

By Speed Post/ Email

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

June 27, 2024

1. Bhagwandas Ramchandra Bhattad

Flat No. 77, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai- 400 006

Also at:

104, Bajaj Bhavan, Nariman Point,
Mumbai-400 021

Also at:

Flat No. 78, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai- 400 006

2. RMB Event Management Private Limited,

104, Bajaj Bhavan, Nariman Point,
Mumbai- 400 021

Also at:

Flat No. 77, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai- 400 006

Also at:

Flat No. 78, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai- 400 006

3. Prabha Bhagwandas Bhattad

Flat No. 77, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai- 400 006

Also at:

104, Bajaj Bhavan, Nariman Point,
Mumbai- 400 021

Also at:

Flat No. 78, A-1 Apartment Cooperative Housing Society Limited,



Aditya Birla Finance Limited

Unit No. 1301 to 1304, 13th Floor, Gcorp Tech Park, Sector 6,
Ghodbunder Road, Village Wadhavli, Thane - 400615, Maharashtra.

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

270 Walkeshwar Road,
Malabar Hill, Mumbai- 400 006

4. Harishkumar Ramchandra Bhattad

104, Bajaj Bhavan, Nariman Point,
Mumbai-400 021

Also at:

108, 10th Floor A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai- 400 006

Also at:

Flat No. 77, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai- 400 006

Also at:

Flat No. 78, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai- 400 006

5. Harikishan Ramchandra Bhattad

108, 10th Floor A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai- 400 006

Also at:

Flat No. 77, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai- 400 006

Also at:

Flat No. 78, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai- 400 006

6. Jayant Bhagwandas Bhattad

Flat No. 77, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai- 400006

Also at:

Flat No. 78, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,



Malabar Hill, Mumbai - 400006

7. Jaishree Laxminarayan Bhattad

Flat No. 77, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai- 400006

Also at:

Flat No. 78 A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai - 400006

8. Laxminarayan Ramchandra Bhattad

Flat No. 77, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai - 400006

Also at:

Flat No. 78 A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road,
Malabar Hill, Mumbai - 400 006

Also at:

108, 10th Floor, A-1 Apartment Cooperative Housing Society Limited,
270 Walkeshwar Road, Malabar Hill,
Mumbai- 400 006

**REF: Loan Account Nos. ABMUMLAP000000507632, ABMUMLAP000000507633 and
Loan Account ABMUMLAP000000532863**

**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:**

**(a) All that is part and parcel of property including Car Parking 1, 2, 3 & 4, P42
and & P43 of flat number bearing (a) All the part and parcel of Property being Flat
N77 on 7th Floor total area admeasuring 1185 Square feet built up in building
known as "A.1 Apartments Cooperative Housing Society Limited. and Garage No.1,
2 and 3 constructed on C.S.No.3 & 7 of Malabar Hill and Cumballa Hill Division
situated at 270, Walkeshwar Road, Mumbai 400006 standing in the name of Mr.
Bhagwandas Ramchandra Bhattad and Mr. Jayant Bhagwandas Bhattad.**

And



(b) All the part and parcel of Property being Flat No.78 on 7th Floor total area admeasuring 1165 Square feet built up in building known as "A.1 Apartments, A.1 Apartment Cooperative Housing Society Limited and Garage No.19 (Area 428 Square feet) constructed on C.S.No.3 & 7 of Malabar Hill and Cumballa Hill Division situated at 270, Walkeshwar Road, Mumbai 400006 standing in the name of Mr. Jayant Bhagwandas Bhattad and Mr. Prabha Bhagwandas Bhattad

(hereinafter referred to as "immovable properties/ Secured Assets").

Sirs,

1. This is with reference to our earlier sale notice dated 16.05.2024 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 above- mentioned secured assets.
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 15.07.2022** in accordance with the concerned guidelines issued by Reserve Bank of India (RBI).
3. That thereafter, a demand notice dated 14.08.2022 U/S 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) was duly served upon the Borrowers/Co-Borrowers/ Mortgagor but they failed to make the payment of demanded amount i.e. **Rs.26,04,14,318.21/- (Rupees Twenty Six Crore Four Lakh Fourteen Thousand Three Hundred Eighteen and paise Twenty One Only)** by way of Outstanding Principal, arrears (including accrued late charges) and interest till **22.08.2022** within 60 days of the receipt 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 on 28.12.2023.
4. That, the Secured Creditor has decided that the Secured Assets 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 assets from an approved valuer.
5. The Authorized Officer had fixed the reserve price of the Secured Assets basis the valuation received and conducted E-Auction on multiple occasions however, the said E-Auctions failed due to lack of bids. The details of the E-Auctions previously conducted at the Reserve Price are given below:

a. E-Auction held on 05.04.2024



Reserve Price and the EMD Amount

Sr. No.	Description of Properties	EMD Amount (in Rs.)	Reserve Price (in Rs.)
1	Flat Nos. 77 and 78 (both combined) and Garage No.1, 2, 3 and 19	2,84,07,910.58	28,40,79,105.80

b. E-Auction held on 05.06.2024**Reserve Price and the EMD Amount**

Sr. No.	Description of Properties	EMD Amount (in Rs.)	Reserve Price (in Rs.)
1	Flat No. 77 and Garage No.1, 2 and 3	1,35,78,037.40/-	13,57,80,374/-
2	Flat No. 78 and Garage No.19	1,19,89,082.10/-	11,98,90,821/-
		2,55,67,119.50	25,56,71,195/-

It is stated that both the E-Auctions did not materialize due to lack of bids.

6. The secured creditor has decided that the secured assets may be put to sale once again for the third time at the Reserve Price by holding an E- Auction of the secured assets on 19.07.2024 The details of the EMD amount along with the Reserve Price are given below:

Details of the Immovable Assets	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
Property 1: All the part and parcel of Property being Flat No. 77 on 7th Floor total area admeasuring 1185 Square feet built up in building known as "A.1 Apartments Cooperative Housing Society Limited. and Garage No.1, 2 and 3 constructed on C.S.No.3 & 7 of Malabar Hill and Cumballa Hill Division situated at 270, Walkeshwar Road, Mumbai 400006 standing in the name of Mr. Bhagwandas Ramchandra Bhattad and Mr. Jayant Bhagwandas Bhattad.	1,22,20,233.69	12,22,02,336.99
Property 2:	1,07,90,173.87	10,79,01,738.71

Ankur
Birla Finance
Mumbai

All the part and parcel of Property being Flat No.78 on 7th Floor total area admeasuring 1165 Square feet built up in building known as "A.1 Apartments, A.1 Apartment Cooperative Housing Society Limited and Garage No.19 (Area 428 Square feet) constructed on C.S.No.3 & 7 of Malabar Hill and Cumballa Hill Division situated at 270, Walkeshwar Road, Mumbai 400006 standing in the name of Mr. Jayant Bhagwandas Bhattad and Mr. Prabha Bhagwandas Bhattad		
Total	2,30,10,407.57	23,01,04,075.70

7. The date for inspection of the said secured assets is fixed from 08.07.2024 till 12.07.2024. The offers for the said Properties should reach the Office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS at the Earnest Money Deposit on/before 18.07.2024 before 5:00 p.m. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favor 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 19.07.2024
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 27.06.2024 including one in vernacular language having wide circulation at Maharashtra.
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

Aditya Agarwal
(Authorized Officer)

