



**By Speed Post**

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

**Date: 20.01.24**

To,

1. M/s ATS Housing Private Limited (“**Borrower/Mortgagor**”)  
711/92, Deepali, Nehru Place,  
New Delhi- 110019
2. M/s Assertive Infrastructure Private Limited (“**Co-Borrower/Mortgagor**”)  
711/92, Deepali, Nehru Place,  
New Delhi- 110019
3. M/s Seaview Lifespace Private Limited (“**Mortgagor**”)  
711/92, Deepali, Nehru Place,  
New Delhi- 110019

Also At:

ATS Tower, Plot No. 16,  
Sector 135, Noida,  
Uttar Pradesh- 201301

4. Geetambar Anand (“**Guarantor**”)  
C-226, Sector-44,  
Noida, Uttar Pradesh- 201305

**SUBJECT: Notice of 15 Days For Sale Under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 For Sale of Secured Assets mentioned below**

Sir/ Madam,

Aditya Birla Finance Limited (“**ABFL**”) is serving upon you the borrowers namely **M/s ATS Housing Private Limited, M/s Assertive Infrastructure Private Limited, M/s Seaview Lifespace Private Limited, Mr. Geetambar Anand** (hereinafter collectively referred to as the “**Borrowers**”) the present notice for sale of the Secured Asset mentioned below in schedule (“**Secured Asset**”) under **Rule 9(1) of the Security Interest (Enforcement) Rules, 2002.**

**Aditya Birla Finance Limited**

1st Floor, Vijay Building, 17, Barakhamba Road, New Delhi - 110001.  
+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





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 **16.12.22** 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. 118,60,43,912/- (Rupees One Hundred Eighteen Crores Sixty Lakhs Forty Three Thousand Nine Hundred Twelve Only)** due as on **15.12.22** 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 17.01.24, however, the said auction has failed due to lack of bids
4. Therefore, Further 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 Assets on sale by way of public auction through E –auction Mode on **16.02.2024** 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 obtained valuation of the Secured Asset from an approved valuer in compliance of Rule 8 (5) of the Security Interest (Enforcement) Rules, 2002 and fixed the reserve price of the Secured Assets as **Rs.67,04,75,000/- (Rs. Sixty Seven Crore Four Lakh Seventy Five Thousand Only)** as per below break up :

All That Part & Parcel of the below noted Mortgage Properties bearing no.: **Group Housing Project known as “ATS Pristine-2” situated at on all that piece & parcel of land situated at Plot No. SC-01/A-1, Sector -150 Noida, Gautam Budh Nagar, U.P.**

Sr No	Unit No	Project	Type	Saleable	Reserve Price	EMD Amount
				Area		
				(sq ft)		
1	P1014	Pristine-2	Apartment	1700	Rs.1,87,00,000/-	Rs.18,70,000/-



2	P1PH1	Pristine-2	Penthouse	6300	Rs.5,67,00,000/-	Rs.56,70,000/-
3	P1PH2	Pristine-2	Penthouse	6300	Rs.5,67,00,000/-	Rs.56,70,000/-
4	P2222	Pristine-2	Apartment	1750	Rs.1,66,25,000/-	Rs.16,62,500/-
5	P2PH1	Pristine-2	Penthouse	6300	Rs.5,67,00,000/-	Rs.56,70,000/-
6	P2PH2	Pristine-2	Penthouse	6300	Rs.5,67,00,000/-	Rs.56,70,000/-
7	P3PH1	Pristine-2	Penthouse	6300	Rs.5,67,00,000/-	Rs.56,70,000/-
8	P3PH2	Pristine-2	Penthouse	6300	Rs.5,67,00,000/-	Rs.56,70,000/-
9	P4203	Pristine-2	Apartment	1750	Rs.1,66,25,000/-	Rs.16,62,500/-
10	P4214	Pristine-2	Apartment	1750	Rs.1,66,25,000/-	Rs.16,62,500/-
11	P4PH2	Pristine-2	Penthouse	6300	Rs.5,67,00,000/-	Rs.56,70,000/-
<b>Sub-total (A)</b>					<b>46,54,75,000</b>	

**And**

All That Part & Parcel of the below noted Mortgage Properties bearing no.:- **Group Housing Project known as "ATS Pristine-1" situated at on all that piece & parcel of land situated at Plot No. SC-01/A-1, Sector -150 Noida, Gautam Budh Nagar, U.P.**

<b>Pristine 1</b>						<b>EMD Amount</b>
12	2PH1	Pristine-1	Penthouse	6300	Rs.5,67,00,000/-	Rs.56,70,000/-
13	3PH2	Pristine-1	Penthouse	4200	Rs.3,78,00,000/-	Rs.37,80,000/-
14	Villa-7	Pristine-1	Villa	8500	Rs.11,05,00,000/-	Rs.1,10,50,000/-
<b>Sub-total (B)</b>					<b>Rs. 20,50,00,000/-</b>	
<b>Grand Total (A+B)</b>					<b>Rs. 67,04,75,000/-</b>	

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 as Earnest Money Deposit on or before **15.02.2024** 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 8(6) 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 15 clear days from this notice on **16.02.24**
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)  
1<sup>st</sup> Floor, Vijaya Building, 17,  
Barakhamba Road, New Delhi-110001.