

By Speed Post

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

Date: 31.07.2024

To,

1. M/s Shivam Industries,  
Through Partner,  
Plot No. A-43/2, Site -4,  
Industrial Area, Sahibabad  
Ghaziabad- U.P. – 201010  
**Also At-**  
Ground Floor, Property No. 5/91,  
Block S, Sector 2, Rajinder Nagar,  
Ghaziabad- U.P. – 201005  
**Also At-**  
Flat No. G-4, Upper Ground Floor,  
Rear RHS, ABHI Apartment, Plot No. 4/18.  
Sector 5, Rajender Nagar, Ghaziabad, U.P.- 201010
2. Mr. Anil Verma,  
Ground Floor, Property No. 5/91,  
Block S, Sector 2, Rajinder Nagar,  
Ghaziabad- U.P. – 201005  
**Also At-**  
Flat No. G-4, Upper Ground Floor,  
Rear RHS, ABHI Apartment, Plot No. 4/18.  
Sector 5, Rajender Nagar, Ghaziabad, U.P.- 201010
3. Mrs. Sunita Verma,  
Ground Floor, Property No. 5/91,  
Block S, Sector 2, Rajinder Nagar,  
Ghaziabad- U.P. – 201005  
**Also At-**  
Flat No. G-4, Upper Ground Floor,  
Rear RHS, ABHI Apartment, Plot No. 4/18.  
Sector 5, Rajender Nagar, Ghaziabad, U.P.- 201010

**SUBJECT: Notice of 15 Days For Sale Under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 For Sale of Secured Asset i.e. All That Part and Parcel of the Mortgaged Property Being “Ground Floor, Property No.5/91, Block S, Sector 2, Rajinder Nagar, Ghaziabad- U.P. – 201010 ” (Herein referred to as Property 1)” & “Flat No. G-4, Upper Ground Floor, Rear RHS, ABHI Apartment, Plot No. 4/18, Sector 5, Rajender Nagar, Ghaziabad, U.P. – 201010” (Herein referred to as Property 2)”**

**REFERENCE: Loan Account No. ABFLND\_LAP0000031108, ABFLND\_LAP0000033271, ABFLND\_LAP0000097150, ABND\_LAP000000537445**

**Aditya Birla Finance Limited**

1st Floor, Vijaya Building, Barakhamba Road, New Delhi - 110001.

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



**intertek**

Sir/ Madam,

Aditya Birla Finance Limited (“ABFL”) is serving upon you the borrowers namely **M/s Shivam Industries, Through Partner, Mr. Anil Verma, Mrs. Sunita Verma** (hereinafter collectively referred to as the “Borrowers”) the present notice for sale of the above noted Secured Assets being “All that part and parcel of the properties bearing nos. **“Ground Floor, Property No.5/91, Block S, Sector 2, Rajinder Nagar, Ghaziabad- U.P. – 201010 ”** (Herein referred to as **Property 1**)” & **“Flat No. G-4, Upper Ground Floor, Rear RHS, ABHI Apartment, Plot No. 4/18, Sector 5, Rajender Nagar, Ghaziabad, U.P. – 201010”** (Herein referred to as **Property 2**)” (“Secured Asset”) under Rule 8(6) of the Security Interest (Enforcement) Rules, 2002.

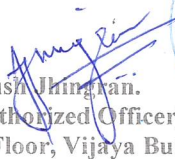
1. That after availing the aforesaid loans the Borrowers committed defaults in repayments and in view of the continuous defaults of more than the time period stipulated under the relevant applicable guidelines/circulars for asset classification issued by Reserve Bank of India (RBI), your loan account(s) was classified as Non-Performing Asset (NPA) in accordance with the concerned guidelines issued by Reserve Bank of India (RBI).
2. That thereafter, a demand notice dated **15.12.2022** U/S 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) was duly served upon all the Borrowers, however, the Borrowers failed to make the payment of demanded amount i.e. **Rs. 1,16,62,586/- (Rupees One Crore Sixteen Lakh Sixty Two Thousand Five Hundred and Eighty Six Only)** due as on **09.12.2022** within 60 days from the date of the said notice and as such the secured creditor i.e. ABFL has taken physical possession of the Secured Asset in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder.
3. Therefore, in exercise of its right as a secured creditor under the provisions of the SARFAESI Act, 2002 and rules framed thereunder, the secured creditor i.e. ABFL has decided to put the Secured Asset on sale by way of public auction through E –auction Mode on **22.08.2024** in compliance of provisions of SARFAESI Act, 2002 and rules frame thereunder.
4. Further, please note that in consultation with the Secured Creditor the authorized officer of ABFL has obtained valuation of the Secured Asset from an approved valuer in compliance of Rule 8 (5) of the Security Interest (Enforcement) Rules, 2002 and fixed the reserve price of the Secured Asset as per below break up :

Description of Property	Reserve Price	EMD Amount
<b>“Ground Floor, Property No.5/91, Block S, Sector 2, Rajinder Nagar, Ghaziabad- U.P. – 201010 ” (Property No. 1)</b>	<b>Rs. 90,72,418/- (Rs. Ninety Lakh Seventy Two Thousand Four Hundred Eighteen Only)</b>	<b>Rs. 9,07,241/- (Rupees Nine Lakh Seven Thousand Two Hundred Forty One Only)</b>
<b>“Flat No. G-4, Upper Ground Floor, Rear RHS, ABHI Apartment, Plot No. 4/18, Sector 5, Rajender Nagar, Ghaziabad, U.P. – 201010” (Property No. 2)</b>	<b>Rs. 32,76,805/- (Rs. Thirty Two Lakh Seventy Six Thousand Eight Hundred Five Only)</b>	<b>Rs.3,27,680/- (Rs. Three Lakh Twenty Seven Thousand Six Hundred Eighty Only)</b>

5. Now, please take notice that the said Secured Asset will be sold by the undersigned by E-Auction on **22.08.2024**. The inspection of the said secured asset can be done by requesting in advance to Authorized Officer of ABFL between 12.00 PM to 04.00 PM.

6. The offers for the said Secured Asset should reach the Office of the undersigned along with Demand Draft/ NEFT / RTGS as Earnest Money Deposit on or before **21.08.2024** at Plot No. 17, 1<sup>st</sup> Floor, Vijaya Building, Barakhamba Road, New Delhi- 110001. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of “Aditya Birla Finance Limited”.
7. That this sale notice of 15 days, at pre-sale stage, is being given to the Borrowers in compliance of Rule 9(1) of Security Interest (Enforcement) Rules, 2002 and you are hereby informed and notified that the aforesaid Secured Asset shall be put to sale, in whole, by holding public auction through e-auction mode on “As is where is”, “As is what is”, and “Whatever there is” basis after 15 clear days from this notice on **22.08.24**.
8. That since the sale of Secured Asset will be effected by holding public auction through e-auction mode, the secured creditor shall cause a public notice as given under Security Interest (Enforcement) Rules, 2002, which is being published in two leading newspapers including one in vernacular language having wide circulation.
9. That the attention of the Borrowers is also invited to provisions of sub-section (8) of Section 13 (as amended w.e.f. 01.09.2016) of SARFAESI Act, 2002 in respect of time available, to redeem the secured asset.
10. For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor’s website i.e. [www.adityabirlafinance.com](http://www.adityabirlafinance.com) or <https://sarfaesi.auctiontiger.net>.

For Aditya Birla Finance Limited

  
Ayush Jhingran.  
(Authorized Officer)  
1<sup>st</sup> Floor, Vijaya Building, 17,  
Barakhamba Road, New Delhi-110001.

