



By Speed Post/ Email

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

Date: 02.01.2024

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 Bungalow,
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 Bungalow, 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 Bungalow, 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

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





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

REF: **SALE NOTICE DATED 02.12.2024**

Sir/ Madam,

1. This is with reference to the earlier Sale Notice dated **01.12.2023** 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 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:

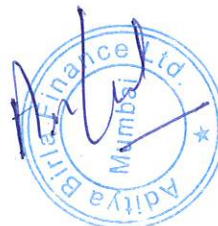
On the North: Other Plot
On the South: Parking Place
On the East: Adjacent Plot
On the West: Flat No. 1

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).



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





3. 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.
4. That thereafter, the Authorized Officer has obtained valuation of the secured assets from an approved valuer. The Authorized Officer had fixed the reserve price of the secured assets basis the valuation received and conducted E-Auction on multiple occasions however, the said E-Auctions failed due to lack of bids. The details of the E-Auctions previously conducted at the Reserve Price are given below:

a. E-Auction held on 10.08.2023

Reserve Price and the EMD Amount

Sr. No.	Description of Properties	EMD Amount (in Rs.)	Reserve Price (in Rs.)
1	Property 1	7,02,065/-	70,20,650/-
2	Property 2	4,86,000/-	48,60,000/-
		11,88,065/-	1,18,80,650/-

b. E-Auction held on 26.10.2023

Reserve Price and the EMD Amount

Sr. No.	Description of Properties	EMD Amount (in Rs.)	Reserve Price (in Rs.)
1	Property 1	7,02,065/-	70,20,650/-
2	Property 2	4,86,000/-	48,60,000/-
		11,88,065/-	1,18,80,650/-

c. E-Auction held on 21.11.2023

Reserve Price and the EMD Amount

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/-

d. E-Auction held on 19.12.2023



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





Reserve Price and the EMD Amount

Sr. No.	Description of Properties	EMD Amount (in Rs.)	Reserve Price (in Rs.)
1	Property 1	5,68,672.70	56,86,727/-
2	Property 2	3,93,660/-	39,36,600/-
		9,62,332.70	96,23,327/-

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

5. The secured creditor has decided that the secured assets may be put to sale once again for the fifth time at the Reserve Price of **Rs. 86,60,994/- (Rupees Eighty-Six Lakhs Sixty Thousand Nine Hundred Ninety-Four Only)**, by holding an E- Auction of the secured assets on **23.01.2024**, the details of which are given below:

Sr. No.	Description of Properties	EMD Amount (in Rs.)	Reserve Price (in Rs.)
1	Property 1	5,11,805.4	51,18,054/-
2	Property 2	3,54,294/-	35,42,940/-
		8,66,099.4	86,60,994/-

6. The date for inspection of the said secured assets is fixed from **15.01.2024 to 19.01.2024 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 5 herein above on/before **22.01.2024** 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 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 **23.01.2024**.
8. 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 01.12.2023 including one in vernacular language having wide circulation at Vadodara, Gujarat



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



Aditya Birla Finance Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA CAPITAL

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>

For Aditya Birla Finance Limited

Anil Aggarwal
(Authorized Officer)



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

