



By Speed Post/ Email

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

Dated:16.11.2023

To,

- 1. Gurudev Varsha Auto**
Shop No. 12-13, Ambica Shopping Center,
Isanpur, Ahmedabad
Gujarat 382443

Also at:
GF 9/A, Deep Akruti Apartment,
Behind L.G. Hospital,
Mukti Medan, Maninagar,
Ahmedabad- 380022

- 2. Jayesh Navinbhai Patel**
142, Patel Vas, Isanpur,
Ahmedabad- 382443
- 3. Jackvin Jayeshkumar Patel**
142, Patel Vas, Isanpur,
Ahmedabad- 382443

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

REF: Loan Account No. ABFLAHMLAP0000083998, ABAHMLAP000000539482 and ABFLAHMLAP0000100294

SUB: Notice of 15 days for Sale under Rule 8(6) AND PROVISIO TO 9(1) of SECURITY INTEREST (ENFORCEMENT) RULES, 2002 For Sale of Secured Asset i.e. "Shop No. 1, GF, Deep Akruti Apartment, Behind L.G. Hospital, Mukti Medan, Maninagar, Ahmedabad- 380008"

Sir/ Madam,

1. This is with reference to the sale notice dated **18.11.2023** issued to your good self-giving a notice of 15 days under Rule 8(6) and proviso to rule 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. 1, GF, Deep Akruti Apartment, Behind L.G. Hospital, Mukti Medan, Maninagar, Ahmedabad-380008**"
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



Aditya Birla Finance Limited

Gcorp Tech Park, 13th Floor, Next to Big Bazaar Mall,
Kasarvadavli, Ghodbunder Road Thane (West) - 400615.
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care.finance@adityabirlacapital.com | <https://abfl.adityabirlacapital.com>

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





(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 11.01.2023 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 addresses but you failed to make the payment of demanded amount i.e. **Rs.96,43,438/- (Rupees Ninety Six Lakhs Forty Three Thousand Four Hundred Thirty Eight Only)** by way Outstanding Principal, arrears(including accrued late charges) and interest till **03.01.2023** within 60 days of the said notice and as such the secured creditor has taken physical possession of immovable property being **“Shop No. 1, GF, Deep Akruti Apartment, Behind L.G. Hospital, Mukti Medan, Maninagar, Ahmedabad- 380008”** 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 i.e. **“Shop No. 1, GF, Deep Akruti Apartment, Behind L.G. Hospital, Mukti Medan, Maninagar, Ahmedabad- 380008”** at **Rs.1,13,40,000/- (Rupees One Crore Thirteen Lakhs Forty Thousand only)** towards the value of the said property.
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 **31.10.2023** at a reserve price of **Rs.1,13,40,000/- (Rupees One Crore Thirteen Lakhs Forty Thousand only)** and Earnest Money Deposit Amount for the secured Asset is as Rs.11,34,000/- (Rupees Eleven Lakhs Thirty-Four Thousand Only), **however the said E-Auction failed to due lack of bids from the prospective buyers. *The secured creditor has once again decided to put the sale asset on sale for the second time by holding an E-Auction on 07.12.2023 at a Reserve Price of Rs.1,02,06,000/- (Rupees One Crore Two Lakhs Six Thousand Only), with Earnest Money Deposit as Rs.10,20,600/- (Rupees Ten Lakhs Twenty Thousand Six Hundred Only)***
6. The date for inspection of the said asset is fixed from 27.11.2023 till 01.12.2023. 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 **06.12.2023** 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 15 days, at pre-sale stage, is being given to you the addressees in compliance of Rule 8(6) and proviso to 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 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 **07.12.2023**.
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 18.11.2023 including one in vernacular language having wide circulation at Ahmedabad.
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>



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Aditya Birla Finance Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA CAPITAL

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

Amal
(Authorized Officer)



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