



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

BY SPEED POST / EMAIL

Date: 19<sup>th</sup> August, 2022

To

1. M/s Pioneer Suppliers
2. Anup Bhalotia
3. Ajay Bhalotia

ALL ARE AT :

Premises No. 16, Janak Road,  
Tollygunge KMC Ward No. 87,  
Kolkata – 700029.

ALL ARE ALSO AT :

23 A, N.S. Road,  
11<sup>th</sup> Floor, Room No. 28,  
Kolkata – 700001.

Dear Sir(s)

This is in reference to our previous notice dated 16<sup>th</sup> August, 2022 which is hereby recalled and the instant notice is to be treated as final.

You are aware that pursuant to an application made by the Aditya Birla Finance Limited (hereinafter called as "ABFL"), having its office At Room No. 401, Camac Square, 4<sup>th</sup> 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 Learned District Magistrate, South 24 Parganas at Alipore passed an order dated 8<sup>th</sup> February, 2021, directing to take physical possession of immovable properties being

ALL THAT PIECE AND PARCEL OF the properties situated at on the First Floor measuring about an area a little more or less 1470 Square Feet super built up consisting of 3 (Three) Rooms, 2 (Two) Bathrooms, 1 (One) Kitchen Room, 1 (One) Balcony, 1 (One) Drawing Room and together with 1 (One) Car Parking on the Ground Floor together with the undivided one fourth share and/or portion of the land properties being at and under the said ALL THAT piece and parcel of land measuring about an area a little more or less 2 Cottahs, 14 Chittacks and 20

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>

ADITYA BIRLA FINANCE LTD.

Registered Office:

Indian Raven Compound, Veraval,

Gujarat - 362 266.

CIN: UG5999611991PLC064603

*Anup Bhalotia*  
AUTHORISED OFFICER



intertek



of the Kolkata Municipal Corporation, Kolkata – 700029 and District South 24 Parganas together with the common areas roof, benefits, amenities, facilities, spaces and others thereof

and

ALL THAT PIECE AND PARCEL OF the properties situated at on the Third Floor measuring about an area a little more or less 1470 Square Feet super built up consisting of 3 (Three) Rooms, 2 (Two) Bathrooms, 1 (One) Kitchen Room, 1 (One) Balcony, 1 (One) Drawing Room and together with 1 (One) Car Parking Space on the Ground Floor together with the undivided one fourth share and/or portion of the land measuring about an area a little more or less 2 Cottahs, 14 Chittacks and 20 Square Feet comprised at and under the premises no. 16, Janak Road, Police Station – Tollygunge, Ward No. 87 of the Kolkata Municipal Corporation Kolkata 700029 and District South 24 Parganas together with the common areas, roof, benefits, amenities, facilities, spaces and others thereof (hereinafter referred to as the "said ") and to hand over the same to the undersigned.

Pursuant to the said order dated 8<sup>th</sup> February, 2021, physical possession of the said two flat's properties were taken over by the Id. Executive Magistrate as directed by the Learned District Magistrate and handed over to the Authorised Officer of ABFL.

You are further aware that the undersigned, for and on behalf of Aditya Birla Finance Limited is now in physical possession of the said two flats properties in furtherance of the secured debt due and payable by the borrowers and the guarantors to the tune of Rs. 2,81,60,628.14/- (Rupees Two Crores Eighty One Lakhs Sixty Thousands Six Hundred Twenty Eight and fourteen paise only) as stated in the notice dated 14<sup>th</sup> 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 properties by inviting tenders from public or by holding Public Auction or by Private treaty or E-Auction.

Now, please take notice that the said properties will be sold by the undersigned by Public E-Auction on **22<sup>nd</sup> September, 2022** 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 two flats properties is fixed on **20<sup>th</sup> September, 2022 between 11:00 A.M. to 4:00 P.M.** The Reserve Price in respect of sale of the said properties shall be **Rs. 1,05,72,500/- (Rupees One Crore Five Lakhs Seventy-Two Thousand and Five Hundred only) for each individual flat aggregating to Rs. 2,11,45,000/- (Rupees Two Crores Eleven Lakhs Forty-Five Thousand Only) for two flats properties together.** Bids are invited by the public in general as per the procedure and the terms and conditions stated below:

- i. The Earnest Money Deposit (EMD) is payable through Demand Draft/Pay Order for **Rs. 10,57,250/- (Rupees Ten Lakhs Fifty-Seven Thousand and Two Hundred and Fifty only) for each flat and Rs. 21,14,500/- (Rupees Twenty-One Lakhs Fourteen Thousand and Five Hundred only) for aggregating two flats by 04:00 P.M. on 21<sup>st</sup> September, 2022** at Room No. 401, Camac Square, 4<sup>th</sup> Floor, 24 Camac



- Street, Kolkata – 700 016, failing which intending bidders shall not be allowed to participate in the E-Auction.
- ii. The Demand Draft/Pay Order/RTGS should be drawn in favor of ABFL.
  - iii. The above amount shall be refunded to the unsuccessful bidders.
  - iv. On every sale of immoveable properties, 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 properties shall be sold again.
  - v. The Balance amount of purchase price payable shall be paid by the purchaser to the Authorized Officer on or before the 15<sup>th</sup> day of confirmation of the sale of the said properties or such extended period as may be agreed upon in writing between the purchaser and the secured creditor.
  - vi. The sale of the said properties 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 **Thirty days (30 days)** that the sale of the secured asset/s on the terms mentioned hereinabove shall be effected on **22<sup>nd</sup> September, 2022** at <https://sarfaesi.auctiontiger.net> at 11:00 A.M. onwards.

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

Yours truly

For Aditya Birla Finance Limited

**ADITYA BIRLA FINANCE LTD.**

Authorized Officer

**AUTHORISED OFFICER**

EW937951074IN IVR:6987937951074  
SP PARK STREET HO <700016>  
Counter No:2,19/08/2022,15:43  
To:ANUP BHALOTIA,16 JANAK ROAD  
PIN:700029, Sarat Bose Road SO  
From:ADITYA BIRL,24 CAMAC STREET  
Wt:25gms  
Amt:17.70(Cash)Tax:2.70  
<Track on www.indiapost.gov.in>  
<Dial 18002666868> <Wear Masks, Stay Safe>

भारतीय डाक



India Post

EW937951065IN IVR:6987937951065  
SP PARK STREET HO <700016>  
Counter No:2,19/08/2022,15:43  
To:ANUP BHALOTIA,23A N S ROAD  
PIN:700001, KOLKATA GPO  
From:ADITYA BIRL,24 CAMAC STREET  
Wt:25gms  
Amt:17.70(Cash)Tax:2.70  
<Track on www.indiapost.gov.in>  
<Dial 18002666868> <Wear Masks, Stay Safe>

भारतीय डाक



India Post

EW937951057IN IVR:6987937951057  
SP PARK STREET HO <700016>  
Counter No:2,19/08/2022,15:43  
To:PIONEER SUPPLIERS,23A N S ROAD  
PIN:700001, KOLKATA GPO  
From:ADITYA BIRL,24 CAMAC STREET  
Wt:24gms  
Amt:17.70(Cash)Tax:2.70  
<Track on www.indiapost.gov.in>  
<Dial 18002666868> <Wear Masks, Stay Safe>

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India Post

EW937950391IN IVR:6987937950391  
SP PARK STREET HO <700016>  
Counter No:2,19/08/2022,15:43  
To:PIONEER SUPPL,16 JANAK ROAD  
PIN:700029, Sarat Bose Road SO  
From:ADITYA BIRL,24 CAMAC STREET  
Wt:27gms  
Amt:17.70(Cash)Tax:2.70  
<Track on www.indiapost.gov.in>  
<Dial 18002666868> <Wear Masks, Stay Safe>

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India Post

EW937950520IN IVR:6987937950520  
SP PARK STREET HO <700016>  
Counter No:2,19/08/2022,15:43  
To:AJAY BHALOTIA,23A N S ROAD  
PIN:700001, KOLKATA GPO  
From:ADITYA BIRL,24 CAMAC STREET  
Wt:25gms  
Amt:17.70(Cash)Tax:2.70  
<Track on www.indiapost.gov.in>  
<Dial 18002666868> <Wear Masks, Stay Safe>

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India Post

EW937950652IN IVR:6987937950652  
SP PARK STREET HO <700016>  
Counter No:2,19/08/2022,15:43  
To:AJAY BHALOTIA,23A N S ROAD  
PIN:700001, KOLKATA GPO  
From:ADITYA BIRL,24 CAMAC STREET  
Wt:25gms  
Amt:17.70(Cash)Tax:2.70  
<Track on www.indiapost.gov.in>  
<Dial 18002666868> <Wear Masks, Stay Safe>

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