

By Speed Post/ Email

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

Dated: 21.10.2024

To,

1. Mr. Rameshbhai Maganbhai Machhoya

Ganga Nivas, 10-175-18
Ramnath Para St No. 2
Nr. Garibi Chowk, Ramnath Para,
Rajkot (Gujarat) – 360 001

2. Vipul Rameshbhai Macchoya

Ganga Nivas, 10-175-18
Ramnath Para St No. 2
Nr. Garibi Chowk, Ramnath Para,
Rajkot (Gujarat) – 360001

3. Chetan Rameshbhai Machhoya

Ganga Nivas, 10-175-18
Ramnath Para St No. 2
Nr. Garibi Chowk, Ramnath Para,
Rajkot (Gujarat) – 360001

4. Manish Rameshbhai Machhoya

Ganga Nivas, 10-175-18
Ramnath Para St No. 2
Nr. Garibi Chowk, Ramnath Para,
Rajkot (Gujarat) – 360001

..(hereinafter collectively referred to as Borrower/Co-Borrowers/ Mortgageors)

REF: Loan Account No. ABFLRAJLAP0000002552

**SUB: Notice of 15 days in terms of proviso to Rule 9(1) of
Security Interest (Enforcement) Rules, 2002 For Sale of the
immovable property being:**



Aditya Birla Finance Limited

10th Floor, R-Tech Park, Nirlon Complex, Off Western Express Highway,
Goregaon (East), Mumbai - 400063.

Tel: +91 22 4356 7100 | Toll-free no.: 1800-270-7000

care.finance@adityabirlacapital.com | <https://finance.adityabirlacapital.com>

Registered Office:

Indian Rayon Compound,
Veraval, Gujarat – 362 266

CIN: U65990GJ1991PLC064603



All that piece and parcel of Freehold Constructed Commercial Property of Shop No. 1 on Ground Floor with Carpet Area admeasuring 38-12 Sq. Mtrs. of "Silver Commercial & Residency" Building situated on tital land admeasuring 605-42 Sq.Mtrs. of Sub Plot No. 53 to 64/1+51+52+65 to 76/1+77+78+79/1 of "Silver Nest" of T. P. Scheme No. 7, O. P. No. 4, F. P. No. 1112 & 13 paikee of Revenue Survey No. 189 paike of City Survey Ward No. 12, City Survey No. 5099/B/51/1 paikee of Rajkot

(hereinafter referred to as "immovable property/ Secured Asset").

Sirs,

1. This is with reference to our earlier sale notice dated 30.08.2024 issued to your good self giving a notice of 15 days under proviso to Rule 9(1) of the Security Interest (Enforcement) Rules, 2002 for sale of the above-mentioned Secured Asset.
2. That after availing the aforesaid loan, the Borrower/ Co-Borrowers/ Mortgagors committed default in repayment of the loan amount and in view of the continuous default of more than the time period stipulated under the relevant applicable guidelines/circulars for asset classification issued by Reserve Bank of India (RBI), the loan account of the Borrower was classified as **Non-Performing Asset (NPA) on 03.10.2023** in accordance with the concerned guidelines issued by Reserve Bank of India (RBI).
3. That thereafter, a demand notice dated 11.10.2023 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 the Borrowers/Co-Borrowers/ Mortgagor but they failed to make the payment of demanded amount i.e. **Rs.30,28,874 (Rupees Thirty Lakhs Twenty Eight Thousand Eight Hundred Seventy Four Only)** by way of Outstanding Principal, arrears (including accrued late charges) and interest till **06.10.2023** within 60 days of the receipt of the said notice and as such the secured creditor has taken physical possession of the secured asset in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder on 07.04.2024.



4. That, the Secured Creditor has put up the Secured Asset on sale in accordance with Rule 8(5) of the Security Interest Enforcement Rules, 2002 by holding public auction through e-auction mode on 20.08.2024 at a Reserve Price, the details of which are given below:

Reserve Price (in Rs.)	Earnest Money Deposit Amount (in Rs.)
42,74,511	4,27,451.1

It is stated that the said E-Auction failed due to lack of bids.

5. That the secured creditor has put up the secured asset on sale for the second time, by holding a public auction through E-auction mode on 20.09.2024 at a Reserve Price and Earnest Money Deposit Amount, the details of which are mentioned below however, the said E-Auction also failed for lack of bids.

Reserve Price (in Rs.)	Earnest Money Deposit Amount (in Rs.)
38,47,060	3,84,706

6. It is stated that the secured creditor has decided that the secured asset may be put to sale again for the third time, by holding a public auction through E-auction mode on **12.11.2024** at a Reserve Price and Earnest Money Deposit Amount, the details of which are mentioned below.

Reserve Price (in Rs.)	Earnest Money Deposit Amount (in Rs.)
34,62,354	3,46,235.4

7. The date for inspection of the said asset is fixed from 04.11.2024 till 09.11.2024 between 11:00 a.m. to 5:00 p.m. The offers for the said Property should reach the Office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS at the Earnest Money Deposit on/before 11.11.2024 before 5:00 p.m. The Demand



Draft/Pay Order/NEFT/ RTGS should be drawn in favour of Aditya Birla Finance Limited.

8. 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 assets 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 12.11.2024
9. That since the sale of secured assets will be affected by holding public auction through e-auction mode, the secured creditor is also causing a public notice as given under Security Interest (Enforcement) Rules, 2002, which is also being published in two leading newspapers on 21.10.2024 including one in vernacular language having wide circulation at Gujarat.
10. The detailed terms and conditions of E-Auction has been uploaded on website <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>

For Aditya Birla Finance Limited

Anil Agarwal
(Authorized Officer)

