



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 Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with 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 properties mortgaged/charged to the Secured Creditor, the **Physical Possession** of which has been taken by the **Authorized 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 **21st February, 2024** for the recovery of **Rs. Rs.3,61,10,093.73/- (Rupees Three Crore Sixty-One Lakhs Ten Thousand Ninety-Three and Paise Seventy-Three only)** as on 26-05-2021 (*This amount is exclusive of TDS Calculation and Pre-Payment Charges, as applicable*) due to Aditya Birla Finance Limited, the Secured Creditor from **1. M/S ARHAM MANAGEMENT SOLUTIONS PVT. LTD. (Borrower) Through its directors, 2. M/S PETAL CONCEPT (CO-BORROWER) through its Proprietor, 3. M/S PANTHER UNIFORMS (Co-Borrower) through its proprietor, 4. M/S PETAL CREATIONS (Co-Borrower) through its Proprietor, 5. Mr. VIJAY KUMAR CHORARIA (Guarantor), 6. PUKHRAJ DEVI CHORARIA (Guarantor), 7. MR. AMIT KUMAR CHORARIA (Guarantor) and 8. MR. NAVEEN CHORARIA (Guarantor)** and for the recovery of further sum of **Rs.3,42,98,126.12/- (Rupees Three Crores Forty-Two Lakhs Ninety-Eight Thousand One Hundred Twenty Six and Paise Twelve only)** as on 26-05-2021 (*This amount is exclusive of TDS Calculation and Pre-Payment Charges, as applicable*) due to Aditya Birla Finance Limited, the Secured Creditor from **1. M/S PETAL CREATIONS (Borrower) through its Proprietor, 2. M/S ARHAM MANAGEMENT SOLUTIONS PVT. LTD. (Co-Borrower) Through its directors, 3. M/S PETAL CONCEPT (CO-BORROWER) through its Proprietor, 4. M/S PANTHER UNIFORMS (Co-Borrower) through its proprietor, 5. Mr. VIJAY KUMAR CHORARIA (Guarantor), 6. PUKHRAJ DEVI CHORARIA (Guarantor), 7. MR. AMIT KUMAR CHORARIA (Guarantor) and 8. MR. NAVEEN CHORARIA (Guarantor).**

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ADITYA BIRLA FINANCE LTD.

AUTHORISED OFFICER

Aditya Birla Finance Limited

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Registered Office:

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



intertek



The Reserve Price of immovable property i.e., Land and Building will be Rs.4,23,50,963/- (Rupees Four Crores Twenty-Three Lakhs Fifty Thousand Nine Hundred Sixty-Three only) and the Earnest Money Deposit will be Rs.42,35,096.30/- (Rupees Forty-Two Lakhs Thirty-Five Thousand Ninety-Six and Paise Thirty 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 Pin - 711 109 which is 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 EAST: 30 ft. wide road.

ON THE WEST: Demarcated plots on remaining portion of R. S. Dag No. 173.

For detailed terms and conditions of the sale, please refer to the link provided on the website of 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: 3rd February, 2024

Place: Kolkata

ADITYA BIRLA FINANCE LTD.
Authorized Officer

AUTHORISED OFFICER
Aditya Birla Finance Limited

Contact No. 9503198114