

**By Speed Post/ Email**

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

**Date: 07.05.2024**

To,

1. Mr. Mayur Nagindas Shah,  
18 Lalan Building,  
Navin Devi Dayal Marg,  
Mulund West.  
Mumbai- 400080

Also At: -

Flat No. 401, 4th Floor,  
A Wing, Majestic Heights,  
Gat No. 203, Seawoods,  
Navi Mumbai - 400706

Also At: -

Flat No. 402, 4th Floor,  
B Wing, Majestic Heights,  
Gat No. 203, Seawoods,  
Navi Mumbai - 400706

Also At:

201, 2nd Floor, Dolphin Pride  
Plot No. 2 B, GES, Sector 34 -A,  
Owe, Kharghar, Taluka Panvel,  
Distt. Raigad Navi Mumbai - 410210

2. Mrs. Hansa Shah,  
18 Lalan Building,  
Navin Devi Dayal Marg,  
Mulund West.  
Mumbai- 400080

Also At: -



**Aditya Birla Finance Limited**

10th Floor, R-Tech Park, Nirlon Complex, Off Western Express Highway,  
Goregaon (East), Mumbai - 400063.

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



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A Wing, Majestic Heights,  
Gat No. 203, Seawoods,  
Navi Mumbai - 400706

Also At: -

Flat No. 402, 4th Floor,  
B Wing, Majestic Heights,  
Gat No. 203, Seawoods,  
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Also At:

201, 2nd Floor, Dolphin Pride  
Plot No. 2 B, GES, Sector 34 -A,  
Owe, Kharghar, Taluka Panvel,  
Distt. Raigad Navi Mumbai - 410210

3. M/s D.B Enterprise NX & Mayur Super Mart,  
Shop No. 57, Lalan Building,  
P K Road, Devidayal Marg,  
Mulund West, Mumbai- 400080

Also At: -

Flat No. 401, 4th Floor,  
A Wing, Majestic Heights,  
Gat No. 203, Seawoods,  
Navi Mumbai - 400706

Also At: -

Flat No. 402, 4th Floor,  
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(Hereinafter collectively referred to as "Borrowers')

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**REF: Loan Account Nos. ABFLTHALAP0000063774 and  
ABFLMUMLAP0000109084**

**SUB: Notice of 15 days under proviso to Rule 9(1) of Security Interest  
(Enforcement) Rules, 2002 For Sale of the immovable properties being:**

**1) Flat No. 401, 4th Floor, A Wing, Majestic Heights, Gate No. 203,  
Seawoods, Navi Mumbai - 400706**

**2) Flat No. 402, 4th Floor, B Wing, Majestic Heights, Gate No. 203,  
Seawoods, Navi Mumbai - 400706**

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

Sir/ Madam,

1. This is with reference to our earlier Sale Notice dated **10.02.2024** giving a notice of 30 days under Rule 8(6) of Security Interest (Enforcement) Rules, 2002 for sale of secured asset i.e. All that part and parcel of the mortgaged properties, being

**1) Flat No. 401, 4th Floor, A Wing, Majestic Heights, Gat No. 203, Seawoods,  
Navi Mumbai - 400706**

**2) Flat No. 402, 4th Floor, B Wing, Majestic Heights, Gat No. 203, Seawoods,  
Navi Mumbai - 400706**

(Hereinafter referred to as "**Secured Assets**".)

2. That after availing the aforesaid loans you the above-named addresses 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).

3. That thereafter, a demand notice dated 24.09.2021 U/S 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) was duly served on you the addresses but you failed to make the payment of demanded amount i.e. **Rs.3,91,61,296 (Rupees Three Crore Ninety One Lakhs Sixty One Thousand Two Hundred Ninety Six Only) (exclusive of TDS Calculation and Pre-Payment Charges, as applicable) due and payable as on 09.09.2021** within 60 days of the said notice and as such the secured creditor

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has taken physical possession of the secured asset in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder.

4. That thereafter, the Authorized Officer has obtained valuation of the secured assets from an approved valuer. The Authorized Officer had fixed the reserve price of the secured assets basis the valuation received and conducted E-Auction however, the said E-Auction failed due to lack of bids. The details of the E-Auction previously conducted at the Reserve Price are given below:

**a. E-Auction held on 20.03.2024  
Reserve Price and the EMD Amount**

Flat Nos.	Reserve Price (in Rs.)	Earnest Money Deposit Amount (in Rs.)
Flat No. 401, 4th Floor, A Wing, Majestic Heights	1,28,50,750/-	12,85,075/-
Flat No. 402, 4th Floor, B Wing, Majestic Heights	1,28,50,750/-	12,85,075/-
<b>Total</b>	<b>Rs.2,57,01,500/-</b>	<b>Rs.25,70,150/-</b>

5. That the secured creditor has decided that the secured asset may be put to sale for the second time by holding an E- Auction of the secured asset on **28.05.2024** at a reserve price of **Rs.2,31,31,350/- (Rupees Two Crore Thirty-One Lakhs Thirty-One Thousand Three Hundred Fifty Only)** for the said secured asset.
6. The date for inspection of the said secured asset is fixed from **13.05.2024 to 17.05.2024 between 11:00 a.m. to 5:00 p.m.** The offers for the said secured asset should reach the office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS for **Rs. 23,13,135/- (Rupees Twenty-Three Lakhs Thirteen Thousand One Hundred Thirty-Five Only)** as Earnest Money Deposit on/before **27.05.2024** before 5:00 p.m. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of Aditya Birla Finance Limited.

The details of the Reserve Price and the EMD amount are given below for reference:

Flat Nos.	Reserve Price (in Rs.)	Earnest Money Deposit Amount (in Rs.)
Flat No. 401, 4th Floor, A Wing, Majestic Heights	1,15,65,675/-	11,56,567.50/-
Flat No. 402, 4th Floor, B Wing, Majestic Heights	1,15,65,675/-	11,56,567.50/-
<b>Total</b>	<b>Rs.2,31,31,350/-</b>	<b>Rs.23,13,135/-</b>

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7. 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 **28.05.2024**.
8. That since the sale of secured assets will be affected by holding E-Auction, the secured creditor is also causing a public notice as given under Security Interest (Enforcement) Rules, 2002, which has been published in two leading newspapers including one in vernacular language having wide circulation at Mumbai.
9. The detailed terms and conditions of E-Auction is available 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**

  
(Authorized Officer)



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