**Auction of the property situated at**

Registration District Ahmedabad Sub District Ahmedabad-3 (Memon Nagar City) Taluka Mouje-Memon Nagar,T.P. Scheme no. 01, Final plot no. 54, (Old Revenue Survey no. 25/2 & 30/1), Khushman Co-operative Housing Society Ltd. Subhash road, Gurukul road, Memon Nagar, Sub Plot no. 2+3+4 of 957.26 sq. meter. On the said plot “ Shilp Corner” named project is located having Showrooms, Shops and Housing scheme in which property located on 3rd floor Shop no. 310 admeasuring to 75.50 sq meter.

1. **Description of Immovable Properties**

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| --- | --- | --- | --- | --- | --- | --- |
| Sr. No. | Borrowers/ Guarantors Name | Owners Name | Description of immovable property/secured asset | Reserve Price | Earnest Money Deposit (EMD) (10% of RP) | Total Loan Outstanding  (As on 04-11-2020 ) |
| 1. | Mr.Hardik Bali / Mr. Jitendrakumar S. Bali / Mrs. Asha Bali | Mr. Asha Bali | Shop no 310, 3rd floor, Shilp Corner , Khushman Co-operative Housing Society Ltd. Subhash road, Gurukul road, Memon Nagar Ahmedabad - 380 052. Admeasuring to 75.50 sq meter | Rs.36,00,000/- | Rs. 3,60,000 | Rs 2,50,50,353/-(Rupees Two Crore Fifty Lakhs Fifty Thousand Three Hundred Fifty Three Only) |

1. **Time and place of auction:**

**Date: 24**th November, 2020**,**

**Time:** between 2pm to 4 pm web portal [https://sarfaesi.auctiontiger.net](about:blank) from **with unlimited extensions of 5 Minutes each.**

**Place:** Through E- Auction. Name and contact details of the Authorized Officer **(“AO”)** of Financial Institution i.e. Aditya Birla Finance Limited **(“ABFL”)** – **Mr. Devang Mehta** –**07575002570**. Auction Tiger -Auction Service Provider (ASP) Mr.Chintan Bhatt Mob- 09978591888 / 07968136851.

**The Terms and Conditions of the E-Auction are as under:**

1. E-Auction is being held on “AS IS WHERE IS BASIS”, “AS IS WHAT IS BASIS”, and “WHATEVER IS THERE IS BASIS” and will be conducted ‘‘Online”. The Auction will be conducted through ABFL’s approved auction service provider **“M/s E-Procurement Technologies Limited (Auction Tiger)“**.
2. **Last Date of Submission of Tender/Sealed Bid/Offer** in the prescribed tender forms along with EMD and KYC is 23rd November, 2020 from 10:00 am to 5:00 pm at the Branch Office address at Aditya Birla Finance Ltd, Ratnakar Nine Square, A-wing/301-303, Opp.Keshav Baugh Party Plot, Vastrapur, Ahemdabad. Tenders that are not filled up or tenders received beyond last date will be considered as invalid tender and shall accordingly be rejected. No interest shall be paid on the EMD.
3. **Date of E-Auction** for immovable property/secured asset is 24th November, 2020 at the web portal [https://sarfaesi.auctiontiger.net](about:blank) from between 2pm to 4 pm **with unlimited extensions of 5 Minutes each.**
4. The online auction would be conducted through service provider visible to all bidders and each bidder would be having opportunity to increase/improve their bid as per terms and conditions.
5. The bid price to be submitted shall be above the Reserve Price fixed by the AO and the bidders shall further improve their offer in multiples of Rs. 10,000/- (Rupees Ten Thousand only).
6. The immovable property/secured asset will not be sold below the Reserve Price set by the AO of ABFL. The bid quoted below the Reserve Price shall be rejected and the EMD deposited shall be forfeited.
7. The successful bidder shall have to pay 25% of the purchase amount (including Earnest Money) already paid within 24 hours of the closure of the E-Auction sale proceedings. The Balance 75% of the purchase price shall have to be paid within 15 (fifteen) days from the date of confirmation of the sale by the AO of ABFL or such extended period as maybe agreed upon in writing by and solely at the discretion of the AO of ABFL, as prescribed under Security Interest (Enforcement) Rules, 2002 failing which ABFL shall forfeit amounts already paid/deposited by the purchaser.
8. **Date of Inspection of the Immovable Property** is on **19th** November, 2020 between 10:00 am to 05:00 pm.
9. The tenderer/online bidder hereby agrees that once he/she has formally registered a qualified tender before AO will have to express their interest to participate through the E-auction bidding platform, by submitting this document. It shall be the tenderer's/online bidder's sole responsibility to procure his/her login id and password from auction service provider
10. Further interest will be charged as applicable, as per the Loan Agreement on the amount outstanding in the notice and incidental expenses, costs, etc., is due and payable till its realization.
11. The notice is hereby given to the Borrower/s and Guarantor/s they can bring the intending buyers/purchasers for purchasing the immovable property/secured asset as described herein above, as per the particulars of terms and Conditions of Sale.
12. **Since in above mentioned cases wherein Sale Notice was issued/published earlier also therefore, the Borrower(s)/Co-Borrower(s)/Guarantor(s) are hereby given 15 DAYS SALE NOTICE UNDER THE SARFAESI ACT, 2002 (as per the revised guidelines in the Gazette if India notification dated 03/11/2016)** to pay the sum mentioned as above before the date of Auction failing which the immovable property/secured asset will be auctioned and balance, if any, will be recovered with interest and costs. If the Borrower pays the amount due to ABFL, in full before the date of sale, auction is liable to be stopped.
13. The detail terms and conditions of the auction sale are incorporated in the prescribed tender form. Tender forms are available at the above mentioned Zonal/Branch office.
14. The immovable property/secured asset will be sold to the highest tenderer/Bidder in E- Auction. The AO of ABFL reserves its absolute discretion to allow inter se bidding with minimum Bid increment amount. The immovable property/secured asset as mentioned will not be sold below Reserve Price.
15. The Tenderer(s) / Offerer(s) / Prospective Bidder(s) / Purchaser(s) are hereby notified that the immovable property/secured asset will be sold with the Encumbrances and dues payable to Statutory Authority (if any) and are also requested, in their own interest, to satisfy himself / themselves/ itself with regard to the above and other relevant details pertaining to the above mentioned immovable property/secured asset before submitting the tenders.
16. ABFL is not responsible for any liabilities whatsoever pending upon the immovable property/secured asset as mentioned above. The Property shall be auctioned on ‘As Is Where Is Basis’, ‘As Is What Is Basis’ and ‘Whatever Is There Is Basis’.
17. The Total Loan Outstanding amount is not the loan foreclosure amount. All other charges (if any) shall be calculated at the time of closure of the loan.
18. The Demand Draft Should be made in favor of **‘Aditya Birla Finance Limited’** payable at **Ahmedabad.**
19. Wherever applicable, its responsibility of auction purchaser to deduct Tax at Source (TDS) @ 1% of the total sale price on behalf of the resident owner on the transfer of immovable property having consideration equal to ₹ 50 lacs and above and deposit the same with appropriate authority u/s 194 IA of Income Tax act.

Date :- 06th November, 2020 Sd/-

Authorised Officer

Place :- AHEMDABAD Aditya Birla Finance Limited