

Aditya Birla Finance Ltd.

(A subsidiary of Aditya Birla Capital Ltd.)



**ADITYA BIRLA
CAPITAL**

PROTECTING INVESTING FINANCING ADVISING

By Speed Post/ Email

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

To,

Date: 28.01.2023

1	M/s Happy Brothers, Through Proprietor, 307, Industrial Area-A, Ludhiana, Punjab-141003.	2	Mr. Rakesh Kumar Jain, House No. 130, F/2, Kitchlu Nagar Extension, Civil Lines, Ludhiana, Punjab. Contact No.9781951100
3	Mrs. Kapoor Mala Jain, House No. 130, F/2, Kitchlu Nagar Extension, Civil Lines, Ludhiana, Punjab.	4	Sneh Lata Jain, House No.1125, street no.1, Vishnupuri, Bindraban Road, Civil Lines, Ludhiana, Punjab.
5	Rashmi Jain, House No.1125, street no.1, Vishnupuri, Bindraban Road, Civil Lines, Ludhiana, Punjab.	6	Ripan Jain, House No.1125, street no.1, Vishnupuri, Bindraban Road, Civil Lines, Ludhiana, Punjab.
7	Amit jain, House No.1125, street no.1, Vishnupuri, Bindraban Road, Civil Lines, Ludhiana, Punjab.	8	Ruchi Jain, House No.1125, street no.1, Vishnupuri, Bindraban Road, Civil Lines, Ludhiana, Punjab.
9	Simmi Jain, House No. 130, F/2, Kitchlu Nagar Extension, Civil Lines, Ludhiana, Punjab.		

SUB: Notice of 15 Days For Sale 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 Mortgaged Property Being "Plot no.513, measuring 377 yards located at MC no. 130 F/2, Kitchlu Nagar, Ludhiana, Punjab. Khasra No.15//5, Khata No. 457/471, Hadbast no.158,

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D-17, Sector-3, Noida - 201301.

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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Jamabandhi year 2004-2005, Village Haibowal Kurad, Kitchlu Nagar, New Ashok Vihar Tehsil, Ludhiana, Punjab".

REF: Loan A/C No. 80000657, 80001872, 80002548, 80002549, 80002547, 80001871, 0300901, 0300903.

Sir/ Madam,

Aditya Birla Finance Limited ("**ABFL**") is serving upon you the borrowers namely Happy Brothers, Rakesh Kumar Jain, Kapoor Mala Jain, Sneh Lata Jain, Rashmi Jain, Ripan Jain, Amit Jain, Ruchi Jain and Simmi Jain (hereinafter collectively referred to as the "**Borrowers**") the present notice for sale of the Secured Asset being "All that part and parcel of the property bearing no. "Plot no.513, measuring 377 yards located at MC no. 130 F/2, Kitchlu Nagar, Ludhiana, Punjab. Khasra No.15//5, Khata No. 457/471, Hadbast no.158, Jamabandhi year 2004-2005, Village Haibowal Kurad, Kitchlu Nagar, New Ashok Vihar Tehsil, Ludhiana, Punjab." ("**Secured Asset**") under proviso to Rule 9(1) of the security interest (Enforcement) Rules, 2002.

1. That after availing the aforesaid loans the Borrowers 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 **16.06.2021** U/S 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) was duly served upon all the Borrowers, however the Borrowers failed to make the payment of demanded amount i.e. **Rs. 3,93,39,611.40/- (Rs. Three Crores Ninty Three Lakhs Thirty Nine Thousand Six Hundred Eleven and Forty Paise Only) as on 07.06.21** within 60 days of the said notice and as such the secured creditor i.e. ABFL has taken physical possession of Secured Asset in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder.
3. That after due compliance of the applicable rules of Security Interest (Enforcement) Rules, 2002 and provisions of SARFAESI Act,2002, the Secured Asset was put to sale by way of public auctions through e-auction mode on 08.12.2022 and 18.01.2023. However, the said auctions failed due to lack of bids.
4. Therefore, in exercise of its right as a secured creditor under the provisions of the SARFAESI Act, 2002 and rules framed thereunder, the secured creditor i.e. ABFL has again decided to put the Secured Asset on sale by way of public auction through E -auction Mode on 20.02.2023 in compliance of provisions of SARFAESI Act, 2002 and rules frame thereunder.
5. Further, please note that in consultation with the Secured Creditor the authorized officer of ABFL has obtained valuation of the Secured Asset from an approved valuer

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In compliance of Rule 8 (5) of the Security Interest (Enforcement) Rules, 2002 and fixed the reserve price of the Secured Asset at Rs. 2,14,96,500/- (Rupees Two Crore Fourteen Lakhs Ninety Six Thousand Five Hundred Only).

6. Now, please take notice that the said Secured Asset will be sold by the undersigned by E-Auction on 20.02.2023. The date for inspection of the said secured asset is fixed on 10.02.2023 & 16.02.2023 between 11 AM to 5 PM. The Reserve Price in respect of sale of the said Secured Asset shall be Rs. 2,14,96,500/- (Rupees Two Crore Fourteen Lakhs Ninety Six Thousand Five Hundred Only).
7. The offers for the said Secured Asset should reach the Office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS for Rs.21,49,650/- (Rupees Twenty One Lakh Forty Nine Thousand Six Fifty Only) as Earnest Money Deposit on/before 18.02.2023 at Plot No. 17, 1st Floor, Vijaya Building, Barakhamba Road, New Delhi- 110001 or at SCO-130-132,1st Floor, Apra Tower,Feroze Gandhi Market,Ludhiana-141001.The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of "Aditya Birla Finance Limited".
8. That this sale notice of 15 days, at pre-sale stage, is being given to the Borrowers 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, in whole, by holding public auction through e-auction mode on "**As is where is**", "**As is what is**", and "**Whatever there is**" basis after **15** clear days from this notice on 20.02.2023.
9. 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.
10. That the Borrowers attention 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.
11. For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor's website i.e. www.adityabirlafinance.com or <https://sarfaesi.auctiontiger.net>.

For Aditya Birla Finance Limited



Jahirul Islam Laskar,
(Authorized Officer)
1st Floor, Vijaya Building, 17,
Barakhamba Road, New Delhi-110001.

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