

**ADITYA BIRLA FINANCE LTD.**

**Registered Office:** Indian Rayon Compound, Veraval, Gujarat 362 266.  
**Branch Office:** 2<sup>nd</sup> Floor, Vijaya Building, 17, Barakhamba Road, New Delhi-110001.

**Contact Nos:** - 1. Aditya Birla Finance Limited, Authorized Officer: Mr. Shivang .P. Vashistha, Mob. No. 7073244449, Mr. Ayush Jhingran, Mob. No. 9137697833  
2. Auction Service Provider - Auction Tiger, (ASP), Contact Person Name & Number – Ram Sharma – 9978591888 Contact no. 079-68136880/68136837  
Mob.: +91 9265562821/18  
E Mail : [support@auctiontiger.net](mailto:support@auctiontiger.net)

**E-Auction Sale Notice**

[See proviso to rule 9 (1) Security Interest (Enforcement) Rules, 2002]

Pursuant to taking possession of the secured asset mentioned hereunder by the Authorized Officer of Aditya Birla Finance Limited under the **Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002** (54 of 2002) for the recovery of amount due from borrower/s, offers/Bid are invited by the undersigned for purchase of immovable property, as described hereunder, which is in the physical possession, on 'As Is Where Is Basis', 'As Is What Is Basis' and 'Whatever Is There Is Basis', Particulars of which are given below:

| Borrower(s) / Co-Borrower(s)/ Guarantor(s)   | Demand Notice Date and Amount  | Description of the Immovable property  | Reserve Price (RP)   | Earnest Money Deposit & Incremental Value   | Total Loan Outstanding  |
|--|--|--|--|---|---|
| 1. M/s GNEC Media Private Ltd.,<br>Through Authorized Signatory,<br><br>2. Mr. Vikash Kumar,<br><br>3. Mohd. Altamash Hussain,<br><br>Loan No.- ABND_LAP000000575237 | Demand Notice(s)<br>dt. 05.04.2023 for<br>Rs. 41,06,284/-<br>(Rupees Forty One<br>Lakh Six Thousand<br>Two Hundred<br>Eighty Four only)<br>due as on<br>05.04.2023 | "Unit No. C-1906, 19th Floor, VVIP Homes,<br>Sector 16 C, Gaur City -2, Greater Noida, UP –<br>201306" | Rs.64,79,550/- (Rs.<br>Sixty Four Lakh<br>Seventy Nine<br>Thousand Five<br>Hundred Fifty Only) | Rs. 6,47,955/- (Rupees<br>Six Lakh Forty Seven<br>Thousand Nine Hundred<br>Fifty Five Only)<br><br>Incremental Value: Rs.<br>1,00,000/- | Rs. 41,06,284/- (Rupees<br>Forty One Lakh Six Thousand<br>Two Hundred Eighty Four<br>only) due as on 05.04.2023 |

**The Terms and Conditions of the E-Auction are as under:**

1. E-Auction is being held on "AS IS WHERE IS BASIS", "AS IS WHAT IS BASIS", and "WHATEVER IS THERE IS BASIS" and will be conducted "Online". The Auction will be conducted through the ABFL approved online auction service provider "Auction Tiger"

2. **Last Date of Submission of Bid/Offer** in the prescribed tender forms along with EMD and KYC is **22/10/2024 up to 05:00 PM** at the Branch Office address mentioned herein above. Bid Form that are not filled up or Bids received beyond last date will be considered as invalid Bid and shall accordingly be rejected. No interest shall be paid on the EMD.
3. **Date of E-Auction** for Property is **23/10/2024** at the web portal <https://sarfaesi.auctiontiger.net> from **11:00 AM to 1:00 PM with unlimited extensions of 5 Minutes each**.
4. **Inspection of the Immovable Property** can be done by requesting in advance to Authorized Officer between **12.00 PM to 04.00 PM**.
5. The online bidder hereby agrees that once he/she has formally registered a qualified Bid before authorized officer will have to express their interest to participate through the E-auction bidding platform, by submitting this document. It shall be the tenderer's/online bidder's sole responsibility to procure his/her login id and password from auction service provider
6. Further interest will be charged as applicable, as per the Loan Agreement on the amount outstanding in the notice and incidental expenses, costs, etc., is due and payable till its realization.
7. The notice is hereby given to the Borrower/s, Mortgager and Guarantor/s they can bring the intending buyers/purchasers for purchasing the immovable property as described herein above, as per the particulars of terms and Conditions of Sale.
8. **The Borrower(s)/Co-Borrower(s)/Guarantor(s) have been given 15 DAYS SALE NOTICE UNDER THE SARFAESI ACT, 2002 (as per the revised guidelines in the Gazette of India notification dated 03/11/2016)** to pay the outstanding amount before date of Auction publication failing which the immovable property will be auctioned and balance, if any, will be recovered with interest and costs.
9. The detail terms and conditions of the auction sale are incorporated in the prescribed tender form. Tender forms are available at the above mentioned Zonal/Branch office.
10. The immovable property will be sold to the highest tenderer/Bidder in E- Auction. The Authorized Officer reserves the absolute discretion to allow inter se bidding with minimum Bid increment amount. The Property as mentioned will not be sold below Reserve Price.
11. The Tenderer(s) / Offerer(s) / Prospective Bidder(s) / Purchaser(s) are hereby notified that the secured asset will be sold with the Encumbrances and dues payable to Statutory Authority (if any) and are also requested, in their own interest, to satisfy himself / themselves/ itself with regard to the above and other relevant details pertaining to the above mentioned secured asset before submitting the tenders.
12. **Aditya Birla Finance Ltd is not responsible for any liabilities whatsoever pending upon the property as mentioned above. The Property shall be auctioned on 'As Is Where Is Basis', 'As Is What Is Basis' and 'Whatever Is There Is Basis'.**
13. The Total Loan Outstanding amount is not the loan foreclosure amount. All other charges (if any) shall be calculated at the time of closure of the loan.
14. The Demand Draft Should be made in favor of **'Aditya Birla Finance Limited'**.
15. Wherever applicable, its responsibility of auction purchaser to deduct Tax at Source (TDS ) @ 1% of the total sale consideration on behalf of the resident owner on the transfer of immovable property having consideration equal to ₹ 50 lacs and above and deposit the same with appropriate authority u/s 194 IA of Income Tax act.

For further details, contact the Authorized Officer, at the above mentioned Office address.

SD/-

Date : 01/10/2024

Place: Greater Noida, U.P.

Mr. Shivang P Vashistha (Authorized Officer)

For Aditya Birla Finance Limited