

By Speed Post

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

To,

Date: 06.03.2025

1. M/s. Empire Furniture Co,
Through Proprietor,
59, M M Rani Jhansi Road,
Jhandewalan, New Delhi- 110055

Also At-

J-4, Block B-1, Mohan Co-operative Industrial Estate,
Mathura Road, New Delhi- 110044

Also At-

Plot No. A-28, Lower Ground Floor, Mohan Co-operative Industrial Estate,
Mathura Road, New Delhi- 110044

Also At-

A-33, Mohan Co-operative Industrial Estate,
Mathura Road, New Delhi- 110044

Also At-

A-29, Mohan Co-operative Industrial Estate,
Mathura Road, New Delhi- 110044

E-mail- gbs831973@gmail.com; accounts@empirefurnitureco.com; srsk2875@gmail.com

2. Mr. Gurpreet Singh Bhatia,
59, M M Rani Jhansi Road,
Jhandewalan, New Delhi- 110055

Also At-

C- 16/2, Satbari, Ansal farms.
Chattarpur, New Delhi : 110074

Also At-

C-74, First Floor, Anand Niketan,
Near Moti Bagh Gurudwara,
New Delhi- 110021

E-mail- gbs831973@gmail.com; accounts@empirefurnitureco.com; srsk2875@gmail.com

3. M/s. B J Corporation,
Through Proprietor,
C-74, First Floor, Anand Niketan,
Near Moti Bagh Gurudwara,
New Delhi- 110021

Also At-

Corporate Office:

Aditya Birla Finance Limited

Plot No 17, 2nd Floor, Vijaya Building, Barakhamba Road, New Delhi - 110001.

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

[Handwritten Signature]


59, M M Rani Jhansi Road,
Jhandewalan, New Delhi- 110055

Also At-

B- 119, Opp. Kirti Nagar Police Station,
Kirti Nagar, New Delhi- 110015

E-mail- gbs831973@gmail.com; accounts@empirefurnitureco.com; srsk2875@gmail.com

4. Mrs. Sonia Bhatia,
C-74, First Floor, Anand Niketan,
Near Moti Bagh Gurudwara,
New Delhi- 110021

Also At-

59, M M Rani Jhansi Road,
Jhandewalan, New Delhi- 110055

E-mail- gbs831973@gmail.com; accounts@empirefurnitureco.com; srsk2875@gmail.com

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

SUBJECT: Notice of 15 Days For Sale Under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 For Sale of Secured Asset i.e. All That Part and Parcel of the Mortgaged Property Being "Northern Side Portion of First Floor, Second Floor and Third Floor with roof rights, Part of Property bearing No 59, Motia Khan Dump Scheme, M.M. Road, Rani Jhansi Road, Delhi- 110055." (Herein referred to as Property)"

REFERENCE: Loan Account No. ABND_LAP000000604092

Sir/ Madam,

Aditya Birla Finance Limited ("ABFL") is serving upon you the borrowers namely M/s. Empire Furniture Co, Through Proprietor; Mr. Gurpreet Singh Bhatia; M/s. B J Corporation, Through Proprietor; Mrs. Sonia Bhatia, (hereinafter collectively referred to as the "Borrowers") the present notice for sale of the above noted Secured Assets being "All that part and parcel of the properties bearing no. "Northern Side Portion of First Floor, Second Floor and Third Floor with roof rights, Part of Property bearing No 59, Motia Khan Dump Scheme, M.M. Road, Rani Jhansi Road, Delhi- 110055." ("Secured Asset") under Rule 9 (1) of the Security Interest (Enforcement) Rules, 2002.

1. That after availing the aforesaid loans the Borrowers committed defaults in repayments and in view of the continuous defaults 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) in accordance with the concerned guidelines issued by Reserve Bank of India (RBI).

Corporate Office:

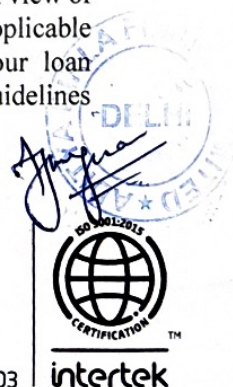
Aditya Birla Finance Limited
Plot No 17, 2nd Floor, Vijaya Building, Barakhamba Road, New Delhi - 110001.

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Indian Rayon Compound,
Veraval, Gujarat - 362 266

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2. That thereafter, a demand notice dated **19.06.2024** 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, however, the Borrowers failed to make the payment of demanded amount i.e., **Rs. 6,56,29,368/- (Rupees Six Crore Fifty Six Lakh Twenty Nine Thousand Three Hundred Sixty Eight Only)**, due as on date **14.06.2024** within 60 days from the date of the said notice and as such the secured creditor i.e., ABFL has taken physical possession of the Secured Asset in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder.
3. Therefore, in exercise of its right as a secured creditor under the provisions of the SARFAESI Act, 2002 and rules framed thereunder, the secured creditor i.e., ABFL has decided to put the Secured Asset on sale by way of public auction through E –auction Mode on **22.03.2025** in compliance of provisions of SARFAESI Act, 2002 and rules frame thereunder.
4. Further, please note that in consultation with the Secured Creditor the authorized officer of ABFL has obtained valuation of the Secured Asset from an approved valuer in compliance of Rule 8 (5) of the Security Interest (Enforcement) Rules, 2002 and fixed the reserve price of the Secured Asset as per below break up :

Description of Property	Reserve Price	EMD Amount
“Northern Side Portion of First Floor, Second Floor and Third Floor with roof rights, Part of Property bearing No 59, Motia Khan Dump Scheme, M.M. Road, Rani Jhasi Road, Delhi-110055.”	Rs. 6,08,07,249/- (Rupees Six Crore Eight Lakh Seven Thousand Two Hundred and Forty-Nine Only)	Rs. 60,80,725/- (Rupees Sixty Lakh Eighty Thousand Seven Hundred and Twenty-Five Only).

5. Now, please take notice that the said Secured Asset will be sold by the undersigned by E-Auction on **22.03.2025**. The inspection of the said secured asset can be done by requesting in advance to Authorized Officer of ABFL between 10.00 AM to 06.00 PM on every Friday before Auction date.
6. The offers for the said Secured Asset should reach the Office of the undersigned along with Demand Draft/ NEFT / RTGS as Earnest Money Deposit on or before **21.03.2025** at Plot No. 17, 2nd Floor, Vijaya Building, Barakhamba Road, New Delhi- 110001. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of “**Aditya Birla Finance Limited**”.
7. That this sale notice of 15 days, at pre-sale stage, is being given to the Borrowers in compliance of Rule 9(1) of Security Interest (Enforcement) Rules, 2002 and you are hereby informed and notified that the aforesaid Secured Asset shall be put to sale, in whole, by holding public auction through e-auction mode on “**As is where is**”, “**As is what is**”, and “**Whatever there is**” basis after 15 clear days from this notice on **22.03.25**.

Corporate Office:

Aditya Birla Finance Limited

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Registered Office:

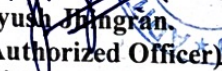
Indian Rayon Compound,
Veraval, Gujarat - 362 266

CIN: U65990GJ1991PLC064603



8. That since the sale of Secured Asset will be effected by holding public auction through e-auction mode, the secured creditor shall cause a public notice as given under Security Interest (Enforcement) Rules, 2002, which is being published in two leading newspapers including one in vernacular language having wide circulation.
9. That the attention of the Borrowers is also invited to provisions of sub-section (8) of Section 13 (as amended w.e.f. 01.09.2016) of SARFAESI Act, 2002 in respect of time available, to redeem the secured asset.
10. For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor's website i.e. www.adityabirlafinance.com or <https://sarfaesi.auctiontiger.net>.
11. **Enclosed is the Sale Notice dated 05.03.2025 in the two Leading Newspaper of Delhi as Annexure -1 & 2.**

For Aditya Birla Finance Limited


Ayush Jangran,
(Authorized Officer)
2nd Floor, Vijaya Building, 17,
Barakhamba Road, New Delhi-110001.

Capital Protection Investing... 100% सुरक्षा... 100% प्रॉफिट... 100% लिक्विडिटी... 100% टैक्स बचत...

Canara Bank... 100% सुरक्षा... 100% प्रॉफिट... 100% लिक्विडिटी... 100% टैक्स बचत...

Chola... 100% सुरक्षा... 100% प्रॉफिट... 100% लिक्विडिटी... 100% टैक्स बचत...

MPL... 100% सुरक्षा... 100% प्रॉफिट... 100% लिक्विडिटी... 100% टैक्स बचत...

सुरोदास इन्फ्रास्ट्रक्चर लिमिटेड - परिसमापनाधीन... 100% सुरक्षा... 100% प्रॉफिट... 100% लिक्विडिटी... 100% टैक्स बचत...

Bank of India... 100% सुरक्षा... 100% प्रॉफिट... 100% लिक्विडिटी... 100% टैक्स बचत...

ई-नीलामी विक्री सूचना... 100% सुरक्षा... 100% प्रॉफिट... 100% लिक्विडिटी... 100% टैक्स बचत...

कोटक महिंद्रा बैंक लिमिटेड... 100% सुरक्षा... 100% प्रॉफिट... 100% लिक्विडिटी... 100% टैक्स बचत...

एस्सार पावर (झारखंड) लिमिटेड - परिसमापनाधीन... 100% सुरक्षा... 100% प्रॉफिट... 100% लिक्विडिटी... 100% टैक्स बचत...