



By Speed Post/ Email

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

Date: 29.10.2024

To,

- 1. Shreenath Canvassing & Commission Agent**
1st Floor, Kurji Valji Chambers Khad Bazar,
Mitha Street, Jamnagar-361001

Also at:

Flat No.502, Satva Apartment, Plot No. Sub- 12/1,
End of Patel Colony
No. 06, O/P US Pizza, P N Marg,
Jamnagar-361008

- 2. Legal Heirs of Deceased**

Sweetu H Kathrani

Flat No. 502, Satva Apartment, Plot No. Sub- 12/1,
End of Patel Colony
No. 06, O/P US Pizza, P N Marg,
Jamnagar-361008

Also at:

Flat No. 202, Satva Apartment,
Corner of Patel Colony, No. 06, O/P US Pizza, P N Marg,
Jamnagar-361008

- 3. Legal Heirs of Deceased**

Damyanti H Kathrani

Flat No. 502, Satva Apartment, Plot No. Sub- 12/1,
End of Patel Colony
No. 06, O/P US Pizza, P N Marg,
Jamnagar-361008

Also at:

Flat No. 202, Satva Apartment,
Corner of Patel Colony, No. 06, O/P US Pizza, P N Marg,
Jamnagar-361008

Email: skathrani@yahoo.co.in

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

SUB: Loan A/C No. ABFLJNRLAP0000108793

REF: SALE NOTICE DATED 30.10.2024

Sir/ Madam,



Aditya Birla Finance Limited

Unit 217-222, 2nd Floor, Iconic Shyamal, Above Croma,
Shyamal Cross Road, Satellite, Ahmedabad – 380 015.

+91 22 4356 7100 | (F) +91 22 4356 7266 | Toll-free number 1800-270-7000
care.finance@adityabirlacapital.com | https://abfl.adityabirlacapital.com

Registered Office:

Indian Rayon Compound, Veraval,
Gujarat - 362 266.

CIN: U65990GJ1991PLC064603



intertek



1. This is with reference to our earlier sale notice dated 17.08.2024 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 below-mentioned secured asset i.e.

“Flat No. 502, 5th Floor, Satva Apartment, Jampuri Estate, Street No.04, (C. S. No. 2839/A/1, Street No.110, Plan No. 06, Main Part-G, Sub Plot No. 12/1, Jamnagar-361001”

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

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 19.07.2022 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.93,79,878/- (Rupees Ninety-Three Lakhs Seventy-Nine Thousand Eight Hundred Seventy-Eight Only) due and payable as on 07.07.2022** within 60 days of the said notice and as such the secured creditor has taken physical possession of the secured assets 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 as below:

Details of the Immovable Asset	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
Flat No. 502, 5th Floor, Satva Apartment, Jampuri Estate, Street No.04, (C. S. No. 2839/A/1, Street No.110, Plan No. 06, Main Part-G, Sub Plot No. 12/1, Jamnagar-361001”	Rs. 6,50,875/-	Rs.65,08,750/-

It is stated that the E- Auction of the said secured asset was conducted on 28.06.2024 at a reserve price mentioned above however, the said E-Auction failed for want of bids.

5. The secured creditor has put up the secured asset on 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:

Details of the Immovable Asset	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
Flat No. 502, 5th Floor, Satva Apartment, Jampuri Estate, Street No.04, (C. S. No.	Rs. 5,85,787.50/-	Rs.58,57,875/-





2839/A/1, Street No.110, Plan No. 06, Main
Part-G, Sub Plot No. 12/1, Jamnagar-361001”

However, the said E-Auction also failed for want of bids.

6. It is now that the secured creditor has decided to put up the secured asset on sale for the third time by holding an E-Auction of the secured asset on 20.11.2024. The details of the EMD amount along with the Reserve Price are given below for reference:

Details of the Immovable Asset	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
Flat No. 502, 5th Floor, Satva Apartment, Jampuri Estate, Street No.04, (C. S. No. 2839/A/1, Street No.110, Plan No. 06, Main Part-G, Sub Plot No. 12/1, Jamnagar-361001”	Rs. 5,27,208.8/-	Rs.52,72,088/-

7. The date for inspection of the said secured assets is fixed on **11.11.2024 to 15.11.2024 between 11:00 a.m. to 5:00 p.m.** The offers for the said secured assets should reach the office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS as Earnest Money Deposit for the amount mentioned in Point 6 herein above on/before **19.11.2024** 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 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 **20.11.2024**.
9. That since the sale of secured assets 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 30.10.2024 including one in vernacular language having wide circulation at Jamnagar, Gujarat.
10. 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


(Authorized Officer)



Aditya Birla Finance Limited

Unit 217-222, 2nd Floor, Iconic Shyamal, Above Croma,
Shyamal Cross Road, Satellite, Ahmedabad – 380 015.

+91 22 4356 7100 | (F) +91 22 4356 7266 | Toll-free number 1800-270-7000
care.finance@adityabirlacapital.com | <https://abfl.adityabirlacapital.com>

Registered Office:

Indian Rayon Compound, Veraval,
Gujarat - 362 266.

CIN: U65990GJ1991PLC064603





SCHEDULE A

DESCRIPTION OF THE SECURED ASSETS

Flat No. 502, 5th Floor, Satva Apartment, Jampuri Estate, Street No.04, (C. S. No. 2839/A/1, Street No.110, Plan No. 06, Main Part-G, Sub Plot No. 12/1, Jamnagar-361001”



Aditya Birla Finance Limited

Unit 217-222, 2nd Floor, Iconic Shyamal, Above Croma,
Shyamal Cross Road, Satellite, Ahmedabad – 380 015.

+91 22 4356 7100 | (F) +91 22 4356 7266 | Toll-free number 1800-270-7000
care.finance@adityabirlacapital.com | <https://abfl.adityabirlacapital.com>

Registered Office:

Indian Rayon Compound, Veraval,
Gujarat - 362 266.

CIN: U65990GJ1991PLC064603

