

**SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES**  
**[See proviso to rule 8(6)]**  
**(Appendix IV-A)**

E-Auction Sale Notice for Sale of Immovable Asset(s) under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to rule 8 (6) of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrower(s) and Guarantor(s) that the below listed immovable properties [“Secured Asset(s)"] mortgaged/charged to the Secured Creditor, the Physical Possession of which has been taken by the Authorised Officer of Aditya Birla Finance Limited (“Secured Creditor”), will be sold on “As is where is”, “As is what is”, and “Whatever there is” on **16.10.2024** for recovery of **Rs.9,51,09,433.86/- (Rupees Nine Crores Fifty-one Lakhs Nine Thousand Four Hundred Thirty-Three and Paise Eighty-Six only) as due on 19.06.2023**, due to the Aditya Birla Finance Limited, secured creditor from **Borrowers** namely as **1. M/S. B.K Podder Printing Pvt Ltd. (Borrower & Mortgagor) Through its directors 2. M/S. Sree Guru Sales & Marketing Pvt Ltd. (Co-Borrower) Through its directors, 3. M/s Podder Associates (Co-Borrower) Through its Partner Mr. Biswajit Kundu Podder, 4. Mr. Biswajit Kundu Podder, Son of Gour Govindakundu Podder (Mortgagor & Guarantor), 5. Mrs. Smriti Kundu Podder, daughter of Saroj Gobindamani and wife of Mr. Biswajit Kundu Podder (Mortgagor & Guarantor).**

The reserve price will be **Rs.30,03,30,580/- (Rupees Thirty Crores Three Lakhs Thirty Thousand Five Hundred Eighty Only)** for the immovable property i.e., Land and Building, and earnest money deposit will be **Rs.3,00,33,058/- (Rupees Three Crore Thirty-Three Thousand Fifty Eight Only).**

**Description of the Property along with the any Encumbrances  
Known,**

**S C H E D U L E**

**(Description of Secured Assets)**

**Property No. 2. ALL THAT plots and/or pieces of land are contiguously comprised together containing a total area of 1386.14 Decimals equivalent to 840.08 cottahs more or less with factory structures/shed purchased from time to time by B.K Podder Print Private Limited by and situated at Mouza Kanajuli, JL No. 174 under LR Khaitan No. 639 in RS & LR Plot/Dag Nos. 1470, 1464, 1486, 1496, 1480, 1498, 1504, 1527, 1507, 1483, 1481, 1488, 1484, 1508, 1506, 1500, 1482, 1476, 1493, 1487, 1477, 1490, 1527, 1479, 1507, 1504, 1471, 1466, 1533, 1521, 1522, 1550, 1468, 1467, 1492, 1449, 1450, 1449, 1495, 1494, 1449, 1495, Police Station – Dhaniakhali/Gurap, District Hooghly West Bengal butted and bounded as follows:**

**On the North: By vacant land**

**On the East: By vacant land**

**On the South: By NH-2**

**On the West: By DCV Canal**

**For Aditya Birla Finance Limited**

**(Authorised Officer)**

**Known encumbrance:** S.A. No. 911 of 2023 under Section 17 of the SARFAESI Act, 2002 pending before the Learned Debts Recovery Tribunal- III, Kolkata.

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>. The date of inspection of all movables lying at the secured immovable property will be 11.10.2024.

**Date :- 06.09.2024**

**Aditya Birla Finance Limited**

**Place:- Kolkata**

**Authorised Officer**