



**SALE NOTICE OF IMMOVEABLE SECURED ASSETS UNDER RULE 8(6) AND 9(1) OF THE SECURITY
INTEREST (ENFORCEMENT) RULES, 2002**

THROUGH REGD. AD POST/ COURIER/E-MAIL

Date: 24th January, 2023

To

- 1. Balishtha E Tech Private Limited (Borrower)
Through its Director,**
- 2. Avijit Mitra (Guarantor)**
- 3. Anju Mitra (Guarantor)**

AT:

Atindra Centenary Building
14, R.N. Mukherjee Road
Kolkata – 700001

ALSO AT:

5/11, Dr. S.P. Mukherjee Road
Nilgunge Road, Nerastate Bus Garage, Belgaria
Kolkata - 700056

**SUB: SALE NOTICE OF 15 (FIFTEEN) DAYS FOR SALE OF IMMOVABLE ASSET UNDER THE
SECURITIZATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF
SECURITY INTEREST ACT, 2002 ("The SARFAESI Act, 2002") READ WITH RULE 8(6) AND 9(1)
OF THE SECURITY INTEREST (ENFORCEMENT) RULES, 2002 ("The SARFAESI Rules").**

ADITYA BIRLA FINANCE LTD.

Dear Sir(s)


AUTHORISED OFFICER

You are aware that pursuant to an application made by **Aditya Birla Finance Limited** (hereinafter called as "**ABFL**"), having its office At Room No. 401, Camac Square, 4th Floor, 24 Camac Street, Kolkata – 700 016, under Section 14 of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002 (54 of 2002) (hereinafter referred to as "**the said Act**"), the

Aditya Birla Finance Ltd.
(A part of Aditya Birla Capital Ltd.)

Room No. 401, Camac Square, 4th Floor, 24, Camac Street, Kolkata - 700016.

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



intertek

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ADITYA BIRLA CAPITAL

Learned Chief Metropolitan Magistrate, Calcutta passed an order dated 30 July 2022, directing to take Physical Possession of immovable properties being

All THAT part, piece and parcel of the Second Floor Unit/ Office Space containing a super built up area of 1656 Square feet, be the same a little more or less, lying situate and being part of the Amalgamated Municipal Premises No. 14 A, Rajendra Nath Mukherjee Road, and original premises no. 14 B, Rajendra Nath Mukherjee Road comprised in Holding No. 25, Block No. XX in the South Division of the Town Calcutta butted and bounded as follows:

On the North – By Rajendra Nath Mukherjee Road;
On the South- By Mangoe Lane;
On the East – By Premises No. 16, Rajendra Mukherjee Road
On the West – By Premises no. 12, Rajendra Nath Mukherjee Road.

Pursuant to the said orders dated 30th July, 2022, communicated vide Case No. MIS CS 22 of 2022, Physical Possession of the said immovable properties was taken over by the Sheristidar of the Court of the Learned Chief Metropolitan Magistrate Court at Calcutta as directed by the Learned Chief Metropolitan Magistrate, Calcutta and handed over to the Authorised Officer of ABFL.

You are further aware that the undersigned, for and on behalf of ABFL is now in Physical Possession of the said immovable properties in furtherance of the secured debt due and payable by the borrowers and the guarantors to the tune of Rs. 6,10,73,490.57 (Rupees Six Crores Ten Lakhs Seventy Three Thousand Four Hundred Ninety and Fifty Seven paisa only) as stated in the notice dated 14 November 2019 issued under Section 13(2) of the SARFAESI Act, subject to credits received by ABFL.

You are also aware that under Section 13(4)(a) of the said Act read with Rule 8(5) of Security Interest (Enforcement) Rules, 2002, the undersigned is entitled to sell the said property by inviting tenders from public or by holding Public Auction or by Private treaty or Public E-Auction.

Now, please take notice that the said property will be sold by the undersigned by Public E-Auction on **15th February, 2023** at the web portal <https://sarfaesi.auctiontiger.net> from 11:00 A.M. to 5:00 P.M. with unlimited extensions of 5 Minutes each.

The date for inspection of the said immovable properties is fixed on **13th February 2023 between 11:00 A.M. to 4:00 P.M.**

The Reserve Price in respect of the sale of the said immovable property shall be Rs. 2,59,20,000 (Rupees Two Crores Fifty Nine Lakhs Twenty Thousand Only). Bids are invited by the public in general as per the procedure and the terms and conditions stated below:

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- (1) The Earnest Money Deposit (hereinafter referred to as "EMD") is payable through Demand Draft/Pay Order for Rs. **25,92,000 (Rupees Twenty Five Lakhs Ninety Two Thousand only) of the said immovable property** by 04:00 P.M. on **14 February 2023** at Room No. 401, Camac Square, 4th Floor, 24 Camac Street, Kolkata – 700 016, failing which intending bidders shall not be allowed to participate in the Public E-Auction.
- (2) The Demand Draft/Pay Order should be drawn in favor of ABFL.
- (3) The above amount shall be refunded to the unsuccessful bidders.
- (4) On the sale of the immovable property, the purchaser shall immediately, i.e. on the same day or not later than the next working day, as the case may be, pay a deposit of 25% of the amount of the sale price, which is inclusive of the earnest money deposited to the Authorized Officer and in default of such deposit, the property shall be sold again.
- (5) The balance amount of the purchase price payable shall be paid by the purchaser to the Authorized Officer on or before the fifteenth day of confirmation of sale of the said immovable property or such extended period as may be agreed upon in writing between the purchaser and the secured creditor.
- (6) The sale of the said property is strictly on "As is where is", "As is what is" and "Whatever there is" basis. ABFL reserves its right to reject any offer without assigning any reasons.

We hereby give you notice of **Fifteen days (15 days)** that the sale of the secured asset/s on the terms mentioned hereinabove shall be effected on **15th February 2023** at <https://sarfaesi.auctiontiger.net> at 11:00 A.M. onwards.

Please treat this as notice under Rule 8 sub-rule 6 and under Rule 9 sub-rule 1 of the Security Interest (Enforcement) Rules, 2002 (54 of 2002) and 9(1) of the Security Interest (Enforcement) Rules, 2002.

Yours truly

For Aditya Birla Finance Limited.

AUTHORISED OFFICER

Authorized Officer

भारतीय डाक

EW316464906IN IVR:6987316464906
SP PARK STREET HO <700016>
Counter No:1,24/01/2023,18:57
To:BALISHTHA E TECH.,
PIN:700056, Belgharia HO
From:ADITYA BIRLA,FINANCE LTD
Wt:30gms
Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

India Post

भारतीय डाक

EW316464910IN IVR:6987316464910
SP PARK STREET HO <700016>
Counter No:1,24/01/2023,18:57
To:ANJU MITRA.,
PIN:700056, Belgharia HO
From:ADITYA BIRLA,FINANCE LTD
Wt:30gms
Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

India Post

भारतीय डाक

EW316465022IN IVR:6987316465022
SP PARK STREET HO <700016>
Counter No:1,24/01/2023,18:57
To:ANJU MITRA.,
PIN:700001, KOLKATA GPO
From:ADITYA BIRLA,FINANCE LTD
Wt:30gms
Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

India Post

भारतीय डाक

EW316464821IN IVR:6987316464821
SP PARK STREET HO <700016>
Counter No:1,24/01/2023,18:57
To:BALISHTHA E TECH.,
PIN:700001, KOLKATA GPO
From:ADITYA BIRLA,FINANCE LTD
Wt:30gms
Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

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भारतीय डाक

EW316465075IN IVR:6987316465075
SP PARK STREET HO <700016>
Counter No:1,24/01/2023,18:57
To:ANJU MITRA.,
PIN:700056, Belgharia HO
From:ADITYA BIRLA,FINANCE LTD
Wt:30gms
Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>
<Dial 18002666868> <Wear Masks, Stay Safe>

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भारतीय डाक

EW316465036IN IVR:6987316465036
SP PARK STREET HO <700016>
Counter No:1,24/01/2023,18:57
To:AVIJIT MITRA.,
PIN:700001, KOLKATA GPO
From:ADITYA BIRLA,FINANCE LTD
Wt:30gms
Amt:17.70(Cash)Tax:2.70
<Track on www.indiapost.gov.in>

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