

**APPENDIX - IV-A**

*[Refer proviso to rule 8 (6)]*

**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) & Rule 9(1) 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 i.e. Land and Building along with Plants and Machinery situated therein, commonly mortgaged/charged to the Secured Creditor for **loan accounts of M/s. Arham Management Solutions Private Limited, Through its Directors and M/s. Petal Creation, Through its Proprietor**, respectively, the **Physical Possession** of which has been taken by the **Authorised Officer of Aditya Birla Finance Limited**, the Secured Creditor, will be sold on "As is where is", "As is what is", and "Whatever there is" on **23<sup>rd</sup> June 2023** for recovery of **Rs. 3,61,10,093.73/- (Rupees Three Crore Sixty-One Lakhs Ten Thousand Ninety-Three and Seventy-Three Paise)** and **Rs. 3,42,98,126.12/- (Rupees Three Crore Forty-Two Lakhs Ninety-Eight Thousand One Hundred Twenty-Six and Twelve paise Only)**, both distinctly due as on 26.05.2021 and Interest thereon *(These amounts are exclusive of TDS Calculation and Pre-Payment Charges, as applicable)* due to **Aditya Birla Finance Limited**, the Secured Creditor from the loan accounts of **(1) M/s. Arham Management Solutions Private Limited, Through its Directors (Borrower) and M/s. Petal Creation, Through its Proprietor (Borrower) respectively, (2) M/s. Petal Concept, Through its Proprietor (Co-Borrower in both accounts), (3) M/s. Panther Uniforms, Through its Proprietor (Co-Borrower in both accounts), (4) M/s. Petal Creations, Through its Proprietor (Co-Borrower in both accounts), (5) Vijay Kumar Choraria (Guarantor in both accounts), (6) Pukhraj Devi Choraria (Guarantor in both accounts), (7) Amit Kumar Choraria (Guarantor in both accounts) and (8) Naveen Choraria (Guarantor in both accounts).**

The reserve price of Immovable Property i.e., Land and Building will be Rs. 5,80,94,600.00/- (Rupees Five Crore Eighty Lakhs Ninety-Four Thousand Six Hundred Only) and the earnest money deposit will be Rs. 58,09,460/- (Rupees Fifty-Eight Lakhs Nine Thousand Four Hundred Sixty only).

The reserve price for Plants and Machinery situated in the below described Immovable Property i.e., Land and Building, is fixed at Rs. 15,28,000/- (Rupees Fifteen Lakhs Twenty-Eight Thousand only) and the earnest Money Deposit will be Rs. 1,52,800 /- (Rupees One Lakh Fifty-Two Thousand Eight Hundred only).

**Description of the Immovable Property: -**

ALL THAT PIECE AND PARCEL OF Bastu Land measuring an area of 5 (Five) Cottahs 15 (Fifteen) Chittaks 29 (Twenty Nine) Sq. ft. with 1450 Sq. ft. pucca structure standing thereon situated at R.S. Dag No. 173 under R.S. Khatian No. 321 and 455, Touzi No. 736 Corresponding to L.R. Dag No. 180 under L.R. Khatian No. 1985 of Touzi No. 9, J.L. No. 40, Mouza Thanamakua within Howrah Municipal Corporation Ward No. 45 within the jurisdiction of District Registry Office Howrah and Additional District Sub Registry Office Ranihati, P.S. – Sankrail, District Howrah – 711109 with all right to use common passage with all easement right and other advantage thereto and butted and bounded as follows:

On the North: Portion of R.S. Dag No. 173,

On the South: Plot of Uttam Dey on R.S. Dag No. 173,

On the West: Demarcated plots on remaining portion of R.S. Dag No. 173,

On the East : 30' ft. wide Road.

For detailed terms and conditions of the sale, please refer to the link provided in the website of Secured Creditor's Aditya Birla Finance Limited i.e.

<https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>

Date: 15<sup>th</sup> May 2023

Place: Kolkata

**Authorised Officer**  
**Aditya Birla Finance Limited**

Contact No. 7596946467