

Aditya Birla Finance Ltd.

(A subsidiary of Aditya Birla Capital Ltd.)



ADITYA BIRLA  
CAPITAL

PROTECTING INVESTING FINANCING ADVISING

**APPENDIX - IV-A**

[Refer proviso to rule 8 (6)]

**SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES**

E-Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) & Rule 9(1) of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor (s) that the below-described immovable properties mortgaged/charged to the Secured Creditor, the **Physical Possession** of which has been taken by the **Authorised Officer of Aditya Birla Finance Limited**, the Secured Creditor, will be sold on "**As is where is**", "**As is what is**", and "**Whatever there is**" on **29<sup>th</sup> March 2023** for recovery of Rs. Rs. 3,37,84,573/- (Rupees Three Crore Thirty-Seven Lakh Eighty-Four Thousand Five Hundred Seventy-Three Only) (*This amount is exclusive of TDS Calculation and Pre-Payment Charges, as applicable*) due to Aditya Birla Finance Limited, the Secured Creditor, as on September 21<sup>st</sup>, 2021 from **1. Roop Fashions Private Limited (Borrower) Through its Directors 2. M/s Satyam Designs (Co-Borrower), Through its Authorised Signatory/Proprietor 3. M/s Nilamber Fashions (Co-Borrower) Through its Authorised Signatory/Proprietor 4. Babu Lal Diwan (Co-Borrower) 5. Nirmal Kumar Diwan (Co-Borrower) 6. Ranjana Diwan (Co-Borrower) 7. Sunita Diwan (Co - Borrower) 8. Piyush Diwan (Co - Borrower).**

**The Reserve Price will be Rs. 3,28,05,000/- (Rupees Three Crores Twenty-Eight Lakhs Five Thousand Only) and the Earnest Money Deposit will be Rs. 32,80,500 (Rupees Thirty-Two Lakhs Eighty Thousand Five Hundred Only).**

**Description of the Immovable Property: -**

ALL THAT PIECE AND PARCEL of the Office No. 1 B on the 1<sup>st</sup> Floor measuring 1620 square feet of the building being partly one-storied and partly two-storied messuages tenements or dwelling house and hereditaments together with piece or parcel of revenue redeemed land or ground thereunto belonging and on part whereof the same is erected and build containing by estimation one Bigha, nine Cottahs be the same a little more or less situated and lying at and being premises

Aditya Birla Finance Ltd.  
(A subsidiary of Aditya Birla Capital Ltd.)  
Room No. 401, 4th Floor, 24, Camac Square, Kolkata - 700016.  
Toll-free number 1800-270-7000  
care.finance@adityabirlacapital.com | <https://abfl.adityabirlacapital.com>

ADITYA BIRLA FINANCE LTD.  
Authorised Officer

Registered Office:  
Indian Rayon Compound, Veraval,  
Gujarat - 362 266.  
CIN: U65990GJ1991PLC064603



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No. 97, (formerly No. 41), Park Street being holding No. 9 in Block X in the South Division of the town of Calcutta also together with all other rights of user of the common part portions in the said building and/or the said premises. The said premises are butted and bounded as follows:

On the North: By Park Lane,

On the South: By premises No. 99 (Formerly No. 42) Park Street, partly by Park Street, partly by Premises No. 95 (formerly No. 40) Park Street and partly by premises No. 93 (formerly 39) Park Street;

On the East: By premises No. 99 (Formerly No. 43) Park Street;

On the West: By partly by Premises No. 95 (formerly No. 40) Park Street and partly by premises No. 93 (formerly 39) Park Street;

For detailed terms and conditions of the sale, please refer to the link provided in the website of Aditya Birla Finance Limited i.e. [www.adityabirlafinance.com](http://www.adityabirlafinance.com) or <https://sarfaesi.auctiontiger.net>

Date: 11<sup>th</sup> March, 2023

Place: Kolkata

ADITYA BIRLA FINANCE LTD.

Authorised Officer  
ADITYA BIRLA FINANCE LIMITED

Tanmoy Banerjee  
7596946467

Aditya Birla Finance Ltd.

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