



By Speed Post/ Email

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

Dated: 25.04.2024

To,

**1. Shreeji Fasteners
A Proprietorship Concern**

Office at:

Through its Proprietor
Plot No.424, GIDC Phase-II,
Dared, Jamnagar, Gujrat-361004

Also at:

Plot No.20, R.S. No 24/1, Shivam Park
Near GIDC 2, at Dared, Jamnagar-361004

2. Chetankumar Rameshchandra Sabhaya

Block No.776 A/B, Green City Street No.8,
Opposite Bhanu Petrol Pump,
Ranjit Sagar Road, Jamnagar, Gujrat-361005

Also at:

Plot No.424, GIDC Phase-II,
Dared, Jamnagar, Gujrat-361004

Also at:

Plot No.20, R.S No 24/1, Shivam Park
Near GIDC 2, at Dared, Jamnagar-361004

3. Varshaben Sabhaya

Plot No.776, Lalpur Road,
Opposite Bhanu Petrol Pump, Green City,
Dangarvada, Jamnagar, Gujrat-361004



Aditya Birla Finance Limited

10th Floor, R-Tech Park, Nirlon Complex, Off Western Express Highway,
Near Hub Mall, Goregaon East, Mumbai - 400063.
+91 22 4356 7100 | (F) +91 22 4356 7266 | 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

Also at:

Plot No. 20, R.S No 24/1, Shivam Park
Near GIDC 2, at Dared, Jamnagar-361004

(Hereinafter collectively referred to as “Borrowers”)

**REF: Loan Account Nos. ABFLTHALAP0000063774 and
ABFLMUMLAP0000109084**

**SUB: Notice of 30 days in terms of Rule 9(1) of Security Interest
(Enforcement) Rules, 2002 For Sale of the immovable
property being:**

*“All that is part and parcel of Plot No. 20, R.S No. 24/1,
Shivam Park, Near GIDC 2, Dared, Jamnagar-361004 (Plot
No. 20, R.S No. 24/1, Village Dared, Jamnagar)
admeasuring approx. area 206.55sq.mtr. together with
construction thereon*

***Boundaries North: Plot No.19,
South: 9 mtr. Wide road,
East: 7.50 mtr. Wide road,
West: Plot No.9***

*(hereinafter referred to as “immovable property/ Secured
Asset”).*

Sirs,

1. This is with reference to our notice dated 19.02.2024 issued to your good self-giving a notice of 30 days under Rule 8(6) of Security Interest (Enforcement) Rules, 2002 and Section 13(8) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI ACT, 2002) wherein we called upon you

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to redeem the above-mentioned Secured Asset by exercising your rights under Section 13(8) of the SARFAESI Act, 2002. Vide the said notice, we called upon you to pay a sum of **Rs. 30,21,898/- (Rupees Thirty Lakhs Twenty-One Thousand Eight Hundred Ninety-Eight Only)** by way of Outstanding Principal, arrears (including accrued late charges) and interest till 12.02.2024 with all costs, charges and expenses incurred by it prior to the date of publication of public notice for transfer of the Secured Asset by any one mode as contemplated under the Act. That you had failed to exercise your rights under Section 13(8) of the SARFAESI Act, 2002.

2. That after availing the aforesaid loan from Aditya Birla Finance Ltd (ABFL/Secured Creditor), You had committed default in repayment of the loan amount and in view of the continuous default of more than the time period stipulated under the relevant applicable guidelines/circulars for asset classification issued by Reserve Bank of India (RBI), the above referred loan account of the Borrower was classified as **Non-Performing Asset (NPA) on 05.01.2022** in accordance with the concerned guidelines issued by Reserve Bank of India (RBI).
3. That thereafter, a demand notice dated 14.07.2022 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 You but You failed to make the payment of demanded amount i.e. **Rs.21,95,860 (Rupees Twenty-One Lakhs Ninety-Five Thousand Eight Hundred Sixty Only)** by way of outstanding principal, arrears (including accrued late charges) and interest till **07.07.2022** 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 on 10.12.2023.
4. That, the Secured Creditor has decided that the Secured Asset may be put to sale in accordance with Rule 8(5) by issuing a public notice in the newspaper. It is stated that the Authorized Officer has obtained valuation of the above-mentioned secured asset from an approved valuer and in consultation with the secured creditor, had fixed the





Reserve Price of the secured assets, the details of which are given below:

Reserve Price (in Rs.)	Earnest Money Deposit Amount (in Rs.)
55,91,500/-	5,59,150/-

5. That the secured creditor has decided that the secured asset may be put to sale, by holding a public auction through E-auction mode on **30.05.2024** at a Reserve Price and Earnest Money Deposit Amount, the details of which are mentioned in point 4 herein above.
6. The date for inspection of the said asset is fixed from 13.05.2024 till 17.05.2024 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 29.05.2024 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 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 30 clear days from this notice on 30.05.2024
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 25.04.2024 including one in vernacular language having wide circulation at Jamnagar.

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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>

For Aditya Birla Finance Limited

Anil Aggarwal
(Authorized Officer)



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