



**By Speed Post**

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

Date: 3rd July, 2023

To,

1. M/s Sumitra Enterprises,  
Shop No. 1, Devgan Market,  
Ward No.12, HP Gas Agency,  
Amloh Road, Preet Nagar,  
Khanna, Punjab-141401.

Also At:-

Shop bearing no. B-5-903,  
Sahnewal Kalan, Purana Bazzar,  
Ludhiana, Punjab-141401.

2. Varinder Kaushal,  
House No. 1, Ward No.12,  
HP Gas Agency, Amloh Road,  
Preet Nagar, Khanna,  
Punjab-141401.

Also At:-

Shop bearing no. B-5-903,  
Sahnewal Kalan, Purana Bazzar,  
Ludhiana, Punjab-141401.

3. Anjali Kaushal,  
House/ Shop No. 1, Ward No.12,  
HP Gas Agency, Amloh Road,  
Preet Nagar, Khanna,  
Punjab-141401.

**REF: LOAN ACCOUNT NO. 80000917, 80001152, 80003917, 80003918, MINACS0237201.**



**SUB: Notice of 15 Days For Sale Under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 For Sale of Secured Asset i.e. All That Part and Parcel of the Mortgaged Properties Being :**

**Property No. 1 - Shop Bearing MCL NO. B-5-903, Sahnewal Kalan, Purana Bazaar, Ludhiana, Punjab-141401**

**&**

**Property No. 2 - Khewat No. 225/206, Khatoni No. 268, Khasra No. 36//16/2 (5-10), 37//11/1 (2-10), 37//11/2 (4-12) 2 (5-19), 12, Village Badeenpur, Tehsil Amluh, District FATEHGARH SAHIB, Punjab- 140407”**

**&**

**Property No. 3 - Khasra no. 43/2/1,9, Khata no. 1148/ 1588, Jamabandi years 2001-2002, Amluh Road Village, Khanna Kalan, Tehsil Khanna, Ludhiana, Punjab-141401”**

Sir/ Madam,

1. That after availing the aforesaid loans you the above-named addressees 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 **12.01.2022** 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 addressees but you failed to make the payment of demanded amount i.e. **Rs. 1,51,58,081.88/- (Rupees One Crore Fifty One Lakhs Fifty Eight Thousand Eighty One and Eighty Eight Paise Only) as on 03.12.21** within 60 days of the said notice and as such the secured creditor has taken physical possession of immovable properties being “All that part and parcel of the property bearing no. “Shop Bearing Mcl No. B-5-903, Sahnewal Kalan Purana Bazaar, Ludhiana, Punjab-141401 (hereinafter referred to as **Property 1**) & Property No. Khewat No. 225/206, Khatoni No. 268, Khasra No.36//16/2 (5-10), 37//11/1 (2-10), 37//11/2 (4-12) 2 (5-19), 12, Village Badeenpur, Tehsil Amluh, District Fatehgarh Sahib, Punjab (hereinafter referred to as **Property 2**) & Property No. Khasra no. 43/2/1,9, Khata no. 1148/ 1588, Jamabandi years 2001-2002, Amluh Road Village, Khanna Kalan, Tehsil Khanna, Ludhiana, Punjab-141401” (hereinafter referred to as **Property 3**) 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 above stated secured assets to put the Secured Asset on sale by way of public auctions through e-auction mode which were fixed on 03.02.2023, 29.03.23, 22.05.23 & 30.06.23 for Properties No. 1 & 2 and on 24.03.23, 22.05.23 & 30.06.23 for Property No. 3, However, the said auctions have been failed due to lack of bids.
4. That the secured creditor has decided further that the secured asset may be put to sale by holding public auction through E-auction mode.
5. That this sale notice of 15 days, at pre-sale stage, is being given to you the addressees in compliance of 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”** after 15 clear days from this notice on **24.07.23**
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. Now, please take notice that the said Properties will be sold by the undersigned by E-Auction on **24.07.23** at Plot No. 17, 2nd Floor, Vijaya Building, Barakhamba Road, New Delhi-110001 or at SCO-130-132, 1<sup>st</sup> Floor, Apra Tower, Feroze Gandhi Market, Ludhiana-141001. Inspection of the properties can be done with advance request to Authorized Officer between 12.00 PM to 4.00 PM.
8. The Reserve Price in respect of sale of the said Properties shall be as under :
  - **Rs. 15,59,659/- (Rs. Fifteen Lakh Fifty Nine Thousand Six Hundred Fifty Nine Only) - Property 1**
  - **Rs. 28,04,536/- (Rupees Twenty Eight Lakh Four Thousand Five Hundred Thirty Six Only- For Property 2**
  - **Rs. 32,55,239/- (Rupees Thirty Two Lakh Fifty Five Thousand Two Hundred Thirty Nine Only) - For Property No. 3**
9. The offers for the said Properties should reach the Office of the undersigned along with Demand Draft/ NEFT / RTGS for :
  - **Rs. 1,56,000/- (Rupees One lakh Fifty Six Thousand Only) - For Property 1**
  - **Rs. 2,81,000/- (Rs. Two Lakh Eighty One Thousand) - For Property 2**



- **Rs. 3,26,000/- (Rupees Three Lakh Twenty Six Thousand Only) - For Property 3** as Earnest Money Deposit on/before **22.07.23** up to 5.00 PM. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of Aditya Birla Finance Limited.
10. Please treat this as notice under Rule 9 sub-rule 1 of the Security Interest (Enforcement) Rules, 2002, where hereby we give you notice of 15 days that the sale of the secured asset/s on the terms mentioned above shall be effected. It is needless to add that you are entitled to settle your loan account by making payment of our entire dues with all costs, charges and expenses any time before above date fixed for sale.
  11. That the attention of you the above named 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.
  12. ABFL reserves its right to reject any offer or cancel the said auction at any stage without assigning any reasons.
  13. For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor's website i.e. [www.adityabirlafinance.com](http://www.adityabirlafinance.com) or <https://sarfaesi.auctiontiger.net>

**For Aditya Birla Finance Limited**



**Bhupender Tanwar.**  
(Authorized Officer)

**2<sup>nd</sup> Floor, Vijaya Building, 17,  
Barakhamba Road, New Delhi-110001.**