

**ADITYA BIRLA CAPITAL LTD.**

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

**Corporate Office:** Aditya Birla Capital Ltd, 10<sup>th</sup> Floor, R-Tech Park, Nirlon Complex, Off Western Express Highway, Near Hub Mall, Goregaon (East)- 400063

**Contact Numbers: Aditya Birla Capital Limited, Authorized Officers:** Mr. Santosh Chettiar, Mobile No. 9599108393, Mr. Ankit Aggarwal, Mobile no. 9833698778 and Mr. Navinkumar Vyas, Mobile no. 8446489399

**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 Name & Number –**

Ram Sharma – 8000023297  
Landline No. 079-68136880/68136837  
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E-Mail: support@auctiontiger.net

**Note:** Aditya Birla Finance Limited (ABFL) has merged with Aditya Birla Capital Limited (ABCL) vide the Scheme of Amalgamation dated 11.03.2024 duly recorded in the Order dated 24.03.2025 passed by the National Company Law Tribunal – Ahmedabad. Therefore, all actions initiated by ABFL under the SARFAESI Act, 2002 and the SARFAESI Rules stands transferred to ABCL by virtue of Section 230 & 232 of Companies Act 2013.

Pursuant to taking physical possession of the secured asset mentioned hereunder by the Authorized Officer of ABFL (now amalgamated with ABCL) 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, Co-Borrower (s), Mortgagor, the Secured Asset, as more particularly described in the **Schedule A** hereunder, was put to sale through E-Auction on multiple occasions on **‘As Is Where Is Basis’, ‘As Is What Is Basis’ and ‘Whatever Is There Is Basis’** however, the **said E-Auctions failed due to lack of bids.**

The Authorized Officer has now received an offer from one of the proposed purchaser, who has shown interest in purchasing the Secured Asset through Private Treaty. The detailed terms and conditions of the sale of the Secured Asset are given below.

**TERMS AND CONDITIONS OF THE SALE OF SECURED ASSET BY WAY OF PRIVATE TREATY: -**

1. Sale of the Secured Asset will be through Private Treaty on **“AS IS WHERE IS”, “AS IS WHAT IS” and “WHATEVER THERE IS” basis.**
2. The purchaser shall be required to deposit Earnest Money Deposit (EMD) i.e. 10% of the sale consideration of Rs.5,25,00,000/- (Rupees Five Crore Twenty-Five Lakhs Only) on the receipt of the Secured Creditor's acceptance of offer for purchase of Secured Asset and the remaining amount thereafter. Failure to remit the balance amount, will cause forfeiture of 10% amount of sale consideration paid post receipt of acceptance of the offer by the Secured Creditor.
3. A notice under Rule 8(5) and proviso to Rule 9(1) of the Security Interest (Enforcement) Rules, 2002 mentioning the Reserve Price and the EMD shall be published in two newspapers i.e. Free Press Journal (English) & Navshakti (Marathi) on 09.05.2025, circulation in Mumbai. In case the Authorized Officer receives any offer higher than the proposed Reserve Price pursuant to the said publication, the Authorized Officer shall conduct inter se bidding or an E- Auction on 27.05.2025 in terms of the said Notice.
4. The Secured Asset are 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 including GST demand if any. It will be the sole responsibility of the Purchaser to deal and settle the said claim. ABCL shall not be responsible in any manner whatsoever.
5. The purchaser may conduct due diligence on all aspects related to the Secured Asset (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.
6. The purchaser has to bear all stamp duty, registration fee, and other expenses, taxes, duties in respect of purchase of the Secured Asset.
7. That on receipt of the total Sale consideration as prescribed hereinabove, the authorized officer of the Secured Creditor shall hand over the delivery and possession of the Secured Asset to the purchaser and shall subsequently issue a certificate of sale of the Secured Asset in favour the purchaser in accordance with the provisions of SARFAESI Act/ Rules.
8. The sale of the Secured Asset is subject to your acceptance of the terms mentioned herein

9. Date of inspection of the Secured Asset is from 19.05.2025 to 23.05.2025 between **11:00 am to 02:00 pm**.
10. Last Date & time of submitting EMD is 26.05.2025 before 5.00 p.m.
11. The Auction Sale will be an Online E-Auction/ Bidding through approved Service Provider M/s. E- Procurement Technologies Limited (Auction Tiger), the details of which are mentioned above through the web portal <https://sarfaesi.auctiontiger.net>
12. The Auction Sale will be held on **27.05.2025** between **11:00 a.m.** to **1:00 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;
13. 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. 10,00,000/- (Rupees Ten Lakhs Only)**.
14. The Secured Asset will not be sold below the Reserve Price set by the Authorized Officer. The bid quoted below the Reserve Price shall be rejected and the EMD deposited shall be forfeited.
15. 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.
16. 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.
17. 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 secured assets described in the accompanying Sale Notice shall be deposited through Demand Draft.
18. 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.
19. 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.

20. The EMD of the unsuccessful bidder will be returned on closure of the Auction proceedings.
21. The sale is subject to confirmation by the Authorised Officer of the Secured Creditor.
22. 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 Secured Asset. The Secured Asset is being sold with all the existing and future encumbrances whether known or unknown to the Secured Creditor.
23. The Authorized Officer has the right to reject any bids or even may cancel the e-auction without assigning any reasons thereof.
24. 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.
25. 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.
26. The Demand Draft should be made in favour of 'Aditya Birla Capital Limited'.
27. The sale is subject to the conditions prescribed in the SARFAESI Act 2002 (54 of 2002) and the conditions mentioned above.
28. Wherever applicable, it is the responsibility of the 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/ Secured Asset having consideration equal to ₹ 50 lacs and above and deposit the same with appropriate authority u/s 194 IA of Income Tax Act.

### **Description of the Secured Asset**

Flat Nos. 4A & 4B on 4th Floor, Narang Manor, 15th Road, Bandra (W)  
Mumbai—400050

**For ADITYA BIRLA CAPITAL LIMITED**

**Sd/-**

**Authorised Officer**