



By Speed Post/ Email

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

Date: 28.10.2023

To,

1. M/S CEL LINK (Proprietorship/ Borrower)

Represented by its Proprietor Mr. Asit Champaklal Bhavsar
F2, Chetan Apartment, Jetalpur Road,
Opp. Enjoy Restaurant, Alkapuri,
Vadodara, Gujarat-390007.

Also at:

Residential Property- Flat No. 2,
Shashwat Flat, Opp Soham Bunglow,
Near Shobhana Nagar, Vasna Road,
Vadodara, Gujarat-390015.

Also at:

Commercial Property- Flat No. 2 (102),
First Floor, Chetan Apartment, Opp Enjoy Restaurant,
Jetalpur Road, Alkapuri, Vadodara, Gujarat-390007.

2. ASIT CHAMPAKLAL BHAVSAR (Guarantor)

Flat No. 2, Shashwat Flat,
Opp. Soham Bunglow, Near Shobhana Nagar,
Vasna Road, Vadodara, Gujarat-390015.

Also at:

F2, Chetan Apartment, Jetalpur Road,
Opp. Enjoy Restaurant, Alkapuri,
Vadodara, Gujarat-390007.

3. VEERA ASIT BHAVSAR (Guarantor)

Flat No. 2, Shashwat Flat,
Opp. Soham Bunglow, Near Shobhana Nagar,
Vasna Road, Vadodara, Gujarat-390015.

Also at:

F2, Chetan Apartment, Jetalpur Road,
Opp. Enjoy Restaurant, Alkapuri,
Vadodara, Gujarat-390007.

.....(hereinafter collectively referred to as '**Borrower/s, Guarantor/s, Mortgagor/s**')



Aditya Birla Finance Limited

10th Floor, R-Tech Park, Ground Floor, Nirlon Complex, Off Western Express Highway,
Goregaon (East), Mumbai - 400063.

+91 22 4356 7100 | (F) +91 22 4356 7266 | Toll-free number 1800-270-7000

care.finance@adityabirlacapital.com | <https://abfl.adityabirlacapital.com>

Registered Office:

Indian Rayon Compound, Veraval,
Gujarat -362 266

CIN: U65990GJ1991PLC064603



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Aditya Birla Finance Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA CAPITAL

SUB: LOAN ACCOUNT NO. 80003336, HCFVADLOC00001001157,
HCFVADTER00001001156 AND HCFVADTER00001001226

REF: **SALE NOTICE DATED 30.10.2023**

Sir/ Madam,

1. This is with reference to the Sale Notice dated **30.10.2023** giving a notice of 15 days under Rule 8(6) read with proviso to 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 1: All that piece and parcel of immovable property being Residential premises situated at Flat No. 2, on Ground floor and basement appurtenant thereto consisting total built up area of 1542.90 Sq. Feet (i.e.143.39 Sq. Mtrs.) (G.F. 942.90 Sq. Feet, basement 600 Sq. Feet) having proportional share in land admeasuring 71.71 Sq. Mts. in "Shashwat Flats" situated in land admeasuring total 750 Sq. Mts. in R.S.No. 308, T.P. Scheme No. 15, Final Plot No. 105 of Moje Saiyad Vasna in registration district- Vadodara, Sub-district: Vadodara, butted and bounded as:

On the North: Other Plot
On the South: Parking Place
On the East: Adjacent Plot
On the West: Flat No. 1

Property 2: All that piece and parcel of immovable property being Commercial premises situated at Flat No. F-2/102 having 1080 Sq. Feet construction area on first floor in Chetan Apartment constructed on Plot No.15 in Anand Society situated in Revenue Survey No. 552, Hissa No. 7 & 8 in Vadodara Kasba, District- Vadodara, butted and bounded as:

On the North: Flat No. F-2/103
On the South: Stair case/ Common Passage, OTS & Flat No.F-2/101
On the East: 30 ft Road
On the West: Plot No. 16

Hereinafter referred to as "**Secured Assets**".

2. That after availing the aforesaid loans you the above-named addresses 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).



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- That thereafter, a demand notice dated 09.11.2022 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 addresses but you failed to make the payment of demanded amount i.e. **Rs. 3,35,55,095.35/- (Rupees Three Crores Thirty-Five Lakhs Fifty-Five Thousand Ninety-Five and Paise Thirty-Five Only) due and payable as on 07.11.2022** within 60 days of the said notice and as such the secured creditor has taken physical possession of the secured asset in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder.
- That thereafter, the Authorized Officer has obtained valuation of the secured assets from an approved valuer and in consultation with the secured creditor, had fixed the reserve price of the secured asset as below:

Sr. No.	Description of Properties	EMD Amount (in Rs.)	Reserve Price (in Rs.)
1	Property 1	6,31,858.50	63,18,585/-
2	Property 2	4,37,400/-	43,74,000/-
		10,69,258.50	1,06,92,585/-

It is stated that the first and second E-Auction of the above-mentioned Secured Assets was conducted on 10.08.2023 and 26.10.2023 at the Reserve Price of **Rs.1,18,80,650/- (Rupees Once Crore Eighteen Lakhs Eighty Thousand Six Hundred Fifty Only)**, however, the said E- Auctions did not materialize due to lack of bids.

- The secured creditor has decided that the secured assets may be put to sale once again for the third time at the same Reserve Price, by holding an E- Auction of the secured assets on **21.11.2023**.
- The date for inspection of the said secured assets is fixed from **06.11.2023 to 10.11.2023 between 11:00 a.m. to 5:00 p.m.** The offers for the said secured assets i.e. Property 1 and Property 2 should reach the office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS as Earnest Money Deposit for the amounts mentioned in Point 4 and 5 herein above on/before **20.11.2023** before 5:00 p.m. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of Aditya Birla Finance Limited.
- That this sale notice of 15 days, at pre-sale stage, is being given to you the addressees in compliance of proviso to Rule 9(1) of Security Interest (Enforcement) Rules, 2002 and you are hereby informed and notified that the aforesaid secured assets shall be put to sale, 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 **21.11.2023**.
- That since the sale of secured assets will be affected by holding E-Auction, the secured creditor is also causing a public notice as given under Security Interest (Enforcement) Rules, 2002, which has been published in two leading newspapers on 30.10.2023 including one in vernacular language having wide circulation at Vadodara, Gujarat

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9. The detailed terms and conditions of E-Auction is available on website <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>
10. That the attention of you the abovenamed 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.

For Aditya Birla Finance Limited

Anil Aggarwal
(Authorized Officer)



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