

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. Thiagarajan

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,

E-Auction Sale Notice

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), Co-Borrower(s), Guarantor(s) and in terms of Order dated 11.01.2023 passed by the Hon'ble High Court permitting the Authorized 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 42.92/-	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, 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	Rs. 52,01,42,10 5/- (Rupees Fifty-Two Crore One Lakh Forty-Two Thousand One Hundred and Five Only)	Rs. 5,20,14,2 11/- (Rupees Five Crore Twenty Lakh Fourteen Thousand Two Hundred and Eleven Only).	Rs. 88,66,14,72 1.74/- (Rupees Eighty- Eight Crore Sixty-Six Lakhs Fourteen Thousand Seven Hundred Twenty-One and Paise Seventy- Four Only)
2.Nathella Sulochanamma Charitable Trust,	Rs. 44,14,81,5 42.92/-				
3.Parmartha Bhooshanam Sri Nathella Sampathu Chetty Charities,	Rs. 44,14,81,5 42.92/-				
4. M/s. Nathella Sampath Jewelry Pvt. Ltd	Rs. 44,14,81,5 42.92/-				
5. Mr. Ranganatha Gupta	Rs. 44,14,81,5 42.92/-				
6. Mr. Nathella Prapanna Kumar	Rs. 44,14,81,5 42.92/-				
7. Mr. Nathella Prasanna Kumar	Rs. 44,14,81,5 42.92/-				

<p>8. Mr. Nathella Radhika</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>9. Mr. Nathella Lakshmipriya</p>					

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 E-AUCTION: -

- Date of Inspection of the Immovable Property is from **01.06.2024 to 20.06.2024** between **11:00 am to 03:00 pm**.
- Last Date & Time of submitting EMD: **20.06.2024** before **05:00 pm**.
- The Auction Sale will be an Online E-Auction/Bidding through approved Service Provider M/s E-Procurement Technologies Limited(Auction Tiger) Help Line Nos. 079-6813 6837/80/72/94 & Contact Person: Vivek Kachariya(Mo.: 9081830222) Help Line E-mail id: support@auctiontiger.net & vivek@auctiontiger.net through the web portal <https://sarfaesi.auctiontiger.net>;
- The Auction Sale will be held on **21.06.2024** 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;
- The bid price to be submitted shall be above the Reserve Price fixed by the Authorized Officer ("AO") and the bidders shall further improve their offer in multiples of **Rs.25,00,000/- (Rupees Twenty Five Lakhs only)**.
- The property 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.
- The successful bidder shall have to pay 25% of the purchase amount (including Earnest Money) already paid within 24 hours of the closure of the E-Auction sale proceedings. 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 AO failing which the Financial Institution shall forfeit amounts already paid/deposited by the purchaser.
- 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.
- 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.
- 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 Demand Draft.
- 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.
- 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.
- The EMD of the unsuccessful bidder will be returned of closure of the E-Auction proceedings.
- The sale is subject to confirmation by the Financial Institution. 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.
- To the best of knowledge and information of the AO, no other encumbrances exist on the aforesaid property, however the prospective tenderers are advised to do their own due diligence and conduct independent enquiries in regard to the title/encumbrances etc. The AO 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 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.
- 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, IT etc. shall be borne by the purchaser as prescribed in the act.
- 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.
- The Demand Draft Should be made in favour of 'Aditya Birla Finance Limited'.
- The sale is subject to the conditions prescribed in the SARFAESI Act 2002 (54 of 2002) and the conditions mentioned above.

Place: Chennai

For ADITYA BIRLA FINANCE LIMITED

Date: 31.05.2024

Authorized Officer