

**By Speed Post/E-Mail**

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

To,

Date: 01.10.2024

1. M/s GNEC Media Private Ltd.,  
Through Authorized Signatory,  
Office Unit No. 1712, Logix Office Tower,  
Plot No. BW-58, Sector 32, Noida – 201301

Also At: -

Unit No. C-1906, 19th Floor,  
VVIP Homes, Sector 16 C, Gaur City -2  
Greater Noida, UP - 201306  
E-mail: [vkvikashkmr.kumar@gmail.com](mailto:vkvikashkmr.kumar@gmail.com)

2. Mr. Vikash Kumar,  
J -23, 3rd Floor, Street No. 4  
Laxmi Nagar, East Delhi- 110092

Also At: -

Unit No. C-1906, 19th Floor,  
VVIP Homes, Sector 16 C, Gaur City -2  
Greater Noida, UP – 201306  
E-mail: [vkvikashkmr.kumar@gmail.com](mailto:vkvikashkmr.kumar@gmail.com)

3. Mohd. Altamash Hussain,  
C-298, Shaheen Bagh  
Near Tayab Masjid, Abul Fazal Enclave -II,  
Delhi – 110025

Also At: -

Unit No. C-1906, 19th Floor,  
VVIP Homes, Sector 16 C, Gaur City -2  
Greater Noida, UP – 201306  
E-mail: [vkvikashkmr.kumar@gmail.com](mailto:vkvikashkmr.kumar@gmail.com)

**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 "Unit No. C-1906, 19th Floor, VVIP Homes, Sector 16 C, Gaur City -2, Greater Noida, UP - 201306 (Herein referred to as Property)"**

**REFERENCE: Loan Account No. ABND\_LAP000000575237**

Sir/ Madam,

Aditya Birla Finance Limited ("ABFL") is serving upon you the borrowers namely **M/s GNEC Media Pvt. Ltd., Through Authorized Signatory, Mr. Vikash Kumar, Mohd. Altamash Hussain** (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. "**Unit No. C-1906, 19th Floor, VVIP Homes, Sector 16 C, Gaur City -2, Greater Noida, UP - 201306 (Herein referred to as Property)**" ("**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).
2. That thereafter, a demand notice dated **05.04.2023** 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. 41,06,284/- (Rupees Forty One Lakh Six Thousand Two Hundred Eighty Four Only)** due as on **05.04.2023** 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 **23.10.2024** 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
<b>Unit No. C-1906, 19th Floor, VVIP Homes, Sector 16 C, Gaur City -2, Greater Noida, UP - 201306</b>	<b>Rs. 64,79,550/- (Rupees Sixty Four Lakh Seventy Nine Thousand Five Hundred Fifty Only)</b>	<b>Rs. 6,47,955/- (Rupees Six Lakh Fourty Seven Thousand Nine Hundred Fifty Five Only)</b>

5. Now, please take notice that the said Secured Asset will be sold by the undersigned by E-Auction on **23.10.2024**. The inspection of the said secured asset can be done by requesting in advance to Authorized Officer of ABFL between 10.00 AM to 05.00 PM on Second & Third Friday of this month i.e. 11.10.2024 & 18.10.2024.
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 **22.10.2024** at Plot No. 17, 2<sup>nd</sup> 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 23.10.24.

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

For Aditya Birla Finance Limited

  
Shivang P Vashistha  
(Authorized Officer)  
2<sup>nd</sup> Floor, Vijaya Building, 17,  
Barakhamba Road, New Delhi-110001.