**APPENDIX- IV-A**

**[See proviso to rule 8 (6) of the Security Interest (Enforcement) Rules, 2002]**

**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) 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 property mortgaged/charged to the Secured Creditor i.e. Aditya Birla Finance Limited, the physical possession of which has been taken by the Authorised Officer of Aditya Birla Finance Limited, will be sold on **“As is where is”, “As is what is”, and “Whatever there is”** on 24/11/2020, for recovery of Rs 2,50,50,353/-(Rupees Two Crore Fifty Lakhs Fifty Thousand Three Hundred Fifty Three Only) due as on 04/11/2020 to Aditya Birla Finance Limited from the Borrowers/Co-Borrowers/Guarantors namely Hardik Jitendrakumar Bali / Jitendrakumar S Bali / Asha J Bali. The reserve price will be Rs. 36,00,000/- (Rupees Thirty Six Lakhs Only) and earnest money deposit of Rs. 3,60,000/- (Rupees Three Lakhs Sixty Thousand Only) for Secured Assets addresses mentioned below.

**Property details mentioned herein below** : -

**Shop no 310, Shilp Corner , Gurukul,Memnagar,Nr Subhash Chowk, Ahmedabad**

For detailed terms and conditions of the sale, please refer to the link available at Aditya Birla Finance Limited’s website i.e. https://personalfinance.adityabirlacapital.com/properties-for -auction-under-sarfaesi-act.aspx

Date: 4/11/2020 (Authorized Officer)

Place: Ahmedabad Aditya Birla Finance Limited

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**2. Auction Service Provider (ASP) Chintan Bhatt Mob- 09978591888 / 07968136851.**

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