

By Speed Post/ Email

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

Dated:14.10.2024

To,

**1. Keval Mahendrabhai Sondagar**

6/ 2070- 71 A, Haripura Main Road,  
Near Patidar Bhavan,  
Haripura, Surat- 395003

Also at:

Office No. 301- 302 & 401-402, 3<sup>rd</sup> and 4<sup>th</sup> Floor,  
Swami Arcade, Near Rushabh Petrol Pump,  
Ward No. 03, Nondh No. 2886/B/1/3,  
Salabatpura, Surat-395002

Also at:

Plot No. 60/A + 60/B, Swami Gunatit Nagar  
Co.op Housing Society, Bhatar Road, Surat- 395017

**2. Pinkle Narendra Desai**

6/ 2070, 71 A, Haripura Main Road,  
Near Patidar Bhavan,  
Haripura, Surat- 395003

Also at:

Office No. 301- 302 & 401-402, 3<sup>rd</sup> and 4<sup>th</sup> Floor,  
Swami Arcade, Near Rushabh Petrol Pump,  
Ward No. 03, Nondh No. 2886/B/1/3,  
Salabatpura, Surat-395002

Also at:

Plot No. 60/A + 60/B, Swami Gunatit Nagar  
Co.op Housing Society, Bhatar Road, Surat- 395017

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

**REF: Loan Account No. ABSURLAP000000516657**

**SUBB: Notice of 15 days for Sale under proviso to Rule 9(1) of SECURITY INTEREST (ENFORCEMENT) RULES, 2002 for sale of the Secured Asset i.e. All that part and parcel of the mortgage property, being "Office No. 301 + 302, 3<sup>rd</sup> Floor, 401 + 402, 4<sup>th</sup> Floor, Swami Arcade, Near Rushabh Petrol Pump, Ward No.03, Nondh No. 2886/B/1/3, Salabatpura, Surat- 395003"**

Sir/ Madam,

1. This is with reference to the earlier sale notice dated **16.10.2023** issued to your good self-giving a notice of 30 days under Rule 8(6) and 9(1) of Security Interest (Enforcement) Rules, 2002 for sale

**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



of secured asset i.e. All that part and parcel of the mortgage property, being **"Office No. 301 + 302, 3<sup>rd</sup> Floor, 401 + 402, 4<sup>th</sup> Floor, Swami Arcade, Near Rushabh Petrol Pump, Ward No.03, Nondh No. 2886/B/1/3, Salabatpura, Surat- 395003"**

2. That after availing the aforesaid loans you the above-named addresses 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).
3. That thereafter, a demand notice dated 19.01.2023 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 addresses but you failed to make the payment of demanded amount i.e. **Rs. 3,04,18,548.82 (Rupees Three Crores Four Lakhs Eighteen Thousand Five Hundred Forty-Eight and paise Eighty-Two Only)** by way Outstanding Principal, arrears(including accrued late charges) and interest till **03.01.2023** within 60 days of the said notice and as such the secured creditor has taken physical possession of immovable property being **"Office No. 301 + 302, 3<sup>rd</sup> Floor, 401 + 402, 4<sup>th</sup> Floor, Swami Arcade, Near Rushabh Petrol Pump, Ward No.03, Nondh No. 2886/B/1/3, Salabatpura, Surat- 395003"** in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder.
4. That thereafter, the Authorized Officer has obtained valuation of the secured asset from an approved valuer and in consultation with the secured creditor, had fixed the reserve price of the secured asset i.e. **All that part and parcel of the mortgage property, being "Office No. 301 + 302, 3<sup>rd</sup> Floor, 401 + 402, 4<sup>th</sup> Floor, Swami Arcade, Near Rushabh Petrol Pump, Ward No.03, Nondh No. 2886/B/1/3, Salabatpura, Surat- 395003"** at **Rs.2,82,89,250/- (Rupees Two Crore Eighty- Lakhs Thirty-Seven Thousand only)** towards the aggregated value of the said **4 commercial properties**. The detailed bifurcation of the Reserve Price and Earnest Money Deposit amount fixed for each asset is given below. The first E-Auction of the commercial properties was conducted on 24.11.2023 however, the said E-Auction failed due to lack of bids.

| Office Nos.  | Reserve Price      | Earnest Money Deposit Amount |
|--------------|--------------------|------------------------------|
| 301          | 74,54,500          | 7,45,450                     |
| 302          | 71,18,750          | 7,11,875                     |
| 401          | 70,16,000          | 7,01,600                     |
| 402          | 67,00,000          | 6,70,000                     |
| <b>Total</b> | <b>2,82,89,250</b> | <b>28,28,925</b>             |

5. The secured creditor has decided to put up the secured assets on sale for the second time through online auction i.e. E-Auction to be conducted on 06.11.2024 at the Reserve Price the details of which are given below:

| Office Nos. | Reserve Price | Earnest Money Deposit Amount |
|-------------|---------------|------------------------------|
| 301         | 67,09,050     | 6,70,905                     |
| 302         | 64,06,875     | 6,40,687.5                   |
| 401         | 63,14,400     | 6,31,440                     |



|              |                    |                    |
|--------------|--------------------|--------------------|
| 402          | 60,30,000          | 6,03,000           |
| <b>Total</b> | <b>2,54,60,325</b> | <b>25,46,032.5</b> |

6. The date for inspection of the said assets is fixed from 21.11.2024 till 25.11.2024. The offers for the said secured assets should reach the Office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS at the Earnest Money Deposit on/before **05.11.2024** before 5:00 p.m. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favor of Aditya Birla Finance Limited.
7. 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 **06.11.2024**
8. 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 15.10.2024 including one in vernacular language having wide circulation at Gujarat.
9. The detailed terms and conditions of E-Auction has been uploaded on website <https://personalfinance.adityabirlacapital.com/properties-for-auction-under-sarfaesi-act.aspx> or <https://sarfaesi.auctiontiger.net>

For Aditya Birla Finance Limited

  
(Authorized Officer)

