

SALE NOTICE

By R. P. A. D /SPEED POST/COURIER/E-MAIL/HAND DELIVERY

Date: 16.04.2025

To,

1. M/S WELLMED BIOTECH
THROUGH ITS PROPRIETOR SNEH LATA GUPTA
23 CITY PRIDE COMPLEX,
CIVIL LINE ROORKEE HARIDWAR,
PIRAN KALIYAR,
UTTARAKHAND-247667
2. MRS. SNEH LATA GUPTA
W/O JITENDRA KUMAR GUPTA
FLAT NO B4 GOLDEN HOUSING,
NEW ADARSH NAGAR,
ROORKEE HARIDWAR,
PIRAN KALIYAR-247667.
MOBILE :- 9997619737/9997619737
EMAIL:- SHREYASGOEL2@GMAIL.COM

ALSO AT-

- MRS. SNEH LATA GUPTA
W/O JITENDRA KUMAR GUPTA
HOUSE NO CHHA 27/28 NAVEEN NAGAR,
MDA COLONY, CHANDAUSI,MORADABAD,
UTTAR PRADESH-244001.
3. MRS.DEEPALI GOEL
FLAT NO B4 GOLDEN HOUSING,
NEW ADARSH NAGAR,
ROORKEE HARIDWAR,
PIRAN KALIYAR-247667.
MOBILE- 7505515485
EMAIL ID-SHREYASGOEL2@GMAIL.COM
 4. M/S FRESH N FINE HOMEMADE SOAP
THROUGH ITS PROPRIETOR DEEPALI GOEL
FLAT NO B4 GOLDEN HOUSING,
NEW ADARSH NAGAR,
ROORKEE HARIDWAR,
PIRAN KALIYAR-247667.
 5. MR.VIPUL GOYAL
FLAT NO B4 GOLDEN HOUSING,
NEW ADARSH NAGAR,
ROORKEE HARIDWAR,
PIRAN KALIYAR-247667.
MOBILE-9997619737/9897809559

SUBJECT: SALE NOTICE UNDER RULE 9 (1) OF SECURITY INTEREST (ENFORCEMENT) RULES, 2002 OF 15 DAYS FOR SALE OF SECURED ASSET PROPERTY MORTGAGED WITH ADITYA BIRLA FINANCE LIMITED ("SECURED CREDITOR").

REFERENCE: Loan Account No. ABHARSTS000000637731

Dear Sir/ Madam,

It is to be noted that on account of amalgamation between Aditya Birla Finance Ltd. and Aditya Birla Capital Ltd. vide the Scheme of Amalgamation dated 11.03.2025 duly recorded in the Order passed by the National Company Law Tribunal - Ahmedabad on 24.03.2025, all legal actions including the possession and sale of the mortgaged property mentioned in Schedule-I below, under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 stands transferred to Aditya Birla Capital Limited, the amalgamated company. Accordingly, this notice is being issued under the by "Aditya Birla Capital Ltd" (hereinafter to be referred as Secured Creditor).

The Secured Creditor is serving upon you the borrowers namely "M/S WELLMED BIOTECH" through its proprietorship Mrs. Sneha Lata Gupta, Mrs. Sneha Lata Gupta, Mrs. Deepali Goel, M/S Fresh n Fine Homemade Soap through its proprietor Deepali Goel, Mr. Vipul Goyal the present notice for sale of the Secured Asset being "A PROPERTY 2 BHK FLAT NO. B-4, WITHOUT ROOF RIGHTS AT SECOND FLOOR, HAVING TOTAL AREA 910 SQ. FT. I.E 84.55 SQ.MT., SITUATED AT MOHALLA NEW AADARSH NAGAR, VILLAGE MALAKPUR LATIFPUR (WITHIN MUNICIPAL LIMITS ROORKEE) PARGANA & TEHSIL ROORKEE DISTRICT HARDWAR, HAVING ITS KHATA NO.443,KHASRA NO.276 & 277 "Secured Asset") under Rule 8(6) of the Security Interest (Enforcement) Rules, 2002.

1. That after availing the aforesaid loans the Borrowers committed defaults in repayments and in view of the continuous defaults of more than the time period stipulated under the relevant applicable guidelines/circulars for asset classification issued by Reserve Bank of India (RBI), your loan account(s) was classified as Non-Performing Asset (NPA) in accordance with the concerned guidelines issued by Reserve Bank of India (RBI).
2. That thereafter, a demand notice dated **22-APRIL-2024** U/S 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) was duly served upon all the Borrowers, however, the Borrowers failed to make the payment of demanded amount i.e **RS. 35,92,498.71/- (THIRTY FIVE LACS NINETY TWO THOUSAND FOUR HUNDRED NINETY EIGHT AND SEVENTY ONE PAISE ONLY)** due as on **12- APRIL -2024** within 60 days from the date of the said notice and as such the secured creditor has taken physical possession of the Secured Asset in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder.
3. Therefore, in exercise of its right as a secured creditor under the provisions of the SARFAESI Act, 2002 and rules framed thereunder, the secured creditor has decided to put the Secured Asset on sale by way of public auction through E –auction Mode on **09th- May - 2025** in compliance of provisions of SARFAESI Act, 2002 and rules frame thereunder.

4. Further, please note that in consultation with the Secured Creditor the authorized officer of Secured Creditor has obtained valuation of the Secured Asset from an approved valuer in compliance of Rule 8 (5) of the Security Interest (Enforcement) Rules, 2002 and fixed the reserve price of the Secured Asset is fixed as **Rs 31,60,000/- (Rupees Thirty One Lacs and Sixty Thousand only)**
5. The inspection of the said secured asset can be done by requesting in advance to Authorized Officer of Secured Creditor between 11.00 AM to 01.00 PM. The offers for the said Secured Asset should reach the Office of the undersigned along with Demand Draft/ NEFT / RTGS for **Rs. 3,16,000 /- (Rupees Three Lacs Sixteen Thousand only)** as Earnest Money Deposit on or before **08th- May- 2025** at 12th Floor, R Tech Park, Nirlon Complex, Near Hub Mall, Goregaon (East) Mumbai 400063. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of "Aditya Birla Capital Limited".
6. That this sale notice of 15 days, at pre-sale stage, is being given to the Borrowers in compliance Rule 9(1) of Security Interest (Enforcement) Rules, 2002 and you are hereby informed and notified that the aforesaid Secured Asset shall be put to sale, in whole, by holding public auction through e-auction mode on **"As is where is", "As is what is", and "Whatever there is" basis.**
7. That since the sale of Secured Asset will be effected by holding public auction through e-auction mode, the secured creditor shall cause a public notice as given under Security Interest (Enforcement) Rules, 2002, which is being published in two leading newspapers including one in vernacular language having wide circulation.
8. This Notice is being given to you the addresses in compliance of Rule 9(1) of Security Interest (Enforcement) Rules, 2002 and you are hereby informed and notified that the aforesaid secured asset shall be sold after 15 (Fifteen) clear days from this notice by way of E-Auction for all the above properties on **09th - May- 2025** or thereafter on some other day through E-Auction. A publication of a public notice for sale of secured asset is also being affected.
9. For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor's website i.e <https://abfl.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> and **<https://BidDeal.in>**

For Aditya Birla Capital Limited

Apoorva Danthi

(Authorized Officer)

Aditya Birla Capital Limited

12th Floor, R Tech Park, Nirlon Complex, Near Hub Mall,
Goregaon (East) Mumbai 400063

SCHEDULE I

PROPERTY SCHEDULE –1

A PROPERTY 2 BHK FLAT NO. B-4, WITHOUT ROOF RIGHTS AT SECOND FLOOR, HAVING TOTAL AREA 910 SQ. FT. I.E 84.55 SQ.MT., SITUATED AT MOHALLA NEW AADARSH NAGAR, VILLAGE MALAKPUR LATIFPUR (WITHIN MUNICAP LIMITS ROORKEE) PARGANA & TEHSIL ROORKEE DISTRICT HARDWAR, HAVING ITS KHATA NO.443,KHASRA NO.276 & 277, BOUNDED & BUTTED IN

EAST-BY PROPERTY SUNIL KUMAR JAIN

WEST- BY PROPERTY SUNIL KUMAR JAIN THAN PASSAGE 22 FEET WIDE

NORTH-BY PROPERTY SUNIL KUMAR JAIN

SOUTH- BY NALA

For Aditya Birla Capital Limited

**Apoorva Thomas Danthi
(Authorized Officer)**

Aditya Birla Capital Limited
12th Floor, R Tech Park, Nirlon Complex, Near Hub Mall,
Goregaon (East) Mumbai 400063