

Notice of sale through Private Treaty

Notice of Sale through **Private Treaty** of Immovable Asset under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) and proviso to Rule 9 (1) of the Security Interest (Enforcement) Rules, 2002 (54 of 2002). That the Hon'ble High Court at Bombay in Interim Application No. 9864 of 2022 in First Appeal No. 335 of 2022 filed by the Aditya Birla Finance Limited, the Secured Creditor, vide its Order dated 11th January 2023 has permitted Secured Creditor to sell the below mentioned Immovable Property more particularly described in Schedule A hereto, in accordance with the SARFAESI Act and Rules thereunder.

Notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor (s) that the below mentioned Immovable Property, mortgaged to the Secured Creditor, the Physical Possession of which has been taken by the Authorized Officer of Aditya Birla Finance Limited will be sold on "As is where is", "As is what is", and "Whatever there is" and "Without Any Recourse basis" by private treaty or inter se e-auction through private treaty in case of more than one bid is received, as per the term agreeable to Secured Creditor on **31.12.2024** for recovery of **Rs. 88,66,14,721.74/- (Rupees Eighty Eight Crores Sixty Six Lakhs Fourteen Thousand Seven Hundred and Twenty One Only and Paise Seventy Four Only)** as on **31.03.2024**, as detailed in Column (E) against Loan Account Numbers mentioned in Column (B), as detailed in the Schedule B hereto and further interest and other expenses thereon from 1.04.2024 till the date of realization of dues to the Secured Creditor from - (i) M/s. Nathella Sampathu Chetty and Co., M/s. Nathella Sulochanamma Charitable Trust, M/s. Nathella Sampath Jewelry Private Ltd., M/s. Paramartha Bhoodhanam Sri Nathella Sampathu Chetty Charities (Borrowers) (ii) Mr. Nathella Ranganatha Gupta, Mr. Nathella Prapanna Kumar, Mr. Nathella Prasanna Kumar, Mrs. Nathella Radhika and Mrs. Nathella Lakshmi Priya (Guarantors)

The reserve price will be Rs. 52,01,42,105/- (Rupees Fifty-Two Crores One Lakh Forty Two Thousand One Hundred and Five Only) and the earnest money will be Rs. Rs. 5,20,14,105/- (Rupees Five Crores Twenty Lakhs Fourteen Thousand Only)

Schedule “A”
Description of the Immovable Property:

All that part and parcel of the land measuring to an extent of 30950 Sq. Ft together with building thereon bearing Old Door No.4, New Door No. 235, Jawaharlal Nehru Road(100 Feet Road), Koyembedu, Chennai – 600107, comprised in S.No.49/3, 50/2B, situated at No.106 & 107 koyembedu village, Egmore,- Nungambakkam Taluk and situated within the registration district of Central Chennai and Sub – registration district of Anna Nagar.

Bounded on the :

North by : Vacant land and buildings

South by : 100 Feet Road

East by : Tiles Show Room

West by: Maruthi Suzuki Work Shop

In all admeasuring an extent of 30,950 sq.ft.

Situated within the Sub-Registration District of Anna Nagar and in the Registration District Chennai Central

Date and Time of inspection at site: - From 14.12.2024 to 30.12.2024 between 11:00 am to 3:00 pm with prior appointments.

Last date, time and place for submission of the bid/ tender: - 30.12.2024 before 5:00 pm through Online mode only

Date, time and place of Auction: - 31.12.2024 from 11:00 am to 3:00 pm with auto-extension of 5 minutes of duration each. Auction will be conducted online.

For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor website i.e. [Properties-for-Auction-under-SARFAESI-Act \(adityabirlacapital.com\)](http://Properties-for-Auction-under-SARFAESI-Act (adityabirlacapital.com))

also on the website of <https://sarfaesi.auctiontiger.net>

Date: 13.12.2024

For Aditya Birla Finance Limited

Place Chennai

Loan Account Numbers:

0000080000389 and 0162101

**Sd/-Authorized Officer
(9710917596)**

Schedule "B"

Sr. No.	LAN No.	Name of Borrower / Guarantor	Loan Amount	Total Outstanding
(A)	(B)	(C)	(D)	(E)
1.	0000080000389	(i) M/s. Nathella Sampathu Chetty and Co., M/s. Nathella Sulochanamma Charitable Trust, M/s. Nathella Sampath Jewelry Private Ltd., M/s. Paramartha Bhoodhanam Sri Nathella Sampathu Chetty Charities (Borrowers) (ii) Mr. Nathella Ranganatha Gupta, Mr. Nathella Prapanna Kumar, Mr. Nathella Prasanna Kumar, Mrs. Nathella Radhika and Mrs. Nathella Lakshmi Priya (Guarantors).	40,00,00,000/-	79,09,75,538.00
2.	0162101	(i) M/s. Nathella Sampathu Chetty and Co., M/s. Nathella Sulochanamma Charitable Trust, M/s. Nathella Sampath Jewelry Private Ltd., M/s. Paramartha Bhoodhanam Sri Nathella Sampathu Chetty Charities (Borrowers) (ii) Mr. Nathella Ranganatha Gupta, Mr. Nathella Prapanna Kumar, Mr. Nathella Prasanna Kumar, Mrs. Nathella Radhika and Mrs.	5,00,00,000/-	9,56,39,183.74

		Nathella Lakshmi Priya (Guarantors).		
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