

ADITYA BIRLA FINANCE LTD.

Registered Office: Indian Rayon Compound, Veraval, Gujarat 362 266.

Branch Office: 1st Floor, Vijaya Building, 17, Barakhamba Road, New Delhi-110001.

Contact Nos: - 1. Aditya Birla Finance Limited, Authorized Officer : Mr. Bhupender Tanwar and Mobile Nos. 9999993832

2. Auction Service Provider - Auction Tiger, (ASP), Contact Person Name & Number – Ram Sharma – 9978591888 Contact no. 079-68136880/68136837

Mob.: +91 9265562821/18

E Mail : support@auctiontiger.net

E-Auction Sale Notice (For Subsequent Sale)

Pursuant to taking possession of the secured asset mentioned hereunder by the Authorized Officer of Aditya Birla Finance Limited under the **Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002** (54 of 2002) for the recovery of amount due from borrower/s, offers are invited by the undersigned in sealed covers for purchase of immovable property, as described hereunder, which is in the physical possession, on on 'As Is Where Is Basis', 'As Is What Is Basis' and 'Whatever Is There Is Basis', Particulars of which are given below:

Borrower(s) / Co-Borrower(s)/ Guarantor(s)	Demand Notice Date and Amount	Description of the Immovable property	Reserve Price (RP)	Earnest Money Deposit (EMD) (10% of RP)	Total Loan Outstanding (As on 30.06.22)
1.On Quest Merchandising India Pvt. Ltd. 2.Rajat Sehra, 3.Sarika Sehra, 4. Snehlata Sehra, 5. Upendra Sehra	18.06.2021 for Rs. 6,69,20,183.11/-	ALL THAT PIECE AND PARCEL OF Property THE MORTGAGED PROPERTY bearing no. A-204, 3rd Floor, Defence Colony, New Delhi-110024..	Rs. 3,45,00,000/-	Rs. 34,50,000/-	Rs. Rs. 7,32,04,659/- (Rs. Seven Crore Thirty Two Lakh Four Thousand Six Hundred Fifty Nine Only)

The Terms and Conditions of the E-Auction are as under:

1. E-Auction is being held on "AS IS WHERE IS BASIS", "AS IS WHAT IS BASIS", and "WHATEVER IS THERE IS BASIS" and will be conducted "Online". The Auction will be conducted through the ABFL approved online auction service provider "Auction Tiger"
2. **Last Date of Submission of Bid/Offer** in the prescribed tender forms along with EMD and KYC is **19/07/2022 up to 03:00 PM** at the Branch Office address mentioned herein above. Bid Form that are not filled up or Bids received beyond last date will be considered as invalid Bid and shall accordingly be rejected. No interest shall be paid on the EMD.
3. **Date of E-Auction** for Property is **20/07/2022** at the web portal <https://sarfaesi.auctiontiger.net> from **11:00 AM to 1:00 PM with unlimited extensions of 5 Minutes each.**
4. The Bid/offer will be opened in the presence of the Authorised Officer.
5. **Date of Inspection of the Immovable Property** is on **15/07/2022** between **12.00 PM to 04.00 PM.**
6. The online bidder hereby agrees that once he/she has formally registered a qualified Bid before authorized officer will have to express their interest to participate through the E-auction bidding platform, by submitting this document. It shall be the tenderer's/online bidder's sole responsibility to procure his/her login id and password from auction service provider

7. Further interest will be charged as applicable, as per the Loan Agreement on the amount outstanding in the notice and incidental expenses, costs, etc., is due and payable till its realization.
8. The notice is hereby given to the Borrower/s, Mortgager and Guarantor/s they can bring the intending buyers/purchasers for purchasing the immovable property as described herein above, as per the particulars of terms and Conditions of Sale.
9. **The Borrower(s)/Co-Borrower(s)/Guarantor(s) were given 15 DAYS SALE NOTICE UNDER THE SARFAESI ACT, 2002 (as per the revised guidelines in the Gazette of India notification dated 03/11/2016)** to pay the outstanding sum before date of Auction publication failing which the immovable property will be auctioned and balance, if any, will be recovered with interest and costs.
10. The detail terms and conditions of the auction sale are incorporated in the prescribed tender form. Tender forms are available at the above mentioned Zonal/Branch office.
11. The immovable property will be sold to the highest tenderer/Bidder in E- Auction. The Authorized Officer reserves the absolute discretion to allow inter se bidding with minimum Bid increment amount. The Property as mentioned will not be sold below Reserve Price.
12. The Tenderer(s) / Offerer(s) / Prospective Bidder(s) / Purchaser(s) are hereby notified that the secured asset will be sold with the Encumbrances and dues payable to Statutory Authority (if any) and are also requested, in their own interest, to satisfy himself / themselves/ itself with regard to the above and other relevant details pertaining to the above mentioned secured asset before submitting the tenders.
13. **Aditya Birla Finance Ltd is not responsible for any liabilities whatsoever pending upon the property as mentioned above. The Property shall be auctioned on 'As Is Where Is Basis', 'As Is What Is Basis' and 'Whatever Is There Is Basis'.**
14. The Total Loan Outstanding amount is not the loan foreclosure amount. All other charges (if any) shall be calculated at the time of closure of the loan.
15. The Demand Draft Should be made in favor of **'Aditya Birla Finance Limited'**.
16. Wherever applicable, its responsibility of auction purchaser to deduct Tax at Source (TDS) @ 1% of the total sale consideration on behalf of the resident owner on the transfer of immovable property having consideration equal to ₹ 50 lacs and above and deposit the same with appropriate authority u/s 194 IA of Income Tax act.

For further details, contact the Authorized Officer, at the above mentioned Office address.

SD/-

Date : 01/07/2022

Place: Delhi

Mr. Bhupender Tanwar (Authorised Officer)

For Aditya Birla Finance Limited