

ADITYA BIRLA FINANCE LTD.

M/s. Aditya Birla Finance Limited

Registered Office: Indian Rayon Compound, Veraval, Gujarat 362 266.

Branch Office: Aditya Birla Finance Ltd, Unit #10 & 12, 6th & 4th Floor, Oval, Venkat Narayan Road, T Nagar, Chennai-600 017.

Authorized Officer Mr. V. Thiyagarajan

Contact: 9710917596

Auction Service Provider: M/s E- Procurement Technologies Limited (Auction Tiger) B-704/705, Wall Street - II, Opp. Orient Club, Nr. Gujarat College, Ellisbridge, Ahmedabad – 380006,

Sale Notice (By Private Treaty / E-Auction)

Pursuant to taking possession of the Secured Asset/Immovable Property 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), Co-Borrower(s), Guarantor(s) and in terms of Order dated 11.01.2023 passed by the Hon'ble High Court permitting the Authorised Officer to sell the immovable property, offers are invited by the undersigned in sealed covers 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 (EMD) (10% of RP)	Total Loan Outstanding (As on 31.03.2024)
1.Nathella Sampathu Chetty & Co.,	08.12.2017 Rs. 44,14,81,5	1.All that part and parcel of the land measuring to an extent of 30950 Sq. Ft together with building thereon bearing Old Door No.4, New Door No. 235, Jawaharlal Nehru Road(100 Feet Road), Koyembedu,	52,01,42,105/- (Rupees Fifty-Two Crores One Lakh Forty Two Thousand One Hundred and Five Only)	Rs. 5,20,14,000/- (Rupees Five Crores Twenty Lakhs Fourteen Thousand Only)	Rs. 88,66,14,721.74/- (Rupees Eighty Eight Crores Sixty Six Lakhs Fourteen Thousand Seven Hundred and
2.Nathella Sulochanamma Charitable Trust,	42.92/- (Rupees Forty Four Crore Fourteen Lakh Eighty One				
3.Parmartha Bhooshana					

<p>m Sri Nathella</p> <p>Sampathu Chetty Charities,</p> <p>4. M/s. Nathella Sampath Jewelry Pvt. Ltd</p> <p>5. Mr. Ranganatha Gupta</p> <p>6. Mr. Nathella Prapanna Kumar</p> <p>7. Mr. Nathella Prasanna Kumar</p> <p>8. Mr. Nathella Radhika</p> <p>9. Mr. Nathella Lakshmipriya</p>	<p>Thousand Five Hundred Forty Two and Paise Ninety Two Only)</p>	<p>Chennai – 600107, comprised in S.No.49/3, 50/2B, situated at No.106 & 107 koyembedu village, Egmore,- Nungambakkam Taluk and situated within the registration district of Central Chennai and Sub – registration district of Anna Nagar.</p> <p>Bounded on the :</p> <p>North by : Vacant land and buildings</p> <p>South by : 100 Feet Road</p> <p>East by : Tiles Show Room</p> <p>West by: Maruthi Suzuki Work Shop</p> <p>In all admeasuring an extent of 30,950 sq.ft.</p> <p>Situated within the Sub-Registration District of Anna Nagar and in the Registration District Chennai Central.</p>			<p>Twenty One Only and Paise Seventy Four Only)</p>
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For detailed terms and conditions of the sale, please log on to the website
<https://sarfaesi.auctiontiger.net>

**TERMS AND CONDITIONS OF THE SALE OF IMMOVABLE PROPERTY BY
WAY OF Private Treaty/Inter se E-AUCTION: -**

1. It shall be the responsibility of the intending purchaser / bidder to inspect and satisfy themselves about the Secured Asset before submitting the offer. The physical inspection of the Immovable Property will be permitted to intending purchaser / bidder on bank working days from **14.12.2024 to 30.12.2024 between 11:00 am to 3:00 pm with prior appointments** of the Authorised Officer. Inspection of the documents relating to the Secured Asset will be permitted to the intending purchaser / bidder or their Authorised representatives at Chennai branch from **14.12.2024 to 30.12.2024 between 11:00 am to 3:00 pm**. The offer shall be absolute in terms and should not be linked to any reference. Conditional offer shall be rejected.
2. The intending purchaser shall submit their offer along with 10 % of the Reserve price as Earnest Money Deposit (EMD). The EMD i.e. 10 % of the Reserve price shall be payable through NEFT/ RTGS/Demand Draft on or before 30.12.2024 before 05.00 pm.
3. The Auction Sale will be an Online E-Auction/inter se Bidding through approved Service Provider M/s E- Procurement Technologies Limited(Auction Tiger) Help Line Nos. 9265562818/ 9265562819/ 9265562821 & Contact Person: Ram Sharma (Mobile :80000 23297) Help Line E-mail id: support@auctiontiger.net & ramprasad@auctiontiger.net through the web portal <https://sarfaesi.auctiontiger.net>;
4. In case offers are received, inter se E Auction will be held between the parties on **31.12.2024 between 11.00 A.m to 3.00 P.m** with auto-extensions for 5 (five) minutes in case a bid is placed in the last 5 minutes before the appointed closing time;
5. The bid price to be submitted shall be above the Reserve Price fixed by the Authorized Officer and the bidders shall further improve their offer in multiples of **Rs.25,00,000/- (Rupees Twenty Five Lakh only)**.

6. Earnest Money Deposit and other remittances / details by RTGS to Account Number:- HDFC Bank Fort, Mumbai- 400023, A/c No. 00600350111308, IFSC :HDFC0000060
7. The property will not be sold below the Reserve Price set by the AUTHORISED OFFICER. The bid quoted below the Reserve Price shall be rejected and the EMD deposited shall be forfeited.
8. The successful bidder shall have to pay 25% of the purchase amount (which includes Earnest Money already paid) within 24 hours of the closure of the inter se E-Auction (i.e. not later than 3.00 pm on 01.01.2025). The Balance 75% of the purchase price shall have to be paid within 15 (fifteen) days of confirmation of the sale by the Financial Institution or such extended period as agreed upon in writing by and solely at the discretion of the AUTHORISED OFFICER, failing which the Financial Institution shall forfeit amounts already paid/deposited by the purchaser.
9. Bidders are advised to visit the said website for Annexure and detailed Terms and Conditions of the sale before submitting their bids and participating in the proceedings.
10. Bids shall be submitted online only in the prescribed format(s) with relevant details duly filled in. Bids submitted in any other format / incomplete bids are liable to be rejected.
11. Annexure shall be accompanied by copies of the following KYC documents viz. (i) PAN Card (ii) Aadhar Card/Passport (iii) Current Address proof (iv) valid e-mail id (v) contact number (mobile/landline) (vi) Board Resolution to participate in the auction (for a company) etc. Scanned copies of the said documents shall be submitted to the e-mail id stated above. Earnest Money Deposit (EMD) as mentioned against property described in the accompanying Sale Notice shall be deposited through NEFT/RTGS/Demand Draft.
12. The bidders shall hold a valid e-mail id as all the relevant information from the Secured Creditor/the Service Provider may be conveyed through email only.
13. Prospective intending bidders may contact the Service Provider on the details mentioned above to avail online training on participating in the e-auction. However, neither the Authorized Officer nor the Secured Creditor nor the Service Provider shall be responsible for any technical lapses/internet outage/power failure etc.

14. In case of non-acceptance of offer of purchase by the Secured Creditor, the Earnest Money Deposit of 10% paid along with the offer will be refunded without any interest
15. The sale is subject to confirmation by the Secured Creditor. If the Borrower/Guarantor(s) pay the entire amount due to the Secured Creditor before the appointed date and time of e-auction, no sale will be concluded.
16. Sale / E-Auction of the Immovable Property will be through Private Treaty / Inter-Se- E-Auction through Private treaty on 31.12.2024 before 3:00 pm through Online mode only. To the best of knowledge and information of the Authorized Officer, no other encumbrances exist on the aforesaid property, however the intending purchaser are advised to do their own due diligence and conduct independent enquiries in regard to the title/encumbrances etc. The Authorized Officer shall not be held responsible for any charge, lien, encumbrances, property tax or any other dues to the Government or anybody in respect to the aforesaid property. The property is being sold with all the existing and future encumbrances whether known or unknown to the Secured Creditor. The Authorized Officer / Secured Creditor shall not be responsible in any way for any third party claims/ rights/ dues.
17. The purchaser should conduct due diligence on all aspects related to the property (under sale through private treaty) to his satisfaction. The purchaser shall thereafter not be entitled to make any claim against the Authorized Officer / Secured Creditor in this regard at a later stage.
18. That on receipt of the total Sale consideration as prescribed in Clause 8 hereinabove, the Authorized Officer of the Secured Creditor shall hand over the delivery and possession of the Immovable Property to the purchaser and shall subsequently issue a certificate of sale of the Immovable Property in favour of the purchaser in accordance with the provisions of SARFAESI Act/ Rules.
19. The sale of the Immovable Property are subject to your acceptance of the terms mentioned herein
20. The Authorized Officer has the right to reject any bids or even may cancel the e-auction without assigning any reasons thereof.
21. The sale is subject to confirmation by the Secured Creditor. If the Borrower/Guarantor(s) pay the entire amount due to the Secured Creditor before the appointed date and time of e-auction, no sale will be concluded.

22. On compliance of terms of sale, Authorized Officer shall issue 'Sale Certificate' in favour of purchaser. All expenses relating to stamp duty, registration charges, conveyance, VAT, TDS, IT etc. shall be borne by the purchaser as prescribed in the act.
23. 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.
24. The Demand Draft Should be made in favor of 'Aditya Birla Finance Limited'.
25. The sale is subject to the conditions prescribed in the SARFAESI Act 2002 (54 of 2002) and the conditions mentioned above.

Description of the Immovable Property:

All that part and parcel of the land measuring to an extent of 30950 Sq. Ft together with building thereon bearing Old Door No.4, New Door No. 235, Jawaharlal Nehru Road(100 Feet Road), Koyembedu, Chennai – 600107, comprised in S.No.49/3, 50/2B, situated at No.106 & 107 koyembedu village, Egmore,- Nungambakkam Taluk and situated within the registration district of Central Chennai and Sub – registration district of Anna Nagar.

Bounded on the :

North by : Vacant land and buildings

South by : 100 Feet Road

East by : Tiles Show Room

West by: Maruthi Suzuki Work Shop

In all admeasuring an extent of 30,950 sq.ft.

Situated within the Sub-Registration District of Anna Nagar and in the Registration District Chennai Central

Date: 13.12.2024

For Aditya Birla Finance Limited

Place: Chennai

Sd/-Authorized Officer