



**By Speed Post**

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

To,

Date: 23.05.2024

1. Mrs. Mamta Sachdev,  
52-B, Shakti Nagar,  
Near Sanatan Mandir.  
Shastri Circle, Udaipur, Rajasthan - 313001

Also At:

First Floor, Surano ki Sehri,  
Maldas Street, Udaipur, Rajasthan - 313001

2. Mr. Ashok Sachdev,  
52-B, Shakti Nagar,  
Near Sanatan Mandir.  
Shastri Circle, Udaipur, Rajasthan - 313001
3. Mr. Koushal Sachdev,  
52-B, Shakti Nagar,  
Near Sanatan Mandir.  
Shastri Circle, Udaipur, Rajasthan - 313001.



**Aditya Birla Finance Limited**

C-23, Shakun Emporia, 2nd Floor, Ashok Marg, C-Scheme, Jaipur-302001, Rajasthan.  
+91 22 4356 7100 | (F) +91 22 4356 7266 | Toll-free number 1800-270-7000  
care.finance@adityabirlacapital.com | <https://abfi.adityabirlacapital.com>

**Registered Office:**

Indian Rayon Compound, Veraval,  
Gujarat -362 266

CIN: U65990GJ1991PLC064603







4. M/s Sachdeva Exclusive,  
Through Proprietor Mrs. Mamta Sachdev,  
52-B, Shakti Nagar,  
Near Sanatan Mandir.  
Shastri Circle, Udaipur, Rajasthan - 313001

Also At:

1, Surana Sehri, Maldas Street, Udaipur, Rajasthan - 313001.

**SUBJECT: Notice of 15 Days For Sale Under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 For Sale of Secured Asset i.e. All That Part and Parcel of the Mortgaged Property Being "Shop at First Floor, Surano Ki Sehri, Maldas Street, Udaipur, Rajasthan-313001."**

**REFERENCE: Loan Account No. ABFLUDPLAP0000026659, ABFLUDPLAP0000106613 and ABUDPLAP000000535625.**

Sir/ Madam,

Aditya Birla Finance Limited ("ABFL") is serving upon you the borrowers namely **Mrs. Mamta Sachdev, Mr. Koushal Sachdev, Mr. Ashok Sachdev and M/s Sachdeva Enterprises Through Proprietor** (hereinafter collectively referred to as the "**Borrowers**") the present notice for sale of the above noted Secured Assets being "All that part and parcel of the properties bearing nos. **"Shop at First Floor, Surano Ki Sehri, Maldas Street, Udaipur, Rajasthan-313001."** ("**Secured Asset**") under Rule 9(1) of the Security Interest (Enforcement) Rules, 2002.

1. That after availing the aforesaid loans the Borrowers 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).
2. That thereafter, a demand notice dated **29.08.2022** 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 all the Borrowers, however, the Borrowers failed to make the payment of demanded amount i.e. **Rs. 92,83,039/- (Rupees Ninety Two Lakh, Eighty Three Thousand Thirty Nine Only)** due as on

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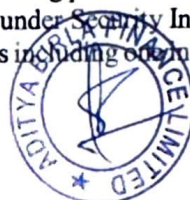


**26.08.2022** within 60 days from the date of the said notice and as such the secured creditor i.e. ABFL has taken physical possession of the Secured Asset in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder.

3. Therefore, in exercise of its right as a secured creditor under the provisions of the SARFAESI Act, 2002 and rules framed thereunder, the secured creditor i.e. ABFL has decided to put the Secured Asset on sale by way of public auction through E-auction Mode on **29.02.2024** in compliance of provisions of SARFAESI Act, 2002 and rules frame thereunder.
4. Further, please note that in consultation with the Secured Creditor the authorized officer of ABFL has obtained valuation of the Secured Asset from an approved valuer in compliance of Rule 8 (5) of the Security Interest (Enforcement) Rules, 2002 and fixed the reserve price of the Secured Asset at **Rs. 88,13,002.5/- (Rs. Eighty Eight Lakh Thirteen Thousand Two and Five Paise Only)** as per below break up :

Description of Property	Reserve Price	EMD Amount
Shop at First Floor, Surano Ki Sehri, Maldas Street, Udaipur, Rajasthan-313001	Rs. 79,31,702/-	Rs. 7,93,170 /- (Rupees Seven Lakh Ninety Three Thousand One Hundred Seventy Only)

5. Now, please take notice that the said Secured Asset will be sold by the undersigned by E-Auction on **11.06.2024**. The inspection of the said secured asset can be done by requesting in advance to Authorized Officer of ABFL between 12.00 PM to 04.00 PM.
6. The offers for the said Secured Asset should reach the Office of the undersigned along with Demand Draft/ NEFT / RTGS as Earnest Money Deposit on or before **10.06.2024** at C-23, Shakun Emporia, 2<sup>nd</sup> Floor, Ashok Marg, C-Scheme, Jaipur, Rajasthan-302001. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of "**Aditya Birla Finance Limited**".
7. That this sale notice of 30 days, at pre-sale stage, is being given to the Borrowers in compliance of Rule 8(6) of Security Interest (Enforcement) Rules, 2002 and you are hereby informed and notified that the aforesaid Secured Asset shall be put to sale, in whole, by holding public auction through e-auction mode on "**As is where is**", "**As is what is**", and "**Whatever there is**" basis after 15 clear days from this notice on **11.06.2024**.
8. That since the sale of Secured Asset will be effected by holding public auction through e-auction mode, the secured creditor shall cause a public notice as given under Security Interest (Enforcement) Rules, 2002, which is being published in two leading newspapers including one in vernacular language having wide circulation.



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# Aditya Birla Finance Ltd.

(A part of Aditya Birla Capital Ltd.)



## ADITYA BIRLA CAPITAL

9. That the attention of the Borrowers is also invited to provisions of sub-section (8) of Section 13 (as amended w.e.f. 01.09.2016) of SARFAESI Act, 2002 in respect of time available, to redeem the secured asset.
10. For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor's website i.e. [www.adityabirlafinance.com](http://www.adityabirlafinance.com) or <https://sarfaesi.auctiontiger.net>.

For Aditya Birla Finance Limited



Shivang P Vashishta.  
(Authorized Officer)

C-23, Shakun Emporia, 2nd Floor,  
Ashok Marg, C-Scheme,  
Jaipur, Rajasthan-302001

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