

By Speed Post/ Email

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

Date: 16.08.2024

To,

1. Ashish Sharad Chemburkar
304 Tower No-1, Rustomjee O Zone,
Laxmi Singh Street, Behind Telephone Exchange-02,
Goregaon(W)- 400064
Maharashtra

Also At

Flat No 104 & 105, 1st Floor, Madhura Tower CHS,
Kevni Pada, Off S.V. Road, Near Mother Care Hospital Shop,
Jogeshwari (West), -400102
Maharashtra

2. Sushma Ashish Chemburkar
304 Tower No-1, Rustomjee O Zone,
Laxmi Singh Street, Behind Telephone Exchange-02,
Goregaon(W)- 400064
Maharashtra

Also At

Flat No 104 & 105, 1st Floor, Madhura Tower CHS,
Kevni Pada, Off S.V. Road, Near Mother Care Hospital Shop,
Jogeshwari (West), -400102
Maharashtra

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

SUB: Loan A/c No ABFLMUMLAP0000014182

REF: SALE NOTICE DATED 17.08.2024

Sir/ Madam,

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



1. This is with reference to our earlier sale notice dated 07.06.2024 issued to your good self-giving a notice of 30 days under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 for sale of the below- mentioned secured asset i.e.

“Flat No 104 & 105, 1st Floor, Madhura Tower CHS, Kevni Pada, Off S.V. Road, Near Mother Care Hospital Shop, Jogeshwari (West), Mumbai- 400102”

Hereinafter referred to as **“Secured Asset”**.

2. That after availing the aforesaid loan 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 23.12.2022 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.1,43,03,508.58 (Rupees One Crore Forty Three Lakhs Three Thousand Five Hundred Eight and paise Fifty-Eight Only)** by way of outstanding principal, arrears (including accrued late charges) and interest due as on 21.12.2022 (This amount is exclusive of TDS Calculation and Pre-Payment Charges, as applicable) within 60 days 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 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, the details of which are mentioned as below:

Details of the Immovable Assets	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
“Flat No 104 & 105, 1st Floor, Madhura Tower CHS, Kevni Pada, Off S.V. Road, Near Mother Care Hospital Shop, Jogeshwari (West), Mumbai- 400102”	20,24,000/-	2,02,40,000/-

It is stated that the E- Auction of the said secured asset was conducted on 12.07.2024 at a reserve price mentioned above however, the said E-Auction failed for want of bids.

5. The secured creditor has decided that the secured asset may be put to sale for the second time at the Reserve Price by holding an E- Auction of the secured asset on 06.09.2024 The details of the EMD amount along with the Reserve Price are given below:

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



intertek

Details of the Immovable Assets	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
"Flat No 104 & 105, 1st Floor, Madhura Tower CHS, Kevni Pada, Off S.V. Road, Near Mother Care Hospital Shop, Jogeshwari (West), Mumbai- 400102"	18,21,600/-	1,82,16,000/-

- The date for inspection of the said secured asset is fixed on **26.08.2024 to 30.08.2024 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 as Earnest Money Deposit for the amounts mentioned in Point 5 herein above on/before **05.09.2024** 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 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 **06.09.2024**
- That since the sale of secured asset will be affected by holding E-Auction, the secured creditor is also causing a public notice as given under Security Interest (Enforcement) Rules, 2002, which shall be published in two leading newspapers on 17.08.2024 including one in vernacular language having wide circulation at Mumbai.
- 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 Finance Limited

Anil Aggarwal
(Authorized Officer)



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

