



**ADITYA BIRLA  
CAPITAL**

**By Speed Post/ Email**

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

**Dated: 28.04.2025**

To,

**1. Mr. Rameshbhai Maganbhai Machhoya**

Ganga Nivas, 10-175-18  
Ramnath Para St No. 2  
Nr. Garibi Chowk, Ramnath Para,  
Rajkot (Gujarat) – 360 001

**2. Vipul Rameshbhai Macchhoya**

Ganga Nivas, 10-175-18  
Ramnath Para St No. 2  
Nr. Garibi Chowk, Ramnath Para,  
Rajkot (Gujarat) – 360001

**3. Chetan Rameshbhai Machhoya**

Ganga Nivas, 10-175-18  
Ramnath Para St No. 2  
Nr. Garibi Chowk, Ramnath Para,  
Rajkot (Gujarat) – 360001

**4. Manish Rameshbhai Machhoya**

Ganga Nivas, 10-175-18  
Ramnath Para St No. 2  
Nr. Garibi Chowk, Ramnath Para,  
Rajkot (Gujarat) – 360001

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

**REF:**

**1. Loan Account No. ABFLRAJLAP0000002552**

**2. Notice for redemption dated 18.05.2024 issued under  
Rule 8(6) of the Security Interest (Enforcement) Rules, 2002**

**SUB:**

***Notice of 15 days for sale in terms of proviso to Rule 9(1) of  
Security Interest (Enforcement) Rules, 2002 for sale of the  
immovable property being:***



**Aditya Birla Capital Limited**

10th Floor, R-TECH PARK, Nirlon Complex,

Off Western Express Highway, Goregaon (E) Mumbai - 400 063.

Tel: +91 22 6723 9101 | abc.secretarial@adityabirlacapital.com | www.adityabirlacapital.com

For customer care and other queries : care.finance@adityabirlacapital.com

Toll-free no.: 1800-270-7000

**Registered Office:**

Indian Rayon Compound,

Veraval, Gujarat – 362 266

Tel: +91 28762 43257

CIN: L67120GJ2007PLC058890

*All that piece and parcel of Freehold Constructed Commercial Property of Shop No. 1 on Ground Floor with Carpet Area admeasuring 38-12 Sq. Mtrs. of "Silver Commercial & Residency" Building situated on tital land admeasuring 605-42 Sq.Mtrs. of Sub Plot No. 53 to 64/1+51+52+65 to 76/1+77+78+79/1 of "Silver Nest" of T. P. Scheme No. 7, O. P. No. 4, F. P. No. 1112 & 13 paikee of Revenue Survey No. 189 paike of City Survey Ward No. 12, City Survey No. 5099/B/51/1 paikee of Rajkot*

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

Sirs,

1. On account of the amalgamation between Aditya Birla Finance Ltd. and Aditya Birla Capital Ltd. vide the Scheme of Amalgamation dated 11.03.2024 duly recorded in the Order passed by the National Company Law Tribunal - Ahmedabad on 24.03.2025, all actions initiated by Aditya Birla Finance Ltd. under the Securitization & Reconstruction of Financial Assets & Enforcement of Security Interest Act, 2002, stands transferred in the Aditya Birla Capital Ltd, the amalgamated company, by virtue of Section 230 & 232 of Companies Act 2013. Accordingly, this sale notice is being issued by Aditya Birla Capital Limited.
2. This is with reference to our earlier sale notice dated 09.12.2024 issued to your good self giving a notice of 15 days under proviso to Rule 9(1) of the Security Interest (Enforcement) Rules, 2002 for sale of the above-mentioned Secured Asset.
3. That after availing the aforesaid loan, the Borrower, Co-Borrowers and the 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 03.10.2023** in accordance with the concerned guidelines issued by Reserve Bank of India (RBI).





4. That thereafter, a demand notice dated 11.10.2023 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 and the Mortgagor but they failed to make the payment of demanded amount i.e. **Rs.30,28,874 (Rupees Thirty Lakhs Twenty Eight Thousand Eight Hundred Seventy Four Only)** by way of Outstanding Principal, arrears (including accrued late charges) and interest till **06.10.2023** within 60 days of the receipt of the said notice and as such the secured creditor has taken possession of the secured asset in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder on 07.04.2024.
5. That, the Secured Creditor has put up the Secured Asset on sale in accordance with Rule 8(5) of the Security Interest Enforcement Rules, 2002 by holding public auction through e-auction mode on 20.08.2024 at a Reserve Price, the details of which are given below:

<b>Reserve Price (in Rs.)</b>	<b>Earnest Money Deposit Amount (in Rs.)</b>
42,74,511	4,27,451.1

It is stated that the said E-Auction failed due to lack of bids.

6. That the secured creditor has put up the secured asset on sale for the second time, by holding a public auction through E-auction mode on 20.09.2024 at a Reserve Price and Earnest Money Deposit Amount, the details of which are mentioned below however, the said E-Auction also failed for lack of bids.

<b>Reserve Price (in Rs.)</b>	<b>Earnest Money Deposit Amount (in Rs.)</b>
38,47,060	3,84,706

7. That the secured creditor has put up the secured asset on sale for the third time, by holding a public auction through E-auction mode on 12.11.2024 at a Reserve Price and Earnest Money Deposit Amount, the details of which are mentioned below however, the said E-Auction also failed for lack of bids.



<b>Reserve Price (in Rs.)</b>	<b>Earnest Money Deposit Amount (in Rs.)</b>
34,62,354	3,46,235.4

8. That the secured creditor has put up the secured asset on sale for the fourth time, by holding a public auction through E-auction mode on 30.12.2024 at a Reserve Price and Earnest Money Deposit Amount, the details of which are mentioned below however, the said E-Auction also failed for lack of bids.

<b>Reserve Price (in Rs.)</b>	<b>Earnest Money Deposit Amount (in Rs.)</b>
31,16,119	3,11,611.9

9. It is stated that the secured creditor has decided that the secured asset may be put to sale again for the fifth time, by holding a public auction through E-auction mode on **20.05.2025** at a Reserve Price and Earnest Money Deposit Amount, the details of which are mentioned below;

<b>Reserve Price (in Rs.)</b>	<b>Earnest Money Deposit Amount (in Rs.)</b>
28,10,000/-	2,81,000/-

10. The date for inspection of the said asset is fixed from **12.05.2025** till **16.05.2025** 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 19.05.2025 before 5:00 p.m.
11. 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 **20.05.2025**.



12. 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 shall be published in two leading newspapers on 28.04.2025 including one in vernacular language having wide circulation at Gujarat.

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 Capital Limited**

*Anil Aggarwal*  
(Authorized Officer)

