

**Aditya Birla
Finance Ltd.**

(A part of Aditya Birla Capital Ltd.)



**ADITYA BIRLA
CAPITAL**

By Speed Post

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

Date: 23.05.2024

To,

1. M/s Annapurna,
98, Nehru Bazar, Udaipur,
Rajasthan - 313001

Also At:-

Plot No 42 and Part of Plot No 43,
Kali Bawadi Marg, Bhupalwadi,
Udaipur, Rajasthan- 313001

2. Mr. Kamlesh Siyal,
Flat No-103-A Jai Ganpati Apartment
New Bhupalpura, Udaipur,
Rajasthan - 313001

Also At:-

Plot No 42 and Part of Plot No 43,
Kali Bawadi Marg, Bhupalwadi,
Udaipur, Rajasthan- 313001

3. Mrs. Renu Jain
Flat No-103-A Jai Ganpati Apartment
New Bhupalpura, Udaipur,
Rajasthan - 313001

Also At:-

Plot No 42 and Part of Plot No 43,
Kali Bawadi Marg, Bhupalwadi,
Udaipur, Rajasthan- 313001

4. M/s Annapurna Saree
Plot No 42 and Part of Plot No 43,
Kali Bawadi Marg, Bupalwadi,
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



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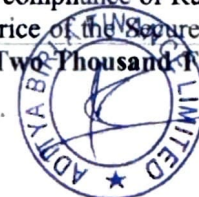
SUBJECT: Notice of 15 Days For Sale Under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 For Sale of Secured Asset i.e. All That Part and Parcel of the Mortgaged Property Being "Plot No 42 and Part of Plot No 43, Kali Bawadi Marg, Bhupalwadi, Udaipur, Rajasthan- 313001."

REFERENCE: Loan Account No. ABFLUDPPPOP0000120753, ABUDPLAP000000526416 & ABUDPLAP000000645498.

Sir/ Madam,

Aditya Birla Finance Limited ("ABFL") is serving upon you the borrowers namely **M/s Annapurna, Mr. Kamlesh Siyal, Mrs. Renu Jain and M/s Annapurna Saree** (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. **Plot No 42 and Part of Plot No 43, Kali Bawadi Marg, Bhupalwadi, 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 **02.06.2023** 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 all the Borrowers, however, the Borrowers failed to make the payment of demanded amount i.e. **Rs. 3,67,29,071/- (Rupees Three Crore Sixty Seven Lakh Twenty Nine Thousand Seventy One Only)** due as on **17.05.2023** 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 **11.06.2024** 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. 2,34,82,409.49/- (Rupees Two Crore Thirty Four Lakh Eighty Two Thousand Four Hundred Nine and Forty Nine Paise Only)** as per below break up :



Aditya Birla Finance Limited

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Gujarat -362 266
CIN: U65990G1991PLC064603



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Description of Property	Reserve Price	EMD Amount
Plot No 42 and Part of Plot No 43, Kali Bawadi Marg, Bhupalwadi, Udaipur, Rajasthan- 313001.	Rs. 2,34,82,409.49/-	Rs.23,48,241/- (Rupees Twenty Three Lakh Forty Eight Thousand Two Hundred Forty One Only)

- 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.
- 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, 2nd 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**".
- That this sale notice of 15 days, at pre-sale stage, is being given to the Borrowers in compliance of 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, 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**.
- 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.
- 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.
- For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor's website i.e. www.adityabirlafinance.com or <https://sarfaesi.auctiontiger.net>.

For **Aditya Birla Finance Limited**



Shivang P. Vashista.

(Authorized Officer)

C-23, Shakun Emporia, 2nd Floor,

Ashok Marg, C-Scheme, Jaipur, Rajasthan-302001.

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