

(By Speed Post/Email)

To,

1. M/s Bansidhar Agarwalla & Co Pvt Ltd. (Borrower & Mortgagor) {Unit Bulbulitalla} Through its directors,
2. M/s Vidushi Agro Private Limited (Co-Borrower & Mortgagor); Through its directors
3. M/s Bansi Automotive Tyres Pvt Ltd. (Co-Borrower); Through its directors
4. Prashant Agarwalla son of Rajendra Prasad Agarwalla (Guarantor)
5. Lalita Devi Agarwalla wife of Mohan Lal Agarwalla (Guarantor)
6. Ekta Agarwalla @ Ekta Devi Agarwalla wife Mohit Agarwal (Guarantor & Legal heir of deceased guarantor Late Mohit Agarwalla)
7. Rajendra Agarwalla @ Rajendra Prasad Agarwalla son of Hazari Lal Agarwalla (Guarantor)
8. Mohan Lal Agarwalla Son of Bansidhar Agarwalla (Guarantor)
9. Utkarsh Agrwal @ Utkarsh Agarwalla son of Late Mohit Agarwalla (Legal heir of deceased guarantor Late Mohit Agarwalla)
10. Vidushi Agarwal (Legal heir of deceased guarantor Late Mohit Agarwalla) Through her natural guardian Ekta Agarwalla @ Ekta Devi Agarwalla

At:

24, Girish Avenue, Baghbazar, Kolkata – 700003

Also, at:

2, Sudhir Chatterjee Street, Kolkata – 700006

Also, at:

Office Space No. 503 & 503 A, 5<sup>th</sup> Floor, Diamond Prestige, Premises No. 41A, Acharya Jagadish Chandra Bose Road, P.S Park Street, Kolkata – 700017

Also, at:

Flat No. 2B, 2<sup>nd</sup> Floor, Block – III, Lakshmi Tower, at 541 A, Rabindra Sarani, P.S: Shyampukur, Kolkata – 700003.

Also, at:

Flat No. 1B, 1<sup>st</sup> Floor, Block – III, Lakshmi Tower, at 541 A, Rabindra Sarani, P.S: Shyampukur, Kolkata – 700003.

Also, at:

Village – Mayanagri, P.O Sultanpur, P.S- Kalna, Dist: Burdwan, West Bengal – 713416.

**ADITYA BIRLA FINANCE LTD.**

Corporate Office:

Aditya Birla Finance Limited

24, Camac Square, Camac Street, Kolkata - 700 016.

Tel: +91 22 4356 7100 | Fax: +91 22 4356 7266 | Toll-free number: 1800-270-7000

care.finance@adityabirlacapital.com | <https://finance.adityabirlacapital.com>

*Gautam Dan*

**AUTHORISED OFFICER**

Registered Office:

Indian Rayon Compound,

Veraval, Gujarat – 362 266

CIN: U65990GJ1991PLC064603



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And also, at:

- i. [moeagarwal@hotmail.com](mailto:moeagarwal@hotmail.com)
- ii. [manish\\_aga@hotmail.com](mailto:manish_aga@hotmail.com)
- iii. [bansicoldstorage@gmail.com](mailto:bansicoldstorage@gmail.com)
- iv. [bansityres@gmail.com](mailto:bansityres@gmail.com)
- v. [bulbulitalacoldstorage@gmail.com](mailto:bulbulitalacoldstorage@gmail.com)

..... [Hereinafter collectively referred to as 'Borrower(s)']

**REF: LOAN ACCOUNT NOS. 80002611 | MINACS0270103 | MINACS0270104 | MINACS0270101 | HCFKO1TER00001000562 | HCFKO1LOC00001000563 and HCFKO1TER00001000564**

**Subject: Redemption Notice issued in terms of Rule 8(6) of SARFEASI Rule 2002 read with Section 13(8) of SARFAESI Act 2002.**

1. We, Aditya Birla Finance Limited (hereinafter referred to as "ABFL"), wish to bring to your attention that you being, M/s. B K Poddar Printing Pvt. Ltd and Ors., the Borrower/Guarantor/Mortgagor (hereinafter collectively referred to as "Borrower/s"), pursuant to the account being declared a Non-Performing Asset (NPA) on **15.05.2024**, you have failed to comply with the demand notice dated **18.05.2024** issued under Section 13(2) of the SARFAESI Act, 2002, wherein you were called upon to pay the outstanding dues of **Rs.13,40,59,517.87/-** (Rupees Thirteen Crores Forty Lakhs Fifty-Nine Thousand Five Hundred Seventeen and Paise Eighty-Seven Only) **as of 16.05.2024**, as demanded in the Notice.
2. Please refer to the possession (physical) notice dated **13.12.2024**, wherein possession of the secured asset/s (detailed in the schedule below) was taken by ABFL for the purpose of realization of the dues, in accordance with the SARFAESI Act, 2002, and the rules framed thereunder. For the sake of brevity, we once again forward to you the physical possession notices along with the publication of the physical possession notice.
3. As on **17.01.2025**, there is a total outstanding is **Rs. 14,67,67,346.52/- (Rupees Fourteen crore sixty-seven lakh sixty-seven thousand three hundred forty-six rupees and fifty-two paise only)** as on date in the loan account bearing no. **80002611; MINACS0270103; MINACS0270104; MINACS0270101; HCFKO1TER00001000562; HCFKO1LOC00001000563 and HCFKO1TER00001000564**, which we call upon you the borrowers to pay in terms of paragraph 4 of this notice.
4. We, accordingly, give you a notice of Thirty (30) days to redeem the secured asset/s by paying an amount of **Rs. 14,67,67,346.52/- (Rupees Fourteen crore sixty-seven lakh sixty-seven thousand three hundred forty-six rupees and fifty-two paise only)** being the outstanding as on **17.01.2025**. In event you fail to redeem the secured asset/s mortgaged

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to ABFL, ABFL shall proceed to conduct the sale of the Secured asset/s under the provisions of the SARFAESI Act 2002 and Rules framed thereunder. The Reserve Price for the sale of the mortgaged property (includes Immovables) is fixed at **Rs. 2,21,56,000/- (Rupees Two Crore Twenty-One Lakhs Fifty-Six Thousand only)** for the immovable property all together being the SECURED ASSETS and the auction is scheduled to be conducted on **25.03.2025**. The last date for receipt of Earnest Money Deposit (EMD) i.e., on **24.03.2025**. Note that the sale notice for auction as the case maybe, shall be published as per Rule 9(1) on **22.02.2025** or any day thereafter.

5. You are hereby informed that if the entire dues are not recovered from the sale of the Properties, all named borrowers shall remain liable for the balance amount.
6. Therefore, we make it abundantly clear that, if you fail to exercise your right of redemption within a period of 30 days from receipt of this notice, the same shall stand extinguished from the date of publication of the said sale notice under Rule 9(1).

**For Aditya Birla Finance Limited**

**ADITYA BIRLA FINANCE LTD.**

*Guntesh Dan*

**(Authorised Officer)**

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## SCHEDULE

### (Description of Secured Assets)

#### Property No.1 – Item no. (i)

**ALL THAT** Office bearing No. 503-A containing a built-up area of 638 square feet (super built-up area being 851 square feet)) more or less on the Fifth Floor of the existing building “Diamond Prestige” at the said Premises No. 41A Acharya Jagadish Chandra Bose Road Kolkata with proportionate share of area on piece and parcel of land or ground thereunto belonging whereon or on parts whereof the same are erected and built containing an area of 2 Bighas 13 Cottahs 13 Chittacks and 37 square feet be the same a little more or less situate lying at and being premises No. 41 A Acharya Jagadish Chandra Bose Road (formerly known as Lower Circular Road), within Park Street Police Station and comprised in Holding No. 1, Block No. IV in the South Division of the town of Calcutta, PIN – 700017, Ward No. 61 of the Kolkata Municipal Corporation and butted and bounded as follows:

On the north: by filled up sewer ditch of Kolkata Municipal Corporation beyond which is Lower Circular Road Baptist Chappel at premises No. 42 and 43 A.J.C Bose Road;

On the East: by A.J.C Bose Road;

On the South: partly by Elliot Road and partly by premises No. 95A, Elliot Road,;

On the West: partly by premises No. 95A Elliot Road and Partly by the said filled up sewer ditch.

AND as morefully delineated in the plan annexed to the title deed bordered thereon in “RED”

OR HOWSOEVER OTHERWISE the same now are or is or at anytime heretofore were or was situated, butted, bounded, called, known, numbered, - described and/or distinguished. EXCEPTING HOWEVER 8000 square feet of area on the 4th Floor of the said building at the said premises.

(This property No. 1 – item no. (i) is owned by M/s. Vidushi Agro Pvt. Ltd. (Co-Borrower Cum Mortgagor) by virtue of Indenture dated 28.12.2015 executed by Diamond Nirman Enterprises & Others in favor of said mortgagor and registered with Additional Registrar of Assurances – II, Kolkata as Deed No. I – 11334 of 2015.)

#### Item no. (ii)

**ALL THAT** Office bearing No. 503 containing a built-up area of 508 square feet (super built-up area being 677 square feet) more or less on the Fifth Floor of the existing building “Diamond Prestige” at the said Premises No. 41A Acharya Jagadish Chandra Bose Road Kolkata with proportionate share of

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*Goutam Das*

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area on piece and parcel of land or ground thereunto belonging whereon or on parts whereof the same are erected and built containing an area of 2 Bighas 13 Cottahs 13 Chittacks and 37 square feet be the same a little more or less situate lying at and being premises No. 41 A Acharya Jagadish Chandra Bose Road (formerly known as Lower Circular Road), within Park Street Police Station and comprised in Holding No. 1, Block No. IV in the South Division of the town of Calcutta, PIN – 700017, Ward No. 61 of the Kolkata Municipal Corporation and butted and bounded as follows:

On the north : by filled up sewerer ditch of Kolkata Municipal Corporation beyond which is Lower Circular Road Baptist Chappel at premises No. 42 and 43 A.J.C Bose Road;

On the East: by A.J.C Bose Road;

On the South: partly by Elliot Road and partly by premises No. 95A, Elliot Road;

On the West : partly by premises No. 95A Elliot Road and Partly by the said filled up sewerer ditch.

AND as morefully delineated in the plan annexed to the title deed bordered thereon in “RED”

OR HOWSOEVER OTHERWISE the same now are or is or at any time heretofore were or was situated, butted, bounded, called, known, numbered, described and/or distinguished. EXCEPTING HOWEVER 8000 square feet of area on the 4th Floor of the said building at the said premises.

(This item no. (ii) is owned by M/s. Vidushi Agro Pvt. Ltd. (Co-Borrower Cum Mortgagor) by virtue of Indenture dated 28.12.2015 executed by Diamond Nirman Enterprises & Others in favor of said mortgagor and registered with Additional Registrar of Assurances – II, Kolkata as Deed No. I – 11333 of 2015.)

## ADITYA BIRLA FINANCE LTD.

**For Aditya Birla Finance Limited**

*Gunter Das*  
**AUTHORISED OFFICER**

**(Authorised Officer)**

Enclosures:

1. Inventory dated **13.12.2024** for the Movables Properties contains description of Articles as per Annexure – I of Security Interest (Enforcement Rules, 2002).
2. Physical Possession Notice dated **13.12.2024**.

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