



SPEED POST/COURIER/E-MAIL/WHATSAPP

Dated: 03.03.2021

**Notice under Proviso to Rule 9(1) of Security Interest
(Enforcement) Rules, 2002**

1. M/s Saket Industries,
Having Address at:- Shop no.3
in house no.2, C-57, Lajpath Nagar, Part-2,
New Delhi-110024.
Email:-adidas.bobby@gmail.com
2. Mr. Javed Mohammad,
R/O 18, Hauz Rani,
New Delhi-110017.
Contact No.9811847867
3. Mr. Feroz Mohammad,
R/O 18, Hauz Rani,
New Delhi-110017.
Contact No.9811117869
4. Mrs. Noor Jahan,
R/O 18, Hauz Rani,
New Delhi-110017.
Contact No. 9811847867.





5. Mrs. Farzana Hasan,
R/O 18, Hauz Rani,
New Delhi-110017.
6. M/s JK Enterprises,
B-67, Basement, Lajpath Nagar-2,
New Delhi-110024.
Contact No. 9811847867.

SUBJECT: NOTICE UNDER PROVISIO TO RULE 9(1) OF SECURITY INTEREST (ENFORCEMENT) RULES, 2002 OF 15 DAYS FOR SALE OF SECURED ASSET I.E. PLOT BEARING NO. 57, GROUND FLOOR, BLOCK-E, VIPUL WORLD, SOHNA ROAD, SECTOR-48, GURGAON, HARYANA AND PLOT BEARING NO. 50, 2nd FLOOR, BLOCK-E, VIPUL WORLD, SECTOR-48, SOHNA ROAD, GURGAON, HARYANA MORTGAGED WITH ADITYA BIRLA FINANCE LIMITED.

Dear Sir/ Madam,

1. Aditya Birla Finance Limited (hereinafter as 'ABFL') had served a demand notice dated 12/02/2020 under Section 13(2) of the SARFAESI Act, 2002 and rules framed thereunder upon you the above named Borrowers/Co-Borrowers/Guarantors for payment of the outstanding amount of Rs.1,19,61,990/- as on 05/02/2020 within a period of 60 days from the date of the said notice.
2. That despite service of the said demand notice dated 12/02/2020, you, the above named Borrowers/Co-Borrowers/Guarantors have failed to discharge in full the liabilities within 60 days of the said notice. As such, the authorized officer of Aditya Birla Finance Limited took the actual/physical possession





of the secured asset i.e. property being all part and parcel of **“Plot Bearing No. 57, Ground Floor, Block-E, Vipul World, Sohna Road, Sector-48, Gurgaon, Haryana and Plot Bearing No. 50, 2nd Floor, Block-E, Vipul World, Sector-48, Sohna Road, Gurgaon, Haryana”**.

3. That after due compliance of the relevant & applicable Rules of Security Interest (Enforcement) Rules, 2002 including service of a 30 days' notice dated 01/12/2020 upon you, as required under Rule 8(6) of the Rules, the concerned secured asset was put to e-auction (**First Auction**), at Reserve Price of Rs.90,34,350/- for Plot Bearing No. 57, Ground Floor, Block-E, Vipul World, Sohna Road, Sector-48, Gurgaon, Haryana & Rs. 76,02,075/- for Plot Bearing No. 50, 2nd Floor, Block-E, Vipul World, Sector-48, Sohna Road, Gurgaon, Haryana by way of publishing the public sale notice in two leading newspapers i.e. one in Hindi language in Jansatta on 07/12/2020 and other in English language in Financial Express on 07/12/2020, and corrigendum in Hindi language in Jansatta on 08/12/2020 having sufficient circulation in Delhi and NCR. However, despite publication of the Public Sale notice in accordance with proviso to Rule 8 (6) of Security Interest (Enforcement) Rules, 2002 and giving wide publicity, the said auctions failed. You have also failed to tender the amount of outstanding dues of ABFL, i.e. the secured creditor together with all costs, charges and expenses incurred by the secured creditor at any time before the date of publication of notice for public auction.
4. That on failure of the public auctions/e-auctions, ABFL i.e. the secured creditor has decided to again sell the concerned secured asset/scheduled property by way of Private Treaty as provided under Rule 8(5)(d) of the SARFAESI Act 2002 and Security Interest (Enforcement) Rules, 2002 on **“AS IS WHERE IS”, “AS IS WHAT IS”, BASIS** on 22/03/2021), for recovery of Rs. 1,43,84,239.60/- as on 23-02-2021 due to the Secured creditor from M/s Saket Industries. The reserve price for the sale of the scheduled property i.e. Plot Bearing No. 57, Ground Floor, Block-E, Vipul World, Sohna Road, Sector-48, Gurgaon, Haryana is fixed at Rs.75,00,000/- (Rupees Seventy Five Lakhs Only) & reserve price for the sale of the scheduled property i.e. Plot Bearing No. 50, Second Floor, Block-E, Vipul World, Sohna Road, Sector-48, Gurgaon, Haryana is fixed at Rs 68,50,000/- (Rupees Sixty Eight Lakhs Fifty Thousand Only). The said secured asset shall not be sold below the reserve price.





5. Your attention is also invited to provisions of sub-section (8) of Section 13 of SARFAESI Act, 2002 in respect of time available, to redeem the secured assets.
6. This 15 days' Notice is being given to you, the addressee, in compliance of proviso to 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 clear days from the date of this notice by way of Private Treaty on 22/03/2021 at 1st Floor Vijaya Building, N-17, Barakhamba Road, New Delhi-110001 at 12.00 P.M .

Yours Sincerely,



Mr. Chitresh B.

(Authorized Officer)
For Aditya Birla Finance Limited