Two Lakhs Ninety-Eight Thousand One Hundred Twenty Six and Paise Twelve only) as on 26-05-2021 (*This amount is exclusive of TDS Calculation and Pre-Payment Charges, as applicable*) due to Aditya Birla Finance Limited, the Secured Creditor from 1. M/S PETAL CREATIONS (Borrower) through its Proprietor, 2. M/S ARHAM MANAGEMENT SOLUTIONS PVT. LTD. (Co-Borrower) Through its directors, 3. M/S PETAL CONCEPT (CO-BORROWER) through its Proprietor, 4. M/S PANTHER UNIFORMS (Co-Borrower) through its proprietor, 5. Mr. VIJAY KUMAR CHORARIA (Guarantor), 6. PUKHRAJ DEVI CHORARIA (Guarantor), 7. MR. AMIT KUMAR CHORARIA (Guarantor) and 8. MR. NAVEEN CHORARIA (Guarantor).

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ADITYA BIRLA FINANCE LTD.
AUTHORIZED OFFICER

Aditya Birla Finance Limited

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Registered Office:

Indian Rayon Compound, Veraval,
Gujarat -362 266
CIN: U65990GJ1991PLC064603





The Reserve Price of immovable property i.e., Land and Building will be Rs.3,81,15,867/- (Rupees Three Crores Eighty-One Lakhs Fifteen Thousand Eight Hundred Sixty-Seven only) and the Earnest Money Deposit will be Rs.38,11,586.70/- (Rupees Thirty-Eight Lakhs Eleven Thousand Five Hundred Eighty-Six and Paise Seventy Only).

Description of the Immovable Property: -

ALL THAT piece and parcel of Bastu Land measuring an area of 5 (Five) Cottahs 15 (Fifteen) Chittaks 29 (Twenty Nine) Sq. ft. with 1450 Sq. Ft. pucca structure standing thereon situated at R. S. Dag No. 173 under R. S. Khatian No. 321 and 455, Touzi No. 736 Corresponding to L. R. Dag No. 180 under L. R. Khatian No. 1985 of Touzi No. 9, J. L. No. 40, Mouza Thanamakua within Howrah Municipal Corporation Ward No. 45 within the jurisdiction of District Registry Office Howrah and Additional District Sub. Registry Office Ranihat, P. S. -Sankrail, District Howrah Pin - 711 109 which is butted and bounded as follows:

ON THE NORTH: Portion of R. S. Dag No. 173.

ON THE SOUTH: Plot of Uttam Dey on R. S. Dag No. 173.

ON THE EAST: 30 ft. wide road.

ON THE WEST: Demarcated plots on remaining portion of R. S. Dag No. 173.

For detailed terms and conditions of the sale, please refer to the link provided on the website of Aditya Birla Finance Limited i.e., <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>

Date: 29th February, 2024

Place: Kolkata

Authorized Officer

ADITYA BIRLA FINANCE LTD.

Aditya Birla Finance Limited

Contact No. 9503198114