

Aditya Birla Finance Ltd.

(A subsidiary of Aditya Birla Capital Ltd.)



**ADITYA BIRLA
CAPITAL**

PROTECTING INVESTING FINANCING ADVISING

By Speed Post/ Email

Notice under Rule 8(6) of Security Interest (Enforcement) Rules, 2002

Date:04th April, 2022

To,

1.	On Quest Merchandising India Pvt. Ltd. D-7/1, Basement, Okhla, Phase-2, New Delhi-110020. Email:- rajat.sehra@gmail.com Mobile No: 9810300353 Also At:- K 59, AB Basement, Kalkaji, New Delhi-110019.	2.	Rajat Sehra House no.4031, Tower No.4, ATS One Hemlet, Sector-104, Noida, Uttar Pradesh-201304. Email: rajat.s@onquestmerchandising.com sehra_1980@yahoo.com onquest@gmail.com Mobile No: 9810300353
3.	Sarika Sehra House no.4031, Tower No.4, ATS One Hemlet, Sector-104, Noida, Uttar Pradesh-201304. Contact no.9818467873	4.	Snehlata Sehra House no.4031, Tower No.4, ATS One Hemlet, Sector-104, Noida, Uttar Pradesh-201304.
5.	Upendra Sehra House no.4031, Tower No.4, ATS One Hemlet, Sector-104, Noida, Uttar Pradesh-201304.		

**REF: LOAN ACCOUNT NUMBER 12009200161, 12009200282, 12009200343,
12009200448, 12009200563, 0152902, 0152904.**

Aditya Birla Finance Ltd.
(A subsidiary of Aditya Birla Capital Ltd.)
Plot No.17, 1st Floor, Vijaya Building, Barakhamba Road, New Delhi - 110001.
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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SUB: NOTICE OF 30 DAYS FOR SALE UNDER RULE 8(6) OF SECURITY INTEREST (ENFORCEMENT) RULES, 2002 FOR SALE OF SECURED ASSET I.E. ALL THAT PART AND PARCEL OF THE MORTGAGE PROPERTY, BEING PROPERTY BEARING NO. A-204, 3RD FLOOR, DEFENCE COLONY, NEW DELHI-110024." MORTGAGED WITH ADITYA BIRLA FINANCE LIMITED.

Sir/ Madam,

1. 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).
2. That thereafter, a demand notice dated 18.06.2021 U/S 13(2) of the Securitisation 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 within 60 days of the said notice and as such the secured creditor has taken physical possession of immovable property being **"All that part and parcel of the property bearing no. A-204, 3rd Floor, Defence Colony, New Delhi-110024."** in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder;
3. That thereafter, the authorized officer has obtained valuation of the secured asset from an approved valuer and in consultation with the secured creditor, has fixed the reserve price of the secured asset i.e. All that part and parcel of the property bearing no. A-204, 3rd Floor, Defence Colony, New Delhi-110024 at **Rs. 3,94,54,800/- (Rupees Three Crores Ninety Four Lakhs Fifty Four Thousand Eight Hundred Only).**
4. That the secured creditor has decided that the secured asset may be put to sale by holding public auction through E-auction mode.
5. That this sale notice of 30 days, at pre-sale stage, is being given to you the addressees in compliance of Rule 8(6) of Security Interest (Enforcement) Rules, 2002 and you

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are hereby informed and notified that the aforesaid secured asset shall be put to sale, in whole, 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 **13th May, 2022** (or any day thereafter).

6. That since the sale of secured asset will be effected by holding public auction through e-auction mode, the secured creditor shall cause a public notice as given under Security Interest (Enforcement) Rules, 2002, which is being published in two leading newspapers including one in vernacular language having wide circulation.
7. 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

Chitresh B.
(Authorized Officer)
1st Floor, Vijaya Building, 17,
Barakhamba Road, New Delhi-110001.