



**“APPENDIX- IV-A”**

[See proviso to rule 8 (6)]

**Sale notice for sale of immovable property**

E-Auction Sale Notice for Sale of Immovable Asset under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) and Rule 9 (1) of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor (s) that the below described immovable property mortgaged to the Secured Creditor, the Physical Possession of which has been taken by the Authorized Officer of Aditya Birla Finance Limited the Secured Creditor on **15.12.2021** will be sold on “As is where is”, “As is what is”, and “Whatever there is” basis on **17<sup>th</sup> January, 2024** for recovery of **Rs. 44,73,448.82/- (Rupees Forty Four Lakhs Seventy Three Thousand Four Hundred Forty Eight and Paise Eighty Two Only)** as on **21.08.2023** and further interest and other expenses thereon till the date of realization due to the Secured Creditor from **Borrowers/Co-Borrowers/Guarantors** namely **Mr. Yakkala Bala Sekhar Babu, Mrs. Yakkala Lakshmi Venkata Vasavi, M/s. Sri Sai Kirana and Fancy Stores and M/s. Haritha Super Market.**

**The Reserve Price and the Earnest Money Deposit will be as follows:**

<u>Description of the immovable property</u>	<u>Reserve Price</u>	<u>Earnest Money Deposit (10%)</u>
All piece and parcel of the property to an extent of 50 Sq. yards or 41.80 Sq. mtrs of residential site out of total extent of 300 Sq. yards together with RCC roofed ground, first and second floors residential building therein situate in D.No 262 of Guntur Village, Old Assessment No.62-965, New Assessment No.145995, Present Assessment No.1021145995 at Reddypalem area, 2nd line, Himani Nagar, Amaravathi Road, Guntur city, Guntur Municipal Corporation area, Guntur Sub Registry, Guntur Dist being bounded by:-	<b>Rs. 25,62,692/-</b>	<b>Rs. 2,56,269/-</b>



East : Property of Kunchala Srinivasa Roa South : Road West : 15 feet width road North : Property of Mopidevi Siva devi		
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For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor website i.e. <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> also on the website of <https://sarfaesi.auctiontiger.net>

**Date: 29.12.2023**

**Place: Andhra Pradesh (Guntur)**

**Loan Account Number: ABFLVJWLAP0000073564  
& ABFLVJWLAP0000103513**

for Aditya Birla Finance Limited

  
**Authorized Officer**  
**(9677317779)**

Aditya Birla Finance Ltd.  
(A part of Aditya Birla Capital Ltd.)  
3rd Floor, No.78, Star Avenue, 6th Cross Road, Victoria Layout, Bengaluru - 560047.  
+91 22 4356 7100 | (F) +91 22 4356 72 66 | Toll-free number 1800-270-7000  
care.finance@adityabirlacapital.com | <https://abfl.adityabirlacapital.com>

Registered Office: Indian Rayon Compound, Veraval, Gujarat - 362 266  
CIN: U65990GJ1991PLC064603



**ADITYA BIRLA  
CAPITAL**

PROTECTING INVESTING FINANCING ADVISING

**Aditya Birla Finance Ltd.**

(A subsidiary of Aditya Birla Capital Ltd.)



**ADITYA BIRLA  
CAPITAL**

PROTECTING INVESTING FINANCING ADVISING

By Speed Post/Courier/By Hand/Email/WhatsApp

Notice under Rule 9(1) of Security Interest (Enforcement) Rules, 2002

Date: 29.12.2023

To,

1. **Mr. Yakkala Bala Sekhar Babu**  
D No. 133-9-2009, Himani Nagar,  
2nd Line, Near Sivalayam Nagaralu,  
Amaravathi Road, Gorantla,  
Guntur, Andhra Pradesh – 522034. ....(Borrower)
2. **Mrs. Yakkala Lakshmi Venkata Vasavi**  
D No. 133-9-2009, Himani Nagar,  
2nd Line, Nagaralu, Near Sivalayam Temple,  
Amaravathi Road, Gorantla,  
Guntur, Andhra Pradesh – 522034. ....(Co-borrower)
3. **M/s. Sri Sai Kirana and Fancy Stores**  
D No. 133-9-2009, Himani Nagar,  
2nd Line, Nagaralu, Near Sivalayam Temple,  
Amaravathi Road, Gorantla,  
Andhra Pradesh – 522034. ....(Co-borrower)
4. **M/s. Haritha Super Market**  
D No. 133-9-2009, Himani Nagar,  
2nd Line, Nagaralu, Near Sivalayam Temple,  
Amaravathi Road, Gorantla,  
Andhra Pradesh – 522034. ....(Co-borrower)

**REF: LOAN ACCOUNT NO. ABFLVJWLAP0000073564 & ABFLVJWLAP0000103513.**

**SUB: NOTICE OF 15 DAYS FOR SALE UNDER RULE 9(1) OF SECURITY INTEREST (ENFORCEMENT) RULES, 2002 FOR SALE OF SECURED ASSET situated at;**

All piece and parcel of the property to an extent of 50 Sq. yards or 41.80 Sq. mtrs of residential site out of total extent of 300 Sq. yards together with RCC roofed ground, first and second floors residential building therein situate in D.No 262 of Guntur Village, Old Assessment No.62-965, New Assessment No.145995, Present Assessment No.1021145995 at Reddypalem area, 2nd line, Himani Nagar, Amaravathi Road, Guntur city, Guntur Municipal Corporation area, Guntur Sub Registry, Guntur Dist being bounded by:-

East : Property of Kunchala Srinivasa Roa

South : Road

West : 15 feet width road

North : Property of Mopidevi Siva devi.

Sir/ Madam,

That after availing the aforesaid loans you the above-named addresses 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) on 01.04.2021 in accordance with the concerned guidelines issued by Reserve Bank of India (RBI).

That thereafter, a demand notice dated 04.05.2021 U/s 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) was duly served on you the addresses but you failed to make the payment of demanded amount within 60 days of the said notice and as such the secured creditor had taken Physical Possession of immovable property on 15.12.2021 being "All piece and parcel of the property to an extent of 50 Sq. yards or 41.80 Sq. mtrs of residential site out of total extent of 300 Sq. yards together with RCC roofed ground, first and second floors residential building therein situate in D.No 262 of Guntur Village, Old Assessment No.62-965, New Assessment No.145995, Present Assessment No.1021145995 at Reddypalem area, 2nd line, Himani Nagar, Amaravathi Road, Guntur city, Guntur Municipal Corporation area, Guntur Sub Registry, Guntur Dist being bounded by:- East : Property of Kunchala Srinivasa Roa, South : Road, West : 15 feet width road, North : Property of Mopidevi Siva devi." in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder.

That thereafter, the authorized officer had obtained valuation of the secured asset from approved valuers and in consultation with the secured creditor and had conducted e-Auctions on 25.09.2023 and 08.12.2023 both Auctions have failed due to no bidders

That now the authorized officer in consultation with the secured creditor has decided to conduct next E-Auction on 17<sup>th</sup> January, 2024 and has fixed the reserve price of the secured asset at Rs. 25,62,692/- (Rupees Twenty Five Lakhs Sixty Two Thousand Six Hundred and Ninety Two Only).

That the secured creditor has decided that the secured asset may be put to sale by holding public auction through E-auction mode.

That this notice of 15 days for sale, at pre-sale stage, is being given to you the addresses in compliance of Rule 9(1) of Security Interest (Enforcement) Rules, 2002 and you are hereby

Aditya Birla Finance Ltd.

(A subsidiary of Aditya Birla Capital Ltd.)

No. 78, Star Avenue, 6th Cross Road,

Victoria Layout, Bengaluru - 560 047.

Toll-free number 1800-270-7000

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

CIN: U65990GJ1991PLC064603



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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" after 15 clear days from this notice on 17<sup>th</sup> January 2023.

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 in the form given in Appendix IV-A of Security Interest (Enforcement) Rules, 2002, which is being published in two leading newspapers including one in vernacular language having wide circulation.

That the attention of you the above named addresses is also invited to provisions of sub-section (8) of Section 13 (as amended w.e.f. 01.09.2016) of SARFAESI Act, 2002 in respect of time available, to redeem the secured asset.

### DETAILS OF AUCTION

<u>Description of the immovable property</u>	Reserve Price	Earnest Money Deposit (10%)
<p>All piece and parcel of the property to an extent of 50 Sq. yards or 41.80 Sq. mtrs of residential site out of total extent of 300 Sq. yards together with RCC roofed ground, first and second floors residential building therein situate in D.No 262 of Guntur Village, Old Assessment No.62-965, New Assessment No.145995, Present Assessment No.1021145995 at Reddypalem area, 2nd line, Himani Nagar, Amaravathi Road, Guntur city, Guntur Municipal Corporation area, Guntur Sub Registry, Guntur Dist being bounded by:-                      East : Property of Kunchala Srinivasa Roa                      South : Road                      West : 15 feet width road                      North : Property of Mopidevi Siva devi</p>	Rs. 25,62,692/-	Rs. 2,56,269/-
<b>Inspection Date</b>	29.12.2023 to 12.01.2024 on all working days 11.00 Am to 3.00 Pm	
<b>Last date of Submission of bid</b>	12.01.2024 before 3 P.m.	
<b>Date and time of Auction</b>	17.01.2024 – 11.00 AM to 1.00 PM	

For Aditya Birla Finance Limited

**Authorized Officer**  
(9677317779)

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 (A part of Aditya Birla Capital Ltd.)  
 3rd Floor, No.78, Star Avenue, 6th Cross Road, Victoria Layout, Bengaluru - 560047.  
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Registered Office: Indian Rayon Compound, Veraval, Gujarat - 362 266  
 CIN: U65990GJ1991PLC064603

<Dial 18002666868> <Wear Masks, Stay Sa

भारतीय डाक

RK445719212IN IVR  
RL VIVEKNAGAR S.O. 560047

Counter No:3,29/12/2023 India Post

To:YAKKALA BALA ,.

PIN:522034, Industrial Estate S.O (Gur

From:ADITYA BIRLA FINANCE LTD.,.

Wt:40gms Ack Fee:3.00,REG=17.0

Amt:35.40(Cash)Tax:5.40

<Track on www.indiapost.gov.in>

<Dial 18002666868> <Wear Masks, Stay Sa

भारतीय डाक

RK445719331IN IVR  
RL VIVEKNAGAR S.O. 560047

Counter No:3,29/12/2023 India Post

To:YAKKALA LAKSHMI,.

PIN:522034, Industrial Estate S.O (Gur

From:ADITYA BIRLA FINANCE LTD.,.

Wt:40gms Ack Fee:3.00,REG=17.0

Amt:35.40(Cash)Tax:5.40

<Track on www.indiapost.gov.in>

<Dial 18002666868> <Wear Masks, Stay Sa

भारतीय डाक

RK445719107IN IVR  
RL VIVEKNAGAR S.O. 560047

Counter No:3,29/12/2023 India Post

To:SRI SAI KIRANA,.

PIN:522034, Industrial Estate S.O (Gur

From:ADITYA BIRLA FINANCE LTD.,.

Wt:40gms Ack Fee:3.00,REG=17.0

Amt:35.40(Cash)Tax:5.40

<Track on www.indiapost.gov.in>

<Dial 18002666868> <Wear Masks, Stay Sa

भारतीय डाक

RK445719226IN IVR  
RL VIVEKNAGAR S.O. 560047

Counter No:3,29/12/2023 India Post

To:HARITHA SUPER MARKET India Post

PIN:522034, Industrial Estate S.O (Gur

From:ADITYA BIRLA FINANCE LTD.,.

Wt:40gms Ack Fee:3.00,REG=17.0

Amt:35.40(Cash)Tax:5.40

<Track on www.indiapost.gov.in>

<Dial 18002666868> <Wear Masks, Stay Sa