

**“APPENDIX- IV-A”**

[See proviso to rule 9(1)]

**SALE NOTICE FOR SALE OF IMMOVABLE PROPERTY**

E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 9 (1) of the Security Interest (Enforcement) Rules, 2002 (54 of 2002).

Notice is hereby given to the public in general and in particular to the Borrower, Co-Borrower (s) and Mortgagor (s) that the below described immovable property mortgaged to the Secured Creditor, the physical possession of which has been taken by the Authorized Officer of Aditya Birla Finance Limited, the mortgage property will be sold through E-Auction on **“As is where is”, “As is what is”, and “Whatever there is”** basis on 02.02.2024 **for recovery of Rs. 1,92,56,586.40/- (Rupees One Crore Ninety two Lakhs Fifty Six Thousand Five Hundred Eighty Six and Forty Paise Only)** *(This amount is exclusive of TDS Calculation and Pre-Payment Charges, as applicable)* **as on 01.08.2023** and further interest and other expenses thereon till the date of realization due to the Secured Creditor from **Borrowers/Co-Borrowers/ Mortgagors namely M/s Parmeshwari Jewellers, Chetanbhai Ghanshyambhai Zinduvadiah, Mehulbhai Ghanshyambhai Zinduvadiah, Ghanshyambhai Amrutlal Zinduvadiah, Bhartiben Ghanshyambhai Zinduvadiah, Dharaben Mehulbhai Zinduvadiah, Venishaben Chetanbhai Zinduvadiah, . The Reserve Price will be Rs.31,96,800/- (Rupees Thirty One Lakhs Ninety Six Thousand Eight Hundred Only) and Earnest Money Deposit Amount for the secured Asset is as Rs.3,19,680/- (Rupees Three Lakhs Nineteen Thousand Six Hundred Eighty Only)**

**Short description of the immovable properties**

**“SHOP NO-302 TO 305, DINUMAMA, ARCAED, NEAR, DARBARGADH, SONI BAZAR, MANDAVI CHOWK, RAJKOT, GUJARAT-360001 (City Survey No 1327, City Survey Ward No 2)**

For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor’s website i.e. <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>

**Date:** 13.01.2024

**Place:** RAJKOT

Sd/-

**Authorised Officer**

For **Aditya Birla Finance Limited**