



o/c

**By Speed Post/ Email**

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

Date: 17.07.2023

To,

1. **Krishnaa Creations  
(Borrower)**  
207-225, Samarth Acquisti,  
Nr. Anupam Bungalow, City Light Road  
Surat-395007

2. **Biren Govindlal Shah**  
202-Swastik Heights Panas Canal Road,  
Nr. Dahiba Park, City Light  
Surat-395007

Also at:  
207-225, Samarth Acquisti,  
Nr. Anupam Bungalow, City Light Road  
Surat-395007

3. **Deepa Biren Shah**  
202-Swastik Heights Panas Canal Road,  
Nr. Dahiba Park, City Light  
Surat-395007

Also at:  
207-225, Samarth Acquisti,  
Nr. Anupam Bungalow, City Light Road  
Surat-395007

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

**SUB: LOAN ACCOUNT NUMBER(S) ABFLSURLAP0000034814, ABFLSURPOP0000032773,  
ABFLSURLAP0000033922 & ABFLSURLAP0000103950**

**REF: Notice of 15 days for sale under proviso to Rule 9(1) of Security Interest  
(Enforcement) Rules, 2002 for Sale of Secured Assets situated in Surat**

Sir/ Madam,

1. This is with reference to the Sale Notice dated **17.07.2023** giving a notice of 15 days under Rule 8(6) read with proviso to Rule 9(1) of Security Interest (Enforcement) Rules, 2002 for sale of secured assets i.e.



**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



- (1) Office No. G/15, Ground Floor, Raghuvir Celeum, R.S. No. 54+55, 56/1, 149, Block No. 53/55,141/A, TPS No. 35, (Kumbhariya Saroli- Saniyahemad-Devadh) Kumbhariya Surat-395010
- (2) Shop No. 26, Ground Floor, Signet Mall, Block No. 521, Nr. Basera Society, Kamrej, Surat-394180.
- (3) Shop No. 27, Ground Floor, Signet Mall, Block No. 521, Nr. Basera Society, Kamrej, Surat-394180.
- (4) Shop No. 225, 2nd Floor (As per site), 3rd Floor (As per plan), Samarth Acquisti, Opp. Eco Futurz, Near Thomas School, New Citylight Road, Bharthana, Vesu, Sub. Dist.: Majura, Dist.: Surat – 395007
- (5) Shop No. 207, 2nd Floor (As per site), 3rd Floor (As per plan), Samarth Acquisti, Opp. Eco Futurz, Near Thomas School, New Citylight Road, Bharthana, Vesu, Sub. Dist.: Majura, Dist.: Surat – 395007
- (6) Shop No. G-50, Ground Floor, Avadh Arena, Opp. Marvella Corridor, Near Vanilla Sky, VIP Road, Village Vesu, Taluka. Surat City, District. Surat. -395007.

..... Hereinafter referred to as “Secured Assets”.

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 13.06.2022 U/S 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) was duly served on you the addresses but you failed to make the payment of demanded amount i.e. **Rs 3,11,00,956.02/- (Rupees Three Crore Eleven Lakhs Nine Hundred Fifty Six and Paise Two Only) due and payable as on 11.04.2022** (This amount is exclusive of TDS Calculation and Pre-Payment Charges, as applicable) 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. 3,55,60,355/- (Rupees Three Crore Fifty-Five Lakhs Sixty Thousand Three Hundred Fifty-Five Only)** for aggregating of all Six Properties, the detailed bifurcation of which is provided as follows along with the EMD amount of each property:



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(A part of Aditya Birla Capital Ltd.)

Gcorp Tech Park, 13th Floor, Ghodbunder Road, Next to Hypercity Mall, Thane - 400601.  
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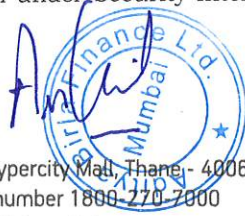
Properties	Reserve Price	Earnest Money Deposit Amount
Shop No. 26, Ground Floor, Block No. 521, Near Basera Society, Signet Mall, Kamrej, Surat	40,11,550	4,01,155
Shop No. 27, Ground Floor, Block No. 521, Near Basera Society, Signet Mall, Kamrej, Surat	40,11,550	4,01,155
Office No. G/15, Ground Floor, Raghuvir Celeum, R.S. No. 54+55, 56/1,149, Block No. 53/55,141/A, TPS No. 35, (Kumbhariya Saroli- Saniyahemad-Devadh) Kumbhariya Surat	1,27,92,375	12,79,237.50
Shop No. 225, 2nd Floor (As per site), 3rd Floor (As per plan), Samarth Acquisti, R.S. No. 31/3, Block No. 83, FP No. 64, TPS No. 13, (Bharthana Vesu) Mejo, Bharthana Vesu, Surat	24,96,330	2,49,633
Shop No. 207, 2nd Floor (As per site), 3rd Floor (As per plan), Samarth Acquisti, Block No. 83, FP No. 64, TPS No. 13, (Bharthana Vesu) Mejo, Bharthana Vesu, Surat	59,69,520	5,96,952
Shop No. 50, Ground Floor, Avadh Arena, R.S. No. 97/1+2+3, Block No. 211, FP No. 131, TPS No. 13, (Bharthana Vesu), Opp Marvella Corridor VIP Road, Vesu, Surat	62,79,030	6,27,903
<b>Total</b>	<b>3,55,60,355</b>	

- That accordingly, based on the commercial understanding, the secured creditor has decided that the secured asset may be put to sale, by holding an E- Auction of the secured asset on **09.08.2023** at a reserve price of **Rs. 3,55,60,355/- (Rupees Three Crore Fifty-Five Lakhs Sixty Thousand Three Hundred Fifty-Five Only)** for the said secured assets.
- The date for inspection of the said secured asset is fixed on **03.08.2023 and 04.08.2023 between 11:00 a.m. to 5:00 p.m.** The offers for the said secured asset should reach the office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS as Earnest Money Deposit on/before **07.08.2023** before 5:00 p.m., at the price, the details of which are mentioned in paragraph 4 herein above. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of Aditya Birla Finance Limited.
- That this sale notice of 15 days, at pre-sale stage, is being given to you the addressees in compliance of 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 **09.08.2023**.
- That since the sale of secured assets will be affected by holding E-Auction, the secured creditor is also causing a public notice as given under Security Interest (Enforcement) Rules, 2002, which has been

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published in two leading newspapers on 18.07.2023 including one in vernacular language having wide circulation at Surat, Gujarat.

9. The detailed terms and conditions of E-Auction is available 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 Agaswal*  
(Authorized Officer)



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