

SALE NOTICE
By R. P. A. D /SPEED POST/COURIER/E-MAIL/HAND DELIVERY

Date: 21-04-2025

To,

1. SANJEEV GUPTA
S/O RAM SEWAK GUPTA
102/3 BAGUIHATI 2ND LANE, URMILA TOWER,
FLAT-4A, 4TH FLOOR, DUM DUM(M),
NORTH 24 PARGANAS, WEST BENGAL,
KOLKATA- 700028.
Email:- sanjeevdondria@rediffmail.com/ sanjeevg610@gmail.com.
Mobile:- 9831116070/9748087103

ALSO AT:-

SANJEEV GUPTA
FLAT NO. 2A & 2B, ON THE ENTIRE 2ND FLOOR OF URMILA TOWER,
AT PREMISES NO. 102/3 BAGUIHATI 2ND LANE,
UNDER SOUTH DUM DUM, WARD NO. 26, KOLKATA-700028.

ALSO AT:-

S.D & COMPANY (PROPRIETOR)
37 NALINI SETT ROAD, 2ND FLOOR ,
INDIAN OVERSEAS BANK

ALSO AT :-

S.D TOWERS LTD (AUTHORIZED SIGNATORY & DIRECTOR)
4,DAKSHINPARA ROAD ,P.O & P.S
DUM DUM ,DISTRICT-NORTH 24 PARGANAS,
KOLKATA -700028.

2. NISHI GUPTA
W/O SANJEEV GUPTA
102/3 BAGUIHATI 2ND LANE, URMILA TOWER,
FLAT-4A, 4TH FLOOR, DUM DUM(M),
NORTH 24 PARGANAS, WEST BENGAL,
KOLKATA- 700028.
MOBILE:- 9433016070/ 8820706318/ 9748087103

SUBJECT: SALE NOTICE UNDER RULE 9 (1) OF SECURITY INTEREST (ENFORCEMENT) RULES, 2002 OF 15 DAYS FOR SALE OF SECURED ASSET PROPERTY MORTGAGED WITH ADITYA BIRLA FINANCE LIMITED ("SECURED CREDITOR").

REFERENCE: Loan Account No. ABFLKOLDSB0000066853

Dear Sir/ Madam,

It is to be noted that on account of amalgamation between Aditya Birla Finance Ltd. and Aditya Birla Capital Ltd. vide the Scheme of Amalgamation dated 11.03.2025 duly recorded in the Order passed by the National Company Law Tribunal - Ahmedabad on 24.03.2025, all legal actions including the possession and sale of the mortgaged property mentioned in Schedule-I below, under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 stands transferred to Aditya Birla Capital Limited, the amalgamated company. Accordingly, this notice is being issued under the by "Aditya Birla Capital Ltd" (hereinafter to be referred as Secured Creditor).

The Secured Creditor is serving upon you the borrowers namely "SANJEEV GUPTA S/O RAM SEWAK GUPTA and NISHI GUPTA W/O SANJEEV GUPTA (hereinafter collectively referred to as the "Borrowers") the present notice for sale of the Secured Asset being (hereinafter collectively referred to as the "Borrowers") the present notice for sale of the Secured Asset being ALL THAT PIECE AND PARCEL OF THE PROPERTY NO. FLAT "2B" ON THE SECOND FLOOR OF "URMILA TOWER", SOUTH-EAST SIDE, FLOOR-MOSAIC, CONTAINING AN AREA OF 987 SQUARE FEET, SUPER BUILT UP AREA BE THE SAME A LITTLE MORE OR LESS CONSISTING OF 3 BED ROOMS, 1 DRAWING CUM DINING, 1 KITCHEN, 2 TOILETS AND 1 BALCONY OF THE BUILDING ,BUILT AND CONSTRUCTED AT OR UPON THE PLOT OF LAND MEASURING ABOUT 4 COTTAHS ,9 CHITTACKS AND 34 SQUARE FEET, LYING AND SITUATED AT MOUZA -SATGACHI, J L NO. 20, R S NO. 154, TOUZI NO. 161, R S DAG NO. 6598, L R DAG NO. 6608, CORRESPONDING TO R S KHATIAN NO. 1703, WITHIN THE MUNICIPAL LIMIT OF SOUTH DUM DUM MUNICIPALITY , BEING PREMISES NO. 131/1 , BAUIHATI ROAD, BEING HOLDING NO. 55 & 102 , PRESENTLY 102 & 102/3, BAUIHATI ROAD , KOLKATA -700028 WARD NO. 526, UNDER POLICE STATION DUM DUM , IN THE DISTRICT 24 PARGANAS (NORTH) PRESENTLY KNOWN AND NUMBERED AS MUNICIPAL PREMISES NO. 102/3, BAGUIHATI, 2ND LANE, UNDER MUNICIPAL WARD NO. 26, WITHIN THE LIMITS OF SOUTH DUM DUM MUNICIPALITY AND WITHIN THE LOCAL JURISDICTION OF A.D.S.R.O "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 **07-Feb-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 of **Rs. 85,82,950.72/- (RUPEES EIGHTY FIVE LACS EIGHTY TWO THOUSAND NINE HUNDRED AND FIFTY AND SEVENTY TWO PAISA ONLY)** due as on **07-Feb-2022** within 60 days from the date of the said notice and as such the secured creditor 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 has decided to put the Secured Asset on sale by way of public auction through E –auction Mode on **09- May - 2025** 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 secured creditor 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 **INR . 26,12,500/- (Rupees Twelve Six lacs Twelve Thousand and Five Hundred Only)**

<u>Property</u>	<u>New RP</u>	<u>EMD</u>
2B	Rs. 26,12,500/-	Rs. 2,61,250

5. The inspection of the said secured asset can be done by requesting in advance to Authorized Officer of Secured creditor between 12.00 PM to 04.00 PM. The offers for the said Secured Asset should reach the Office of the undersigned along with Demand Draft/ NEFT / RTGS for **INR . 2,61,250/- (Rupees Two lacs Sixty One Thousand Two Hundred and Fifty Only)** as Earnest Money Deposit on or before **08- May - 2025** at 12th Floor, R Tech Park, Nirlon Complex, Near Hub Mall, Goregaon (East) Mumbai 400063. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of “Aditya Birla Capital Limited”.
6. That this sale notice of 15 days, at pre-sale stage, is being given to the Borrowers in compliance 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.**
7. 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.
8. This Notice is being given to you the addresses 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 sold after 15 (Fifteen) clear days from this notice by way of E-Auction for all the above properties on **09- May - 2025** or thereafter on some other day through E-Auction. A publication of a public notice for sale of secured asset is also being affected.

9. For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor's website i.e. <https://abfl.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> and <https://BidDeal.in>

For Aditya Birla Capital Limited

Apoorva Danthi

(Authorized Officer)

Aditya Birla Capital Limited

12th Floor, R Tech Park, Nirlon Complex, Near Hub Mall,
Goregaon (East) Mumbai 400063

Schedule I

PROPERTY SCHEDULE –

ALL THAT PIECE AND PARCEL OF THE PROPERTY NO. FLAT “2B” ON THE SECOND FLOOR OF “URMILA TOWER”, SOUTH-EAST SIDE, FLOOR-MOSAIC, CONTAINING AN AREA OF 987 SQUARE FEET, SUPER BUILT UP AREA BE THE SAME A LITTLE MORE OR LESS CONSISTING OF 3 BED ROOMS, 1 DRAWING CUM DINING, 1 KITCHEN, 2 TOILETS AND 1 BALCONY OF THE BUILDING, BUILT AND CONSTRUCTED AT OR UPON THE PLOT OF LAND MEASURING ABOUT 4 COTTAHS, 9 CHITTACKS AND 34 SQUARE FEET, LYING AND SITUATED AT MOUZA -SATGACHI, J L NO. 20, R S NO. 154, TOUZI NO. 161, R S DAG NO. 6598, L R DAG NO. 6608, CORRESPONDING TO R S KHATIAN NO. 1703, WITHIN THE MUNICIPAL LIMIT OF SOUTH DUM DUM MUNICIPALITY, BEING PREMISES NO. 131/1, BAUIHATI ROAD, BEING HOLDING NO. 55 & 102, PRESENTLY 102 & 102/3, BAUIHATI ROAD, KOLKATA -700028 WARD NO. 526, UNDER POLICE STATION DUM DUM, IN THE DISTRICT 24 PARGANAS (NORTH) PRESENTLY KNOWN AND NUMBERED AS MUNICIPAL PREMISES NO. 102/3, BAGUIHATI, 2ND LANE, UNDER MUNICIPAL WARD NO. 26, WITHIN THE LIMITS OF SOUTH DUM DUM MUNICIPALITY AND WITHIN THE LOCAL JURISDICTION OF A.D.S.R.O COSSIPORE DUM DUM, BUTTED AND BOUNDED BY ;

EAST BY : HOUSE OF SUBHASH MAJUMDAR

WEST BY : BY 20' FEET WIDE ROAD, BAGUIHATI 2ND LANE(AMBAGAN)

NORTH BY : LAND OF SUNIL SEN, SHYAMAL SEN & R.G PARTY CLUB

SOUTH BY : BY 8' FEET WIDE COMMON PASSAGE

For Aditya Birla Capital Limited

Apoorva Danthi

(Authorized Officer)

Aditya Birla Capital Limited

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Goregaon (East) Mumbai 400063