



By Speed Post/ Email

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

Dated:01.02.2024

To,

1. M/s Mamta Selection

Proprietorship firm through its Proprietor
Mr. Wadhvani Kishor S.

Having its address at:

No. 2 Parmeshwar Shopping Centre
Nr, Naroda Bus Stop
Naroda, Ahmedabad
Gujarat 382330

Also at:

Unit No. 47/1, New G Ward,
Opp. Ganga Nagar Society,
Kubernagar
Ahmedabad- 382475

2. Wadhvani Kishore S.

Address at:

No. 2 Parmeshwar Shopping Centre
Nr, Naroda Bus Stop
Naroda, Ahmedabad
Gujarat 382330

3. Ms. Kamlaben Shyamlal Wadhvani

Address at:

No. 2 Parmeshwar Shopping Centre
Nr, Naroda Bus Stop
Naroda, Ahmedabad
Gujarat 382330

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

REF: Loan Account No. ABFLAHMLAP0000037823

SUBB: Notice of 15 days for Sale under PROVISIO TO RULE 9(1) of SECURITY INTEREST (ENFORCEMENT) RULES, 2002 for sale of Secured Asset i.e. All that part and parcel of

Aditya Birla Finance Limited

Gcorp Tech Park, 13th Floor, Next to Big Bazaar Mall, Kasarvadavli,
Ghodbunder Road, Thane (West) - 400615.
+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





the mortgage property, being "Unit No. 47/1, New G Ward, Opp. Ganga Nagar Society, Kubernagar, Ahmedabad-382475 (In respect of Room No. 47/1, Forming part of C.S. No. 2204, of Mouje- Sardarnagar, Dist.Ahmedabad-342001)"

Sir/ Madam,

1. This is with reference to our earlier sale notice dated **28.12.2023** issued to your good self-giving a notice of 15 days under 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 **"Unit No. 47/1, New G Ward, Opp. Ganga Nagar Society, Kubernagar, Ahmedabad-382475 (In respect of Room No. 47/1, Forming part of C.S. No. 2204, of Mouje- Sardarnagar, Dist.Ahmedabad-342001)"**

Hereinafter referred to as **"Secured Asset"**.

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 02.07.2021 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.41,65,936 (Rupees Forty One Lakhs Sixty Five Thousand Nine Hundred Thirty Six Only)** by way Outstanding Principal, arrears (including accrued late charges) and interest till **10.05.2021** 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. The Authorized Officer had fixed the reserve price of the secured asset at an amount of Rs.28,37,000/- (Rupees Twenty-Eight Lakhs Thirty-Seven Thousand Only) for the E-Auction conducted on 20.11.2023 however, the said E-Auction failed due to lack of bids. The Authorized Officer has put up the secured asset on sale for the second time on 17.01.2024 at an amount of Rs.25,53,300/- (Rupees Twenty-Five Lakhs Fifty-Three Thousand Three Hundred Only) however, the said E-Auction also failed due to lack of bids.
5. That the secured creditor has decided that the secured asset may be put to sale for the third time, by holding a public auction through E-auction mode on **20.02.2024** at a reserve price of **Rs.22,97,970/- (Rupees Twenty-Two Lakhs Ninety-Seven Thousand Nine Hundred Seventy only)** and Earnest Money Deposit Amount for the secured Asset is as **Rs.2,29,797/- (Rupees Two Lakhs Twenty-Nine Thousand Seven Hundred Ninety-Seven Only)**.
6. The date for inspection of the said asset is fixed from 12.02.2024 till 16.02.2024. 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 **19.02.2024** before 5:00 p.m. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favor of Aditya Birla Finance Limited.



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Aditya Birla Finance Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA CAPITAL

7. 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 asset 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 **20.02.2024**
8. That since the sale of secured asset 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 01.02.2024 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>

For Aditya Birla Finance Limited

(Authorized Officer)



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intertek