

By Speed Post/ Email

Notice under proviso to Rule 8(6) and Rule 9(1) of Security Interest  
(Enforcement) Rules, 2002

Dated: 13.11.2024

To,

**1. Hemendra Sales Agency (Borrower)  
A Proprietorship Concern**

**Office at:**

Shop No.02, Shri Apartment,  
Pakhal Road, Dwarka, Nashik 422011

**2. Hemendra B Chandarana (Co-Borrower/ Mortgagor)**

Flat No. 02 and 03, 2<sup>nd</sup> Floor, Umiya Complex Apartment,  
Plot No. 53 + 54, Near Ambad Police Station,  
CIDCO, Nashik Taluka, Nashik- 422010

Also at:

3, Atul Park, Pakhal Road,  
Dwarka Corner, Nashik- 422011

**Email:** [hemendra.chandarana@rediffmail.com](mailto:hemendra.chandarana@rediffmail.com)

**REF:** Loan Account No. HCF001TER00001000425 for an amount of  
Rs. 95,50,000/- (Rupees Ninety-Five Lakhs Fifty Thousand  
Only) (Hereinafter referred to as "Loan facility")

**SUB:** Notice of 30 days in terms of Rule 9(1) of Security Interest  
(Enforcement) Rules, 2002 For Sale of the immovable property  
being:

"Flat No. 2 & 3 adm. 275 sq. mtrs. (2960.00 sq. feet) built up  
including terrace as per building plan and situated on Second  
Floor, Umiya Complex Apartment, bearing municipal house  
No.4/ASL/O53/123/P along with amenities provided as per  
sanctioned construction plan and rights along with all the  
rights and interest with both electric meter and water meter  
connection, Plot No. 53 and 54, Ashwin Nagar, Near Ambad  
Police Station, Rane Nagar, Mumbai Agra Nation Highway,  
CIDCO, Nashik- 422010"



Corporate Office:

Aditya Birla Finance Limited

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

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



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

Sir,

1. This is with reference to our notice dated **07.02.2024** issued to your good self-giving a notice of 30 days under Rule 8(6) of Security Interest (Enforcement) Rules, 2002 and Section 13(8) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI ACT, 2002) wherein we called upon you to redeem the above-mentioned Secured Asset by exercising your rights under Section 13(8) of the SARFAESI Act, 2002. Vide the said notice, we called upon you to pay a sum of **Rs.1,04,71,062.17/- (Rupees One Crore Four Lakh Seventy-One Thousand Sixty-Two and paise Seventeen Only)** by way of Outstanding Principal, arrears (including accrued late charges) and interest till **14.12.2023** with all costs, charges and expenses incurred by it prior to the date of publication of public notice for transfer of the Secured Asset by any one mode as contemplated under the Act. That you had failed to exercise your rights under Section 13(8) of the SARFAESI Act, 2002.
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 16.05.2023** in accordance with the concerned guidelines issued by Reserve Bank of India (RBI).
3. That thereafter, a demand notice dated **18.05.2023** 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.**92,58,594.98/- (Rupees Ninety Two Lakhs Fifty Eight Thousand Five Hundred Ninety Four and Paise Ninety Eight Only)** by way of Outstanding Principal, arrears (including accrued late charges) and interest till **17.05.2023** 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.
4. That, the Secured Creditor has decided that the Secured Asset may be put to sale in accordance with Rule 8(5) by holding public auction through e-auction mode. It is stated that the Authorized Officer has obtained valuation of the above-mentioned secured asset from an approved valuer



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and in consultation with the secured creditor, had fixed the Reserve Price of the secured asset, the details of which are given below:

Details of Immovable Assets	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
Flat No. 2 & 3 adm. 275 sq. mtrs. (2960.00 sq. feet) built up including terrace as per building plan and situated on Second Floor, Umiya Complex Apartment, bearing municipal house No.4/ASL/O53/123/P along with amenities provided as per sanctioned construction plan and rights along with all the rights and interest with both electric meter and water meter connection, Plot No. 53 and 54, Ashwin Nagar, Near Ambad Police Station, Rane Nagar, Mumbai Agra Nation Highway, CIDCO, Nashik- 422010.	10,16,625/-	1,01,66,250/-

- That the secured creditor has decided that the secured asset may be put to sale, by holding a public auction through E-auction mode on **24.12.2024** at a Reserve Price and Earnest Money Deposit Amount, the details of which are mentioned in clause 4 herein above.
- The date for inspection of the said asset is fixed from **02.12.2024 till 06.12.2024** 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 **23.12.2024** before 5:00 p.m. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of Aditya Birla Finance Limited.
- That this sale notice of 30 days, at pre-sale stage, is being given to you the addressees in compliance of proviso to Rule 8(6) and 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



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public auction through E-Auction mode on **“As is where is”, “As is what is”, and “Whatever there is”** after 30 clear days from this notice on 24.12.2024

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 **14.11.2024** including one in vernacular language having wide circulation at Nashik.
9. 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

  
(Authorized Officer)

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