

Aditya Birla Finance Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA CAPITAL

By Speed Post/ Email

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

Dated:28.12.2023

To,

1. **Gurudev Varsha Auto**
Shop No. 12-13, Ambica Shopping Center,
Isanpur, Ahmedabad
Gujarat 382443

Also at:
GF 9/A, Deep Akruiti Apartment,
Behind L.G. Hospital,
Mukti Medan, Maninagar,
Ahmedabad- 380022

2. **Jayesh Navinbhai Patel**
142, Patel Vas, Isanpur,
Ahmedabad- 382443
3. **Jackvin Jayeshkumar Patel**
142, Patel Vas, Isanpur,
Ahmedabad- 382443

.....(hereinafter collectively referred to as Borrowers/Co-Borrowers)

REF: Loan Account No. ABFLAHMLAP0000083998, ABAHMLAP000000539482 and ABFLAHMLAP0000100294

SUB: Notice of 15 days for Sale under PROVISIO TO RULE 9(1) of SECURITY INTEREST (ENFORCEMENT) RULES, 2002 For Sale of Secured Asset i.e. "Shop No. 1, GF, Deep Akruiti Apartment, Behind L.G. Hospital, Mukti Medan, Maninagar, Ahmedabad- 380008"

Sir/ Madam,

1. This is with reference to the earlier sale notice dated **18.11.2023** issued to your good self-giving a notice of 15 days under 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 mortgage property, being "**Shop No. 1, GF, Deep Akruiti Apartment, Behind L.G. Hospital, Mukti Medan, Maninagar, Ahmedabad- 380008**"

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

Aditya Birla Finance Limited

Gcorp Tech Park, 13th Floor, Next to Big Bazaar Mall, Kasarvadavli,
Ghodbunder Road, Thane (West) - 400615.
+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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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).
3. That thereafter, a demand notice dated 11.01.2023 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.96,43,438/- (Rupees Ninety Six Lakhs Forty Three Thousand Four Hundred Thirty Eight Only)** by way Outstanding Principal, arrears (including accrued late charges) and interest till **03.01.2023** 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.
4. That thereafter, the Authorized Officer has obtained valuation of the secured asset from an approved valuer. The Authorized Officer had fixed the reserve price of the secured asset and conducted E-Auction on multiple occasions however, the said E-Auction failed due to lack of bids. The details of the E-Auctions pertaining to the Secured Asset previously conducted at the Reserve Price are given below:

a. E-Auction held on 31.10.2023

Reserve Price and the EMD Amount

EMD Amount (in Rs.)	Reserve Price (in Rs.)
11,34,000/-	1,13,40,000/-

b. E-Auction held on 07.12.2023

Reserve Price and the EMD Amount

EMD Amount (in Rs.)	Reserve Price (in Rs.)
10,20,600/-	1,02,06,000/-

It is stated that both the E-Auctions did not materialize due to lack of bids.

5. The secured creditor has decided that the secured asset may be put to sale once again for the third time at the Reserve Price of **Rs.91,85,400/- (Rupees Ninety-One Lakhs Eighty-Five Thousand Four Hundred Only)**, by holding an E- Auction of the secured assets on **17.01.2024**, the details of which are given below:

EMD Amount (in Rs.)	Reserve Price (in Rs.)
9,18,540/-	91,85,400/-

6. The date for inspection of the said asset is fixed from 08.01.2024 till 12.01.2024. The offers for the said Property should reach the Office of the undersigned in a sealed envelope along with Demand

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Draft/ NEFT / RTGS at the Earnest Money Deposit on/before **15.01.2024** before 5:00 p.m. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of Aditya Birla Finance Limited.

7. That this instant 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 **17.01.2024**.
8. That since the sale of secured assets will be affected by holding public auction through e-auction mode, the secured creditor is also causing a public notice as given under Security Interest (Enforcement) Rules, 2002, which is also being published in two leading newspapers on 28.12.2023 including one in vernacular language having wide circulation at Ahmedabad.
9. The detailed terms and conditions of E-Auction has been uploaded on website <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>

For Aditya Birla Finance Limited

Authorized Officer)



SP 40120205 <401202>
GSTN No: 27AAAGT0114F1Z5
EPI132683564IN
Counter No:1,OP-Code:PA1
To:GURUDEV V AUTO,
GUJARAT, PIN:382443
From:ADITYA BIRLA FINANCE LTD , MUMBAI
Wt:40grams, ,28/12/2023 ,10:40
Amt:41.00
,CGST @% 3 ,SGST @%: 3.00



SP 40120205 <401202>
GSTN No: 27AAAGT0114F1Z5
EPI132683561IN
Counter No:1,OP-Code:PA1
To:JAT-YESH N PATEL,
GUJARAT, PIN:382443
From:ADITYA BIRLA FINANCE LTD , MUMBAI
Wt:40grams, ,28/12/2023 ,10:41
Amt:41.00
,CGST @% 3 ,SGST @%: 3.00



SP 40120205 <401202>
GSTN No: 27AAAGT0114F1Z5
EPI132683578IN
Counter No:1,OP-Code:PA1
To:GURUDEV V AUTO,
GUJARAT, PIN:380022
From:ADITYA BIRLA FINANCE LTD , MUMBAI
Wt:40grams, ,28/12/2023 ,10:40
Amt:41.00
,CGST @% 3 ,SGST @%: 3.00



SP 40120205 <401202>
GSTN No: 27AAAGT0114F1Z5
EPI132683595IN
Counter No:1,OP-Code:PA1
To:JAXVIN J PATEL,
GUJARAT, PIN:382443
From:ADITYA BIRLA FINANCE LTD , MUMBAI
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