

**ADITYA BIRLA CAPITAL LTD.**

**M/s. Aditya Birla Capital Limited**

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

**Branch Office: The Oval, Unit #10 & 12, 6th & 4th Floor, Venkatanarayana Road, T Nagar, Chennai-600017.**

**Authorized Officer Mr. K Palani**

**Contact: 9176697772**

**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.

**Contact Person:** Vivek Kachariya (Mo: 9081830222) & Ram Sharma (Mo: 9978591888)

**E Mail:** [support@auctiontiger.net](mailto:support@auctiontiger.net)

**E-Auction Sale Notice**

[See Rule (7) read with Rule 9 (1) of Security Interest (Enforcement) Rules, 2002]

(Note: - On account of the amalgamation between Aditya Birla Finance Ltd. and Aditya Birla Capital Ltd. vide the Scheme of Amalgamation dated 11.03.2024 duly recorded in the Order passed by the National Company Law Tribunal - Ahmedabad on 24.03.2025, all SARFAESI actions initiated by Aditya Birla Finance Ltd. in relation to the mortgaged property/ies mentioned below, stands transferred to Aditya Birla Capital Ltd., the amalgamated company by virtue of Sec. 230 & 232 of Companies Act, 2013. Accordingly, these terms and conditions are being issued by Aditya Birla Capital Limited.)

Pursuant to taking possession of the secured assets mentioned hereunder by the Authorized Officer of Aditya Birla Capital 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 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:-

<b>Borrower(s) / Co-Borrower(s)/ Guarantor(s)</b>	<b>Demand Notice Date and Amount</b>
M/S. CHELSEA TEXTILES PRIVATE LIMITED, Mr. JEYARAGHURAMAN CHOCKAPPAN REDDY and Mrs. HEMALATHA JEYARAGHURAMAN REDDY	20.12.2024 and Rs.2,86,59,940.50/- (Rupees Two Crore Eighty Six Lakhs Fifty Nine Thousand Nine Hundred Forty and Paise Fifty Only) as on 16.04.2024.

<b>Description of the Immovable properties (Secured Assets)</b>	<b>Reserve Price (RP)</b>	<b>Earnest Money Deposit (EMD) (10% of RP) &amp; Incremental Value.</b>	<b>Total Loan Outstanding (As on 16.04.2025)</b>
<b>Flat No. F2, Block No.4.</b> All that Piece and Parcel of land and Proposed Building, Bearing Plot No.4, Comprised in S.No.299/4A, 299/5B, measuring with an extent of 510 Sq.ft., UDS Out of 1755 Sq.ft., together with Flat No. F2, in First Floor, Block No.4, 3 BHK, having a Super builtup area of 1435 Sq.ft., With a Covered Car Parking at Stilt Floor, Project Known as "Grandeur ", Situated at Raghavendra Colony, Vandalur – Kelambakkam Road, Kelambakkam, Sathankuppam Village, Pudupakkam Revenue Village, Vandalur Taluk, Chengalpet District and Bounded on the North By: Land in S.No.299/1B South By: 24 Feet Road	Rs.59,32,562.50/- (Rupees Fifty-Nine Lakh Thirty-Two Thousand Five Hundred Sixty-Two and Paise Fifty Only)	Rs. 5,93,256.25/- (Rupees Three Crore Thirty Five Lakhs Seventy Three Thousand Two Hundred Six and Sixty Paise Only) (Incremental Value Rs.50,000/-or such other amount depending upon facts and marketability of secured asset)	Rs.3,03,30,723.88/- Rupees Three Crore Three lakh Thirty Thousand Seven Hundred Twenty Three and Paise Eighty Eight Only) as on 16.04.2025

East By: Land in S.No.299/4B West By: Plot No.3 Situated within the Sub -Registration District of Thiruporur and in the Registration District of Chengalpet.			
<b>Flat No. S1, Block No.4.</b> All that Piece and Parcel of land and Proposed Building, bearing Plot No.4, Comprised in S.No.299/4A, 299/5B, measuring with an extent of 368 Sq.ft., UDS Out of 1755 Sq.ft., together with Flat No. S1, in Second floor, Block No.4, 2 BHK, having a super builtup area of 1072 Sq.ft., With a Covered Car Parking at Stilt Floor, Project Known as "Grandeur", Situated at Raghavendra Colony, Vandalur – Kelambakkam Road, Kelambakkam, Sathankuppam Village, Pudupakkam Revenue Village, Vandalur Taluk, Chengalpet District and Bounded on the North By: Land in S.No.299/1B South By: 24 Feet Road East By: Land in S.No.299/4B West By: Plot No.3 Situated within the Sub -Registration District of Thiruporur and in the Registration District of Chengalpet	Rs.44,66,950/- (Rupees Forty-Four Lakh Sixty-Six Thousand Nine Hundred Fifty Only)	Rs.4,46,695/- (Rupees Four Lakhs Forty Six Thousand Six Hundred and Ninety Five Only) (Incremental Value Rs.50,000/-or such other amount depending upon facts and marketability of secured asset)	
<b>Flat No. S2, Block No.4.</b> All that Piece and Parcel of land and Proposed Building, Bearing Plot No.4, Comprised in S.No.299/4A, 299/5B, measuring with an extent of 510 Sq.ft., UDS Out of 1755 Sq.ft., together with Flat No. S2, in Second Floor, Block No.4, 3 BHK, having a Super builtup area of 1435 Sq.ft., With a Covered Car Parking at Stilt Floor, Project Known as "Grandeur", Situated at Raghavendra Colony, Vandalur – Kelambakkam Road, Kelambakkam, Sathankuppam Village, Pudupakkam Revenue Village, Vandalur Taluk, Chengalpet District and Bounded on the North By: Land in S.No.299/1B South By: 24 Feet Road East By: Land in S.No.299/4B West By: Plot No.3 Situated within the Sub -Registration District of Thiruporur and in the Registration District of Chengalpet.	Rs.59,32,563/- (Rupees Fifty Nine Lakh Thirty Two Thousand Five Hundred Sixty Three only)	Rs.5,93,256.30/- (Rupees Five Lakhs Ninety Three Thousand Two Hundred Fifty Six and Paise Thirty Only) (Incremental Value Rs.50,000/-or such other amount depending upon facts and marketability of secured asset)	

<p><b><u>Flat No. F1, Block No.4.</u></b>  All that Piece and Parcel of land and Proposed Building, bearing Plot No.4, Comprised in S.No.299/4A, 299/5B, measuring with an extent of 368 Sq.ft., UDS Out of 1755 Sq.ft., together with Flat No. F1, in First Floor, Block No.4, 2 BHK, Having a Super builtup area of 1072 Sq.ft., with a Covered Car Parking at Stilt Floor, Project Known as “Grandeur”, Situated at Raghavendra Colony, Vandalur – Kelambakkam Road, Kelambakkam, Sathankuppam Village, Pudupakkam Revenue Village, Vandalur Taluk, Chengalpet District and Bounded on the  North By: Land in S.No.299/1B  South By: 24 Feet Road  East By: Land in S.No.299/4B  West By: Plot No.3 . Situated within the Sub -Registration District of Thiruporur and in the Registration District of Chengalpet</p>	<p>Rs. 44,66,950/-  (Rupees Forty-Four Lakh Sixty-six Thousand Nine Hundred Fifty only)</p>	<p>Rs.4,46,695/-  (Rupees Four Lakhs Forty Six Thousand Six Hundred and Ninety Five Only)  (Incremental Value Rs.50,000/-or such other amount depending upon facts and marketability of secured asset)</p>	
<p><b><u>Flat No. S1, Block No.5.</u></b>  All that Piece and Parcel of land and Proposed Building, Bearing Plot No.5, Comprised in S.No.299/4A, 299/5B, measuring with an extent of 367 Sq.ft., UDS Out of 1649 Sq.ft., together with Flat No. S1, in Second Floor, Block No.5, 2 BHK, Having a Super builtup area of 1070 Sq.ft. with a Covered Car Parking at Stilt Floor, Project Known as “Grandeur”, Situated at Raghavendra Colony, Vandalur – Kelambakkam Road, Kelambakkam, Sathankuppam Village, Pudupakkam Revenue Village, Vandalur Taluk, Chengalpet District and bounded on the  North By: 24 Feet Wide Road  South By: Land in S.No.299/7  East By: Land in S.No.299/4B &amp; 299/6  West By: Plot No.6  Measuring  East to West on the Northern Side: 19.9 Feet  East to West on the Southern Side: 24.6 Feet  North to South on the Eastern Side: 68.5 Feet  North to South on the Western Side: 56.11 Feet  Splay on the North – West: 12.53 feet , Situated within the Sub -Registration District of</p>	<p>Rs.44,58,875/-  (Rupees Forty-Four Lakh Fifty-Eight Thousand Eight Hundred Seventy-Five only)</p>	<p>Rs.4,45,887.50/-  (Rupees Four Lakhs Forty Five Thousand Eight Hundred Eighty Seven and Piase Fifty Only) (Incremental Value Rs.50,000/-or such other amount depending upon facts and marketability of secured asset)</p>	

Thiruporur and in the Registration District of Chengalpet.			
<b>Flat No. S1, Block No.8.</b> All that Piece and Parcel of land and Proposed Building, bearing Plot No.8, Comprised in S.No.299/4A, 299/5B, measuring with an extent of 581 Sq.ft., UDS Out of 2441 Sq.ft., together with Flat No. S1, in Second Floor, Block No.8, 3 BHK, Having a Super builtup area of 1648 Sq.ft., with a Covered Car Parking at Stilt Floor, Project Known as "Grandeur", Situated at Raghavendra Colony, Vandalur – Kelambakkam, Sathankuppam Village, Pudupakkam Revenue Village, Vandalur Taluk, Chengalpet District and bounded on the North By: land in S.Nos.299/1B & 299/2B South By: Road East By: Plot No.2 West By: Road Situated within the Sub - Registration District of Thiruporur and in the Registration District of Chengalpet	Rs.67,92,550/- (Rupees Sixty-Seven Lakh Ninety-Two Thousand Five Hundred and Fifty Only)	Rs.6,79,255/- (Rupees Six lakhs Seventy Nine Thousand Two Hundred and Fifty Five Only) (Incremental Value Rs.50,000/-or such other amount depending upon facts and marketability of secured asset)	

**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 ABCL approved online auction service provider "**Auction Tiger**".
2. **Date of E-Auction** for the above secured assets is **29.05.2025** at the web portal <https://sarfaesi.auctiontiger.net> from **11:00 AM to 12:00 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 Property** is from **21.04.2025 to 28.05.2025** between **11.00 AM to 03.00 PM**.
5. **Last Date of Submission of Bids/Tender Forms along with aforementioned EMD** in the prescribed tender/bid forms and KYC is **28.05.2025 up to 3.00 pm (time)** 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/ABCL 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 CAPITAL LTD (ABCL) or such extended period as agreed upon in writing by and solely at the discretion of the Authorized Officer failing which the ABCL 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 Capital 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 21.04.2025 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 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.
16. The Tenderer(s) / Offeror(s) / Prospective Bidder(s) / Purchaser(s) are hereby notified that the secured assets 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 assets 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 Capital Ltd is not responsible for any liabilities whatsoever pending upon the property as mentioned above. The Secured Assets referred above 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 favour **of 'Aditya Birla Capital Limited'**.
22. On compliance of terms of sale, AO shall issue 'Sale Certificate' in favour 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: 17.04.2025

For Aditya Birla Capital Limited

Place: Chennai

Sd/-Authorized Officer