



By Speed Post/ Email

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

Dated:10.02.2024

To,

1. Mr. Mayur Nagindas Shah,
18 Lalan Building,
Navin Devi Dayal Marg,
Mulund West.
Mumbai- 400080

Also At: -

Flat No. 401, 4th Floor,
A Wing, Majestic Heights,
Gat No. 203, Seawoods,
Navi Mumbai - 400706

Also At: -

Flat No. 402, 4th Floor,
B Wing, Majestic Heights,
Gat No. 203, Seawoods,
Navi Mumbai - 400706

Also At:

201, 2nd Floor, Dolphin Pride
Plot No. 2 B, GES, Sector 34 -A,
Owe, Kharghar, Taluka Panvel,
Distt. Raigad Navi Mumbai - 410210

2. Mrs. Hansa Shah,
18 Lalan Building,
Navin Devi Dayal Marg,
Mulund West.
Mumbai- 400080

Also At: -



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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Aditya Birla Finance Ltd.

(A part of Aditya Birla Capital Ltd.)



ADITYA BIRLA CAPITAL

Flat No. 401, 4th Floor,
A Wing, Majestic Heights,
Gat No. 203, Seawoods,
Navi Mumbai - 400706

Also At: -

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Also At:

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Plot No. 2 B, GES, Sector 34 -A,
Owe, Kharghar, Taluka Panvel,
Distt. Raigad Navi Mumbai - 410210

3. M/s D.B Enterprise NX & Mayur Super Mart,
Shop No. 57, Lalan Building,
P K Road, Devidayal Marg,
Mulund West, Mumbai- 400080

Also At: -

Flat No. 401, 4th Floor,
A Wing, Majestic Heights,
Gat No. 203, Seawoods,
Navi Mumbai - 400706

Also At: -

Flat No. 402, 4th Floor,
B Wing, Majestic Heights,
Gat No. 203, Seawoods,
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(Hereinafter collectively referred to as "Borrowers")



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**REF: Loan Account Nos. ABFLTHALAP0000063774 and
ABFLMUMLAP0000109084**

**SUB: Notice of 30 days in terms of Rule 9(1) of Security Interest
(Enforcement) Rules, 2002 For Sale of the immovable properties being:**

**1) Flat No. 401, 4th Floor, A Wing, Majestic Heights, Gat No. 203,
Seawoods, Navi Mumbai - 400706**

**2) Flat No. 402, 4th Floor, B Wing, Majestic Heights, Gat No. 203,
Seawoods, Navi Mumbai - 400706**

(hereinafter referred to as "immovable property/ Secured Asset").

Sirs,

1. This is with reference to our notice dated 02.01.2024 issued to your good self-giving a notice of 30 days under Rule 8(6) of Security Interest (Enforcement) Rules, 2002 and Section 13(8) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI ACT, 2002) wherein we called upon you to redeem the above-mentioned Secured Assets by exercising your rights under Section 13(8) of the SARFAESI Act, 2002. Vide the said notice, we called upon you to pay a sum of **Rs.4,94,73,308.16 (Rupees Four Crore Ninety-Four Lakhs Seventy-Three Thousand Three Hundred Eight and paise Sixteen Only)** by way of Outstanding Principal, arrears (including accrued late charges) and interest till 15.11.2023 with all costs, charges and expenses incurred by it prior to the date of publication of public notice for transfer of the Secured Asset by any one mode as contemplated under the Act. That you had failed to exercise your rights under Section 13(8) of the SARFAESI Act, 2002.
2. That after availing the aforesaid loan from Aditya Birla Finance Ltd (ABFL/Secured Creditor), You had committed default in repayment of the loan amount and in view of the continuous default of more than the time period stipulated under the relevant applicable guidelines/circulars for asset classification issued by Reserve Bank of India (RBI), the above referred loan account of the Borrower was classified as **Non-Performing Asset (NPA) on 15.08.2021** in accordance with the concerned guidelines issued by Reserve Bank of India (RBI).
3. That thereafter, a demand notice dated 24.08.2021 u/s 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) was duly served upon You but You failed to make the payment of demanded amount i.e. Rs.3,91,61,296 (Rupees Three Crore Ninety One Lakhs

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Sixty One Thousand Two Hundred Ninety Six Only) by way of Outstanding Principal, arrears (including accrued late charges) and interest till 09.09.2021 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 on 21.08.2023.

4. That, the Secured Creditor has decided that the Secured Asset may be put to sale in accordance with Rule 8(5) by issuing a public notice in the newspaper. It is stated that the Authorized Officer has obtained valuation of the above-mentioned secured assets from an approved valuer and in consultation with the secured creditor, had fixed the Reserve Price of the secured assets, the details of which are given below:

Flat Nos.	Reserve Price (in Rs.)	Earnest Money Deposit Amount (in Rs.)
Flat No. 401, 4th Floor, A Wing, Majestic Heights	1,28,50,750/-	12,85,075/-
Flat No. 402, 4th Floor, B Wing, Majestic Heights	1,28,50,750/-	12,85,075/-
Total	Rs.2,57,01,500/-	Rs.25,70,150/-

5. That the secured creditor has decided that the secured asset may be put to sale, by holding a public auction through E-auction mode on **20.03.2024** at a Reserve Price and Earnest Money Deposit Amount, the details of which are mentioned in point 2 herein above.
6. The date for inspection of the said asset is fixed from 04.03.2024 till 08.03.2024 The offers for the said Property should reach the Office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS at the Earnest Money Deposit on/before 18.03.2024 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 30 days, at pre-sale stage, is being given to you the addressees in compliance of 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 30 clear days from this notice on 20.03.2024
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



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published in two leading newspapers on 10.02.2024 including one in vernacular language having wide circulation at Mumbai.

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

Anil Aggarwal
(Authorized Officer)



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