



By Speed Post/ Email

Notice under Rule 8(6) and Rule 9(1) of Security Interest (Enforcement) Rules, 2002

Dated: 25.11.2023

To,

- 1. M/s Parmeshwari Jewellers ("Borrower")**
302 to 305, Dinumama Arcade
Near Darbar Gadh, Soni Bazar,
Mandvi chowk
Rajkot Gujarat-360001
- 2. Chetanbhai Ghanshyambhai Zinduvadiah ("Co-Borrower/Mortgagor")**
302 to 305, Dinumama Arcade
Near Darbar Gadh, Soni Bazar,
Mandvi chowk
Rajkot Gujarat-360001
- 3. Mehulbhai Ghanshyambhai Zinduvadiah ("Co-Borrower/Mortgagor")**
302 to 305, Dinumama Arcade
Near Darbar Gadh, Soni Bazar,
Mandvi chowk
Rajkot Gujarat-360001
- 4. Ghanshyambhai Amrutlal Zinduvadiah ("Co-Borrower")**
302 to 305, Dinumama Arcade
Near Darbar Gadh, Soni Bazar,
Mandvi chowk
Rajkot Gujarat-360001
- 5. Bhartiben Ghanshyambhai Zinduvadiah ("Co-Borrower")**
302 to 305, Dinumama Arcade
Near Darbar Gadh, Soni Bazar,
Mandvi chowk
Rajkot Gujarat-360001
- 6. Dharaben Mehulbhai Zinduvadiah ("Co-Borrower")**
302 to 305, Dinumama Arcade
Near Darbar Gadh, Soni Bazar,
Mandvi chowk
Rajkot Gujarat-360001
- 7. Venishaben Chetanbhai Zinduvadiah ("Co-Borrower")**
302 to 305, Dinumama Arcade
Near Darbar Gadh, Soni Bazar,
Mandvi chowk
Rajkot Gujarat-360001

..(hereinafter collectively referred to as Borrowers/Co-Borrowers/ Mortgagors)

Aditya Birla Finance Limited

Gcorp Tech Park, 13th Floor, Unit No.1301 to 1304, Sector 6,
Vadavli Village, Ghodbunder Road, Thane - 400607.

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



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Aditya Birla Finance Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA CAPITAL

REF: Loan Account No. ABFLRAJLAP000000753

SUB: Notice of 30 days for Sale under Rule 8(6) AND 9(1) of SECURITY INTEREST (ENFORCEMENT) RULES, 2002 for Sale of the Secured Asset i.e. "SHOP NO-302 TO 305, DINUMAMA, ARCAED, NEAR, DARBARGADH, SONI BAZAR, MANDAVI CHOWK, RAJKOT, GUJARAT-360001 (City Survey No 1327, City Survey Ward No 2)

Sir/ Madam,

1. This is with reference to the sale notice dated **27.11.2023** issued to your good self-giving a notice of 30 days under Rule 8(6) and 9(1) of Security Interest (Enforcement) Rules, 2002 for sale of secured asset i.e. All that part and parcel of the mortgage property, being "**SHOP NO-302 TO 305, DINUMAMA, ARCAED, NEAR, DARBARGADH, SONI BAZAR, MANDAVI CHOWK, RAJKOT, GUJARAT-360001 (City Survey No 1327, City Survey Ward No 2) (hereinafter referred to as "Secured Asset")**"
2. 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) in accordance with the concerned guidelines issued by Reserve Bank of India (RBI).
3. That thereafter, a demand notice dated 07.08.2023 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 addressees but you failed to make the payment of demanded amount i.e. **Rs.1,92,56,586.40/- (Rupees One Crore Ninety two Lakhs Fifty Six Thousand Five Hundred Eighty Six and Forty Paise Only)** by way of Outstanding Principal, arrears (including accrued late charges) and interest till **01.08.2023** within 60 days 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.
4. That thereafter, the Authorized Officer has obtained valuation of the secured asset from an approved valuer and in consultation with the secured creditor, had fixed the reserve price of the secured asset at **Rs.35,52,000/- (Rupees Thirty-Five Lakhs Fifty-Two Thousand Only)**.
5. That accordingly, based on the commercial understanding, the secured creditor has decided that the secured asset may be put to sale, by holding a public auction through E- Auction mode on **03.01.2024** at a reserve price of **Rs.35,52,000/- (Rupees Thirty-Five Lakhs Fifty-Two Thousand Only)** and Earnest Money Deposit Amount for the secured Asset is as Rs.3,55,200/- (Rupees Three Lakhs Fifty-Five Thousand Two Hundred Only Only).
6. The date for inspection of the said asset is fixed from 18.12.2023 till 22.12.2023. The offers for the said Property should reach the Office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS at the Earnest Money Deposit on/before **02.01.2024** before 5:00 p.m. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of Aditya Birla Finance Limited.
7. That this sale notice of 30 days, at pre-sale stage, is being given to you the addressees in compliance of Rule 8(6) and Rule 9(1) of Security Interest (Enforcement) Rules, 2002 and you are hereby informed and notified that the aforesaid secured assets shall be put to sale, by holding public



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auction through e-auction mode on “As is where is”, “As is what is”, and “Whatever there is” after 30 clear days from this notice on **03.01.2024**

8. That since the sale of secured assets will be affected by holding public auction through e-auction mode, the secured creditor is also causing a public notice as given under Security Interest (Enforcement) Rules, 2002, which is also being published in two leading newspapers on 27.11.2023 including one in vernacular language having wide circulation at Rajkot.
9. The detailed terms and conditions of E-Auction has been uploaded on website <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>
10. That the attention of you the abovenamed 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.

For Aditya Birla Finance Limited

Anil Aggarwal
(Authorized Officer)



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