



**ADITYA BIRLA
CAPITAL**

By Speed Post/ Email

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

Date: 13.05.2025

To,

1. Ana Transcom Private Limited ("Borrower/ Mortgagor")

Through its Directors Sarika Sanjay Kulkarni and Natasha Ajay Kulkarni
302, 3rd Floor, Usha Kamal,
Near MTNL Telephone Exchange, Chembur Naka,
Chembur East, Mumbai-400071.

Also at:

Plot No. 574, Usha Kamal,
3rd Floor, Behind Telephone Exchange, Chembur Naka,
Chembur, Mumbai-400071.

2. Natasha Kulkarni ("Co-Borrower")

Flat No- 302, 3rd floor, Usha Kamal,
Near MTNL Telephone Exchange,
Chembur Naka, Chembur East,
Mumbai-400071.

Also at:

A&A Aristocrat Realty Pvt LTD,
1001, A Wing, MTR Room No. 2,
Jai Savitri CHS, Sai Baba Lane, Vallabhbaug Road,
Ghatkopar, Saibaba Mandir, Mumbai 400075.

Also at:

Plot No. 574, Usha Kamal,
3rd Floor, Behind Telephone Exchange, Chembur Naka,
Chembur, Mumbai-400071.

3. Vandana Kulkarni ("Co-Borrower/ Mortgagor")

Flat No- 302, 3rd floor, Usha Kamal,
Near MTNL Telephone Exchange,
Chembur Naka, Chembur East,
Mumbai-400071.

Also at:

A&A Aristocrat Realty Pvt LTD,
1001, A Wing, MTR Room No. 2,
Jai Savitri CHS, Sai Baba Lane, Vallabhbaug Road,
Ghatkopar, Saibaba Mandir, Mumbai 400075.



Aditya Birla Capital Limited

10th Floor, R-Tech Park, Nirlon Complex, Off Western Express Highway,
Goregaon (E), Mumbai - 400 063.

Tel: +91 22 6723 9101 | abc.secretarial@adityabirlacapital.com | www.adityabirlacapital.com

For customer care and other queries : care.finance@adityabirlacapital.com

Toll-free no.: 1800-270-7000

Registered Office:

Indian Rayon Compound,
Veraval, Gujarat - 362 266

Tel: +91 28762 43257

CIN: L67120GJ2007PLC058890

1001, A Wing, MTR Room No. 2,
Jai Savitri CHS, Sai Baba Lane, Vallabhbaug Road,
Ghatkopar, Saibaba Mandir, Mumbai 400075.

Also at:
Plot No. 574, Usha Kamal,
3rd Floor, Behind Telephone Exchange, Chembur Naka,
Chembur, Mumbai-400071.

7. Sanjay Kulkarni ("Co-Borrower")

Flat No- 302, 3rd floor, Usha Kamal,
Near MTNL Telephone Exchange,
Chembur Naka, Chembur East,
Mumbai-400071.

Also at:
A&A Aristocrat Realty Pvt LTD,
1001, A Wing, MTR Room No. 2,
Jai Savitri CHS, Sai Baba Lane, Vallabhbaug Road,
Ghatkopar, Saibaba Mandir, Mumbai 400075.

Also at:
Plot No. 574, Usha Kamal,
3rd Floor, Behind Telephone Exchange, Chembur Naka,
Chembur, Mumbai-400071.

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

SUB: Loan A/c No s. MINACS0207101 & HCFMU6LOC00001000600

Sir/ Madam,

1. On account of the amalgamation between Aditya Birla Finance Ltd. and Aditya Birla Capital Ltd. vide the Scheme of Amalgamation dated 11.03.2024 duly recorded in the Order passed by the National Company Law Tribunal - Ahmedabad on 24.03.2025, all actions initiated by Aditya Birla Finance Limited under the SARFAESI Act, 2002 and the SARFAESI Rules stands transferred to Aditya Birla Capital Limited, by virtue of Section 230 & 232 of Companies Act 2013. Accordingly, this intimation notice of sale is being issued by Aditya Birla Capital Limited ("**Secured Creditor**").
2. This is with reference to the earlier Sale Notice dated 08.02.2025 issued to your good self- giving a notice of 15 days under proviso to Rule 9(1) of Security Interest (Enforcement) Rules, 2002 for sale of the secured asset i.e.

Flat No. 302, 3rd Floor, Usha Kamal, Near MTNL Telephone Exchange Chembur Naka, Chembur East, Mumbai-400071



Hereinafter referred to as “Secured Asset”.

3. That after availing the aforesaid loans you the above-named addressees 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).
4. That thereafter, a demand notice dated 10.03.2023 U/S 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) was duly served on you the addressees but you failed to make the payment of demanded amount i.e. **Rs.4,17,93,959.60/- (Rupees Four Crore Seventeen Lakhs Ninety Three Thousand Nine Hundred Fifty Nine and paise Sixty Only)** by way of outstanding principal, arrears (including accrued late charges) and interest due as on **28.02.2023 (This amount is exclusive of TDS Calculation and Pre-Payment Charges, as applicable)** within 60 days of the said notice and as such the Authorized Officer of Aditya Birla Finance Limited (now amalgamated with Aditya Birla Capital Limited) took physical possession of the secured assets in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder.
5. That thereafter, the Authorized Officer has obtained valuation of the secured assets from an approved valuer and had fixed the reserve price of the secured assets as below. The first sale of the secured assets was conducted through online auction i.e. E-Auction which was conducted on 20.06.2024.

Details of the Immovable Assets	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
Property 1 Flat No. 302, 3rd Floor, Usha Kamal, Near MTNL Telephone Exchange Chembur Naka, Chembur East, Mumbai- 400071	 42,59,831.46/-	 4,25,98,314.68/-
Property 2 501, Shrikant Chambers, A Wing, 5th Floor, VN Purav Marg Chembur, Mumbai-400071	 8,34,200/-	 83,42,000/-

However, the said E-Auction failed due to lack of bids.

6. The secured assets were put on sale for the second time through online auction i.e. E-Auction which was conducted on 19.07.2024 at the Reserve Price the details of which are given below:



Details of the Immovable Assets	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
Property 1: Flat No. 302, 3rd Floor, Usha Kamal, Near MTNL Telephone Exchange Chembur Naka, Chembur East, Mumbai-400071	38,33,843.3/-	3,83,38,483/-
Property 2: 501, Shrikant Chambers, A Wing, 5th Floor, VN Purav Marg Chembur, Mumbai-400071	7,20,000/-	72,00,000/-

It is stated that the E-Auction for the Property 1 failed due to lack of bids however, the E-Auction for the Property 2 was successful.

7. The secured asset given below was put to sale for the third time through online auction i.e. E-Auction which was conducted on 11.10.2024 at the following Reserve Price:

Details of the Immovable Asset	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
Flat No. 302, 3rd Floor, Usha Kamal, Near MTNL Telephone Exchange Chembur Naka, Chembur East, Mumbai-400071	34,50,407.2/-	3,45,04,072/-

However, the said E-Auction failed due to lack of bids.

8. The secured asset given below was put on sale for the fourth time through online auction i.e. E-Auction which was conducted on 07.01.2025 at the following Reserve Price:

Details of the Immovable Asset	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
Flat No. 302, 3rd Floor, Usha Kamal, Near MTNL Telephone Exchange Chembur Naka, Chembur East, Mumbai-400071	29,32,846.1	2,93,28,461

However, the said E-Auction failed due to lack of bids



9. The secured asset given below was put on sale for the fifth time through online auction i.e. E-Auction which was conducted on 25.02.2025 at the following Reserve Price:

Details of the Immovable Asset	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
Flat No. 302, 3rd Floor, Usha Kamal, Near MTNL Telephone Exchange Chembur Naka, Chembur East, Mumbai-400071	23,46,276.9	2,34,62,769

However, the said E-Auction failed due to lack of bids.

10. The secured creditor has decided that the secured asset may be put to sale again by holding an E-Auction of the secured asset on 31.05.2025 at a same Reserve Price of **Rs.2,34,62,769 (Rupees Two Crore Thirty-Four Lakhs Sixty-Two Thousand Seven Hundred Sixty-Nine Only)** for the said Secured Asset.
11. The date for inspection of the said secured asset is fixed from **19.05.2025 to 23.05.2025 between 11:00 a.m. to 5:00 p.m.** The offers for the said secured asset should reach the office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS for **Rs.23,46,276.9 (Rupees Twenty-Three Lakhs Forty-Six Thousand Two Hundred Seventy-Six and paise Nine Only)** as Earnest Money Deposit on/before 30.05.2025 before 5:00 p.m. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of Aditya Birla Capital Limited.
12. That this sale notice of 15 days, at pre-sale stage, is being given to you the addressees 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 put to sale, by holding public auction through e-auction mode on **"As is where is", "As is what is", and "Whatever there is"** after 15 clear days from this notice on 31.05.2025.
13. That since the sale of secured asset will be affected by holding E-Auction, the secured creditor has also published a public notice as given under Security Interest (Enforcement) Rules, 2002, in two leading newspapers on 13.05.2025 including one in vernacular language (Free Press Journal and Navshakti) having wide circulation at Mumbai.
14. The detailed terms and conditions of E-Auction is available on website <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>

For Aditya Birla Capital Limited

(Authorized Officer)

