



SALE BY PRIVATE TREATY OF IMMOVABLE ASSET CHARGED TO ADITYA BIRLA FINANCE LIMITED UNDER THE SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT 2002.

The undersigned being the Authorized Officer of Aditya Birla Finance Limited ("ABFL") has taken the physical possession of the immovable property/Secured Asset being "All that part and parcel of the property situated at on the **First Floor** measuring about an area a little more or less 1470 Square Feet super built up consisting of 3 (Three) Rooms, 2 (Two) Bathrooms, 1 (One) Kitchen Room, 1 (One) Balcony, 1 (One) Drawing Room and together with 1 (One) Car Parking on the Ground Floor together with the undivided one fourth share and/or portion of the land property being at and under the said ALL THAT piece and parcel of land measuring about an area a little more or less 2 Cottahs, 14 Chittacks and 20 Square Feet comprised at and under the premises no. 16, Janak Road, Police Station – Tollygunge, Ward No. 87 of the Kolkata Municipal Corporation, Kolkata – 700029 and District South 24 Parganas together with the common areas roof, benefits, amenities, facilities, spaces and others thereof (hereinafter referred to as "**Secured Asset**") under Section 13(4) of the Securitization & Reconstruction of Financial Assets and Enforcement of Security interest Act, 2002 ("**SARFAESI Act, 2002**") which stood secured in favor of ABFL towards financial facility availed by the Borrowers/Co-Borrowers namely **M/S. PIONEER SUPPLIERS. Ltd, Mr. ANUP BHALOTIA and MR. AJAY BHALOTIA** (hereinafter collectively referred to as "**Borrowers**") from ABFL.

The undersigned is enforcing its security interest against the Secured Asset as described hereinabove by way of sale through private treaty under the provisions of SARFAESI Act, 2002 and rules framed thereunder. The Authorized Officer has received an expression of interest from a prospective purchaser towards purchase of the said Secured Asset. The Sale of the said Secured Asset will be effected on "**AS IS WHERE IS BASIS**", "**AS IS WHAT IS BASIS**" and "**WHATEVER THEREIS BASIS**" on 20.01.2023 for recovery of outstanding amount to the tune of Rs. **2,81,60,628.14/- (Rupees Two Crores Eighty One Lakhs Sixty Thousand Six Hundred Twenty Eight and Fourteen Paise Only)**/- due as on 14th November, 2019 along with further interest charged thereon due to ABFL from the Borrowers. The sale price is fixed at Rs. 95,25,000/- (Rupees Ninety Five Lakhs Twenty Five Thousand Only).

ADITYA BIRLA FINANCE LTD.


AUTHORISED OFFICER

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

Aditya Birla Finance Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA CAPITAL

The Borrowers and the public in general are hereby informed that all the requisitions under the provisions of SARFAESI Act, 2002 and the Security Interest (Enforcement) Rules, 2002 have been complied with, and ABFL is now under the process of enforcing its security interest by effecting sale of the said Secured Asset by way of private treaty as prescribed under the provisions of Rule 8 (5)(d) read with Rule 8 (8) of Security Interest (Enforcement) Rules, 2002.

Further the Borrowers attention is invited to provisions of sub-section (8) of Section 13 of SARFAESI Act, 2002 in respect of time available, to redeem the said Secured Asset.

Date: 02.01.2023

Place: Kolkata

Authorized Officer

ADITYA BIRLA FINANCE LTD.
(Aditya Birla Finance Limited)
AUTHORISED OFFICER