

ADITYA BIRLA FINANCE LTD.

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

Branch Office: Room No. 401, 4th Floor, Camac Square, 24 Camac Street, Kolkata - 700016

Contact Nos: - 1. Aditya Birla Finance Limited, Authorized Officer – Utkarsh Raj and Mobile No. 7091128040

2. Auction Service Provider – Auction Tiger, Contact Person Name – Ram Prasad & His Mobile Number – 8000023297, E-mail Id: support@auctiontiger.net

E-Auction Sale Notice

[See proviso to Rule 8(6) & (7) read with proviso to Rule 9 (1) of The Security Interest (Enforcement) Rules, 2002]

Pursuant to taking **Physical 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 the amount due from the borrower(s), offers/Bid are invited by the undersigned in sealed covers for the purchase of immovable properties 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)/ Mortgagor(s)	Demand Notices Date and Amount	Description of the Secured Asset (Immovable properties)	Reserve Price (RP)	Earnest Money Deposit (EMD) (10% of RP)	Total Loan Outstanding (As on 17.09.2024)
1. Maa Jeen Steel Traders (Borrower), Through its proprietor, Niraj Shah 2. Niraj Kumar Shah	Demand Notice dated 11.10.2023 for an amount of Rs. 4,78,01,884.96 /- (Rupees Four Crores Seventy Eight Lakhs One Thousand Eight Hundred Eighty Four and Ninety Six	Immovable Property ALL THAT the residential Unit No. ‘L’ on the second floor of Building being segment No.I constructed in a portion of the said premises having a super built up area of 1839 Sq.ft. more or less together with undivided share in the land below and beneath of the said particular segment of the building “Natural View”, 82, Bidhannagar Road, Kolkata-700067 in which the unit has been constructed being a portion of the land under P.S Maniktala/Ultadanga, Sub-Registration Office Sealdah, within the limits of Kolkata Municipal Corporation lying and situated at ALL THAT the piece and parcel of high amd /or solid land containing an area of 5 Bighas 10 Cottahs 11 Chittacks and 39 Sq.ft. (equivalent to 7390 Sq.meter as per record) more or less on which new building has been constructed being a portion of premises no. 82, Bidhannagar Road, Kolkata-700067, P.S Maniktala/Ultadanga, Sub-Registration Office Sealdah, within the limits of Kolkata Municipal Corporation registered with Additional Register of Assurances I Kolkata as Deed No.I-5626 of 20209. The above mentioned property	the Reserve Price for the sale of the immovable property (more fully described in the schedule below) is fixed at Rs. 1,37,92,500 /- (Rupees	The Earnest Money Deposit (EMD) for Property mentioned in the schedule below is Rs. 13,79,25	Rs. 5,45,30,620 /- (Rupees Five Core Forty-Five Lakh Thirty thousand Six Hundred Twenty only) as on 16.09.2024.

<p>(Guarantor/ Mortgagor)</p> <p>3. Sangita Shah (Guarantor/ Mortgagor)</p> <p>4. Anshul Shah (Guarantor/ Mortgagor)</p>	<p>Paisa due as on 30.09.2023.</p>	<p>includes common area/premises, facilities, amenities, garage/parking space and is butted and bounded as follows:-</p> <p>ON THE NORTH:- By Municipal Road known as Canal Road (previous New cut Canal Row)</p> <p>ON THE SOUTH:- By land belonging to the Railway Department of the Government of India and thereon Railway Lines of Eastern Railway;</p> <p>ON THE EAST:- By Municipal Road known as Bidhannagar Road (previously known as Ultadanga Main Road);</p> <p>ON THE WEST:- By Balance portion of the entire property being part of the premises No.82, Bidhan Nagar Road, Kolkata.</p> <p>The details of properties and terms and conditions, please refer to the link/url of the Secured Creditor's website https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx or https://sarfaesi.auctiontiger.net. (hereinafter referred to as the SECURED ASSET).</p>	<p>One Crore Thirty-Seven Lakhs Ninety-Two Thousand Five Hundred only)</p>	<p>0 (Rupees Thirteen Lakhs Seventy-Nine Thousand Two Hundred Fifty).</p>	
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The Terms and Conditions of the E-Auction are as under:

1. E-Auction for the aforesaid secured asset/s 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. **Date of E-Auction** for the above secured asset is **02.12.2024**, at the web portal <https://sarfaesi.auctiontiger.net> from **11:00 AM to 4:00 PM** with unlimited extensions of **5 Minutes each**. All interested participants of this E-Auction shall need to fill Bids/Tender Forms and submit the same along with EMD of 10% of above **Reserve Price** on or before the last date. All participants/bidders are required to submit their bids online on the web portal of online auction service provider "**Auction Tiger**" and the highest bidder shall be declared as Successful Bidder in whose favor Sale of aforesaid secured assets would take place. **Bids submitted in any other format /incomplete bids are liable to be rejected.**
3. 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.
4. **Date of Inspection of the Immovable Properties** is on **29.11.2024** between **10.00 AM to 05.00 PM**.

5. **Last Date of Submission of Bids/Tender Forms along with aforementioned EMD** in the prescribed tender/bid forms and KYC is on **30.11.2024 up to 4:00 P.M.** at the Branch Office address mentioned herein above. Bid Forms that are not filled up or EMDs received beyond last date will be considered as invalid and shall accordingly be rejected. No interest shall be paid on the EMD. This EMD shall be forfeited by Secured Creditor/ABFL if the successful bidder of this E-Auction, is either, not able to pay 25% of the sale price/bid price (inclusive of EMD) immediately upon acceptance of offer/bids or a day thereafter in terms of Rule 9(3) of SARFAESI Rules, 2002, or wishes to withdraw from Auction post declaration of him as Successful Bidder. The EMDs of unsuccessful bidders shall be returned.
6. The Balance 75% of the sale price/bid price shall have to be paid within 15 (fifteen) days of confirmation of the sale by the Financial Institution/ADITYA BIRLA FINANCE LTD (ABFL) or such extended period as agreed upon in writing by and solely at the discretion of the Authorized Officer failing which the ABFL shall forfeit amounts already paid/deposited by the Purchaser/Bidder. Please refer Rule 9(3), 9(4) & 9(5) of SARFAESI Rules 2002 for more details with regards to Time of payment of Sale Price and related timelines.
7. The online bidder hereby agrees that once he/she has formally registered a qualified Bid before the Authorized Officer, he/she 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. Bid Forms 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.
8. 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.
9. 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. It is hereby made clear that above outstanding amount is exclusive of TDS Calculation and Pre-Payment Charges which may be added up at the time of complete settlement of Sale amount.
10. 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.
11. **The Borrower(s)/Co-Borrower(s)/Guarantor(s) have been given 30 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 mentioned above due as on today, before date of Auction failing which the immovable property will be auctioned and balance, if any, will be recovered with interest and costs. If the Borrowers pay the amount due to Aditya Birla Finance Ltd, in full before the date of sale, auction is liable to be stopped.
12. The detailed terms and conditions of the auction sale are incorporated in the prescribed tender form. Tender/Bids forms are available at the above mentioned Zonal/Branch office from **04.11.2024** onwards. Bidders are also advised to visit the Auction Tiger website for Annexure and detailed Terms and Conditions of the sale before submitting their bids and participating in the proceedings.
13. The properties/secured assets will not be sold below the Reserve Price set by the AO. The bid quoted below the Reserve Price shall be rejected and the EMD deposited shall be forfeited.

14. 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.
15. The immovable property will be sold to the highest tenderer/Bidder in E- Auction. The Authorized Officer to allow inter se bidding with minimum Bid incremental amount as mentioned above. The Property as mentioned will not be sold below Reserve Price.
16. The Tenderer(s) / Offeror(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. 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 properties. The properties are being sold with all the existing and future encumbrances whether known or unknown to the Secured Creditor.
17. The sale is subject to confirmation by the Financial Institution. If the Borrowers pay the entire amount due to the Secured Creditor before the appointed date and time of e-auction, no sale will be concluded.
18. The AO has the right to reject any tender/tenders (for either of the property) or even may cancel the e-auction without assigning any reasons thereof.
19. **Aditya Birla Finance Ltd is not responsible for any liabilities whatsoever pending upon the property/SECURED ASSET as mentioned above. The Property/SECURED ASSET shall be auctioned on 'As Is Where Is Basis', 'As Is What Is Basis' and 'Whatever Is There Is Basis' at one lot having a consolidated Reserve Price as mentioned above.**
20. 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.
21. The Demand Draft Should be made in favor **of 'Aditya Birla Finance Limited'**.
22. On compliance of terms of sale, AO shall issue 'Sale Certificate' in favor of purchaser. All expenses relating to stamp duty, registration charges, conveyance, VAT, TDS etc. shall be borne by the purchaser.
23. Wherever applicable, it is the 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.
24. The sale is subject to the conditions prescribed in the SARFAESI Act 2002 (54 of 2002) and the conditions mentioned above.

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

Date: 28.10.2024

Place: Kolkata

Utkarsh raj, Authorized Officer, Mobile No. +91 7091128040.

For Aditya Birla Finance Limited