

**By Speed Post**

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

**Date: 28.02.24**

To,

**M/s Bedi S Creations,**  
Shop no. F-06, Cross Road Mall,  
1 Old Survey Road, Dehradun, Uttarakhand-248001.

**Amit Kumar,**  
Flat no. T3, C-Block,  
Shivalik Apartments, Canal Road, In front of  
Officers Colony, Kishenpur, Dehradun, Uttarakhand-248009.

**Pooja Pant,**  
Flat no. T3, C-Block,  
Shivalik Apartments, Canal Road, In front of  
Officers Colony, Kishenpur, Dehradun, Uttarakhand-248009.

**Shashi Bala Bedi,**  
184/2 [New no.181/3],  
Special Wing, Plot no.4, Prem Nagar, Dehradun,  
Uttarakhand-248007.

**SUBJECT: Notice of 15 Days For Sale Under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 For Sale of Secured Asset i.e. All That Part and Parcel of the Mortgaged Property Being “ Municipal no. 184/2(New No.181/3) Special Wing, at Plot no. 4 Prem Nagar, Dehradun”**

**REFERENCE: Loan Account No. ABFLDHRLAP0000049891.**

Sir/ Madam,

Aditya Birla Finance Limited (“**ABFL**”) is serving upon you the borrowers namely **M/s. Bedi S Creations, Amit Kumar, Pooja Pant and Shashi Bala Bedi** (hereinafter collectively referred to as the “**Borrowers**”) the present notice for sale of the Secured Asset being “All that part and parcel of the Property bearing no.

**“ Municipal no. 184/2(New No.181/3) Special Wing, at Plot no. 4 Prem Nagar, Dehradun” (“Secured Asset”)** under Rule 9(1) of the Security Interest (Enforcement) Rules, 2002.

1. That after availing the aforesaid loans the Borrowers 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).
2. That thereafter, a demand notice dated **01.09.2021** 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 all the Borrowers, however, the Borrowers failed to make the payment of demanded amount i.e. **Rs. 31,68,631/- (Rupees Thirty One Lakhs Sixty Eight Thousand Six Hundred Thirty One Only)** due as on **04.08.2021** within 60 days from the date of the said notice and as such the secured creditor i.e. ABFL has taken physical possession of the Secured Asset in compliance of the provisions of the SARFAESI Act, 2002 and rules framed thereunder.
3. Therefore, in consultation with the Secured Creditor the authorized officer of ABFL had obtained valuation of the Secured Asset from an approved valuer in compliance of Rule 8 (5) of the Security Interest (Enforcement) Rules, 2002 and put the Secured Asset on sale by way of public auctions through e-auction mode which was fixed on 08.12.23, however, the said auction has failed due to lack of bids.
4. Therefore, in exercise of its right as a secured creditor under the provisions of the SARFAESI Act, 2002 and rules framed thereunder, the secured creditor i.e. ABFL has decided to put the Secured Asset on sale by way of public auction through E –auction Mode on **22.03.2024** in compliance of provisions of SARFAESI Act, 2002 and rules frame thereunder .
5. Further, please note that in consultation with the Secured Creditor the authorized officer of ABFL has fixed the reserve price of the Secured Asset as **Rs. 23,27,130/- (Rs. Twenty Three Lakh Twenty Seven Thousand One Hundred Thirty Only)** as per below break up :

<b>Description of Property</b>	<b>Reserve Price</b>	<b>EMD Amount</b>
<i>All that part and parcel of the property bearing no : “Municipal no. 184/2(New No.181/3) Special Wing, at Plot no. 4 Prem Nagar, Dehradun”</i>	<i>Rs. 23,27,130/- (Rs. Twenty Three Lakh Twenty Seven Thousand One Hundred Thirty Only)</i>	<i>Rs.2,33,000/- (Rs. Two Lakh Thirty Three Thousand Only)</i>

6. The inspection of the said secured asset can be done by requesting in advance to Authorized Officer of ABFL between 12.00 PM to 04.00 PM.
7. The offers for the said Secured Asset should reach the Office of the undersigned along with Demand Draft/ NEFT / RTGS for **Rs.2,33,000/- (Rs. Two Lakh Thirty Three Thousand Only)** as Earnest Money Deposit on or before **21.03.2024** at Plot No. 17, 2nd Floor, Vijaya Building, Barakhamba Road, New Delhi- 110001. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of “Aditya Birla Finance Limited”.
8. That this sale notice of 30 days, at pre-sale stage, is being given to the Borrowers in compliance of **Rule 9(1)** of Security Interest (Enforcement) Rules, 2002 and you are hereby informed and notified that the aforesaid Secured Asset shall be put to sale, in whole, by holding public auction through e-auction mode on “**As is where is**”, “**As is what is**”, and “**Whatever there is**” basis after 30 clear days from this notice on **22.03.24**.
9. That since the sale of Secured Asset will be effected by holding public auction through e-auction mode, the secured creditor shall cause a public notice as given under Security Interest (Enforcement) Rules, 2002, which is being published in two leading newspapers including one in vernacular language having wide circulation.
10. That the attention of the Borrowers is also invited to provisions of sub-section (8) of Section 13 (as amended w.e.f. 01.09.2016) of SARFAESI Act, 2002 in respect of time available, to redeem the secured asset.
11. For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor’s website i.e. [www.adityabirlafinance.com](http://www.adityabirlafinance.com) or <https://sarfaesi.auctiontiger.net>.

**For Aditya Birla Finance Limited**

**Bhupender Tanwar.**  
**(Authorized Officer)**  
**2nd Floor, Vijaya Building, 17,**  
**Barakhamba Road, New Delhi-110001.**