

By Speed Post/ Email

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

To,

Date: 24.05.2024

- 1. Shreenath Canvassing & Commission Agent**  
1<sup>st</sup> Floor, Kurji Valji Chambers Khad Bazar,  
Mitha Street, Jamnagar-361001

Also at:  
Flat No.502, Satva Apartment, Plot No. Sub- 12/1,  
End of Patel Colony  
No. 06, O/P US Pizza, P N Marg,  
Jamnagar-361008

- 2. Legal Heirs of Deceased**  
**Sweetu H Kathrani**  
Flat No. 502, Satva Apartment, Plot No. Sub- 12/1,  
End of Patel Colony  
No. 06, O/P US Pizza, P N Marg,  
Jamnagar-361008

Also at:  
Flat No. 202, Satva Apartment,  
Corner of Patel Colony, No. 06, O/P US Pizza, P N Marg,  
Jamnagar-361008

- 3. Legal Heirs of Deceased**  
**Damyanti H Kathrani**  
Flat No. 502, Satva Apartment, Plot No. Sub- 12/1,  
End of Patel Colony  
No. 06, O/P US Pizza, P N Marg,  
Jamnagar-361008

Also at:  
Flat No. 202, Satva Apartment,  
Corner of Patel Colony, No. 06, O/P US Pizza, P N Marg,  
Jamnagar-361008

**Email:** skathrani@yahoo.co.in

.....(hereinafter collectively referred to as '**Borrower/s**)

**SUB: Loan A/C No. ABFLJNRLAP0000108793**

**REF: SALE NOTICE DATED 24.05.2024**

Sir/ Madam,



**Aditya Birla Finance Limited**

10th Floor, R-Tech Park, Nirlon Complex, Off Western Express Highway,  
Goregaon (East), Mumbai - 400063.

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



1. This is with reference to our notice dated 01.03.2024 issued to your good self-giving a notice of 30 days under Rule 8(6) of Security Interest (Enforcement) Rules, 2002 and Section 13(8) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI ACT, 2002) wherein we called upon you to redeem the Secured Assets, the description of which is mentioned in the Schedule A by exercising your rights under Section 13(8) of the SARFAESI Act, 2002. Vide the said notice, we called upon you to pay a sum of **Rs.1,19,23,303.90/- (Rupees One Crore Nineteen Lakhs Twenty Three Thousand Three Hundred Three and Paise Ninety Only) by way of Outstanding Principal, arrears (including accrued late charges) and interest till 20.12.2023 (excluding TDS charges)** with all costs, charges and expenses incurred by it prior to the date of publication of public notice for transfer of the Secured Asset by any one mode as contemplated under the Act. That you had failed to exercise your rights under Section 13(8) of the SARFAESI Act, 2002.
2. That after availing the aforesaid loans you the above-named addresses 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).
3. That thereafter, a demand notice dated 19.07.2022 U/S 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) was duly served on you the addresses but you failed to make the payment of demanded amount i.e., **Rs.93,79,878/- (Rupees Ninety-Three Lakhs Seventy-Nine Thousand Eight Hundred Seventy-Eight Only) due and payable as on 07.07.2022** within 60 days of the said notice and as such the secured creditor has taken physical possession of the secured assets in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder.
4. That thereafter, the Authorized Officer has obtained valuation of the secured asset from an approved valuer and in consultation with the secured creditor, had fixed the reserve price of the secured assets as below:

Details of the Immovable Assets	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
Flat No. 502, 5th Floor, Satva Apartment, Jampuri Estate, Street No.04, (C. S. No. 2839/A/1, Street No.110, Plan No. 06, Main Part-G, Sub Plot No. 12/1, Jamnagar-361001"	Rs. 6,50,875/-	Rs.65,08,750/-

5. That accordingly, based on the commercial understanding, the secured creditor has decided that the secured asset may be put to sale, by holding an E- Auction of the secured asset on **28.06.2024** at a reserve price for the said secured asset, the details of which are mentioned below.



Aditya Birla Finance Ltd.  
(A part of Aditya Birla Capital Ltd.)  
12th Floor, R-Tech Park, Nirlon Complex, Off Western Express Highway,  
Goregaon East, Mumbai- 400063  
+91 22 4356 7100 | (F) +91 22 4356 72 66 | Toll-free number 1800-270-7000  
care.finance@adityabirlacapital.com | <https://abfl.adityabirlacapital.com>

Registered Office: Indian Rayon Compound, Veraval, Gujarat - 362 266  
CIN: U65990GJ1991PLC064603



PROTECTING INVESTING FINANCING ADVISING

Details of the Immovable Assets	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
Flat No. 502, 5th Floor, Satva Apartment, Jampuri Estate, Street No.04, (C. S. No. 2839/A/1, Street No.110, Plan No. 06, Main Part-G, Sub Plot No. 12/1, Jamnagar-361001”	Rs. 6,50,875/-	Rs.65,08,750/-

- The date for inspection of the said secured assets is fixed on **10.06.2024 to 14.06.2024 between 11:00 a.m. to 5:00 p.m.** The offers for the said secured assets should reach the office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS as Earnest Money Deposit for the amounts mentioned in Point 4 and 5 herein above on/before **27.06.2024** before 5:00 p.m. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of Aditya Birla Finance Limited.
- That this sale notice of 30 days, at pre-sale stage, is being given to you the addressees in compliance of Rule 9(1) of Security Interest (Enforcement) Rules, 2002 and you are hereby informed and notified that the aforesaid secured assets shall be put to sale, by holding public auction through e-auction mode on **“As is where is”, “As is what is”, and “Whatever there is”** after 30 clear days from this notice on **28.06.2024**.
- That since the sale of secured assets will be affected by holding E-Auction, the secured creditor is also causing a public notice as given under Security Interest (Enforcement) Rules, 2002, which has been published in two leading newspapers on 24.05.2024 including one in vernacular language having wide circulation at Jamnagar.
- The detailed terms and conditions of E-Auction is available on website <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>


  
**For Aditya Birla Finance Limited**
  

  
**(Authorized Officer)**

**SCHEDULE A**

**DESCRIPTION OF THE SECURED ASSETS**

Flat No. 502, 5th Floor, Satva Apartment, Jampuri Estate, Street No.04, (C. S. No. 2839/A/1, Street No.110, Plan No. 06, Main Part-G, Sub Plot No. 12/1, Jamnagar-361001”

  
Aditya Birla Finance Ltd. Mumbai

