



PROTECTING INVESTING FINANCING ADVISING

Aditya Birla Housing Finance Ltd.

**Authorized officers : Mr Tung Dhvaj Kaushik Mob ;-09873662400, & - Mr Mandeep Luthra;-919999009978 Aditya Birla Housing Finance Limited | D-17, Basement, Sector 3, Noida, UP 201301 Reg office at Indian Rayan Compound , Veraval Gujrat -362266.**

Pursuant to taking possession of the secured asset mentioned hereunder by the Authorized Officer of Aditya Birla Finance Limited under the **Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (54 of 2002)** for the recovery of amount due from borrower/s, offers are invited by the undersigned in sealed covers for purchase of immovable property, as described hereunder, which is in the possession, **on 'As Is Where Is Basis', 'As Is What Is Basis' and 'Whatever Is There Is Basis',** Particulars of which are given below:-

Name of the Branch & Loan Account No	Borrower s/ Guarant ors Name	Description of Property	Reserve Price & EMD 10%	Outstanding/s dues , interest and charges thereon	Date/Time of e-Auction
Aditya Birla Housing Finance Ltd, <b>D-17 Sec-3 Noida UP</b> Loan Account No. LNDEL0HL-05180006760, LNDEL0HL-07180009176 & LNDEL0HL-05180006765	<b>MR. Arun Kumar ,Mrs Ashima ,Mr Sunil Kumar,M /s ICONIC PRODUCT S INDIA PVT LTD</b>	<b>"ALL PART AND PARCEL OF HOUSE BEARING FLAT NO C-1702,16TH FLOOR TOWER C IN THE GROUP HOUSING RESIDENTIAL PROJECT GODREJ SUMMIT SITUATED AT SECTOR 104, GURGAON, HARYANA BEING AREA</b>	The reserve price will be of Rs. 2,75,80,000/- (Two Crore Seventy Five Lakhs Eighty Thousand Only ). and the Earnest Money Deposit (EMD) will be Rs. 2,75,8000/-(Twenty Seven Lakhs Fifty Eight Thousand Only) on or before 13 <sup>th</sup> Dec 2021.	<b>Rs 3,69,33,535.60 (Three Crore Sixty Nine Lakhs Thirty Three thousand Five Hundred Sixty Paise Only )as on 07<sup>th</sup>April ,2021</b> and interest accrued there upon	14/Dec/2021  12.30 PM to 01.30 PM

		<u>ADMEASURING</u> <u>4925 SQ FT</u> <u>(SUPER AREA).</u>			
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**The Terms and Conditions of the E-Auction are as under:**

1. E-Auction is being held on “AS IS WHERE IS BASIS”, “AS IS WHAT IS BASIS”, and “WHATEVER IS THERE IS BASIS” and will be conducted “Online”. The Auction will be conducted through the ABHFL approved auction service provider “**e-Procurement Technologies Ltd** | Auction Tiger“
2. **Last Date of Submission of Tender/Sealed Bid/Offer** in the prescribed tender forms along with EMD and KYC is **13-Dec-2021 TILL 5 PM** at the Branch Office address mentioned herein above. Tenders that are not filled up or tenders received beyond last date will be considered as invalid tender and shall accordingly be rejected. No interest shall be paid on the EMD.
3. **Date of Inspection of the Immovable Property** from 08/Dec/2021 between 11.00 AM to 1.00 PM.
4. **Date of E-Auction** for Property is **14-Dec-2021** at the web portal <https://sarfaesi.auctiontiger.net> from **12:30 PM to 1:30 PM with unlimited extensions of 5 Minutes each.**
5. The Earnest Money Deposit (EMD) of the successful bidder shall be retained towards part sale consideration and the EMD of unsuccessful bidders shall be refunded. The Earnest Money Deposit shall not bear any interest. The successful bidder shall have to deposit 25% of the sale price, adjusting the EMD already paid, immediately after the acceptance of bid price by the Authorized Officer and the balance 75% of the sale price on or before 15th day of sale or within such extended period as agreed upon in writing by and solely at the discretion of the Authorized Officer. In case of default in payment by the successful bidder, the amount already deposited by the offer shall be liable to be forfeited and property shall be put to re-auction and the defaulting borrower shall have no claim/ right in respect of property/ amount.

6. The bid price to be submitted shall be equivalent to the Reserve Price fixed by the Authorized Officer ("AO") and the bidders shall further improve their offer in multiples of Rs. 10,0000/- (Rupees One Lakhs only).
7. The purchaser shall bear the applicable stamp duties/ additional stamp duty/ transfer charges, fee etc. and also all the statutory/ non-statutory dues, taxes, rates, assessment charges, fees etc. owing to anybody.
8. The Authorized Officer, who is not bound to accept the highest offer, has the absolute right to accept or reject any or all offer(s) or adjourn/ postpone/ cancel the e-Auction without assigning any reason thereof.
9. The bidders are advised to go through the detailed Terms & Conditions of e-Auction Process available on the Web Portal of M/s. **e-Procurement Technologies Ltd.** | AuctionTiger, A-801, Wall Street - II, Opp. Orient Club, Nr. Gujarat College, Ellisbridge, Ahmedabad – 380006 <https://sarfaesi.auctiontiger.net> before submitting their bids and taking part in the e-Auction.
10. The tender/Sealed Bid/offer will be opened by the Authorized Officer after the last date of EMD deposit.
11. The tenderer/online bidder hereby agrees that once he/she has formally registered a qualified tender before authorized officer will have to express their interest to participate through the E-auction bidding platform, by submitting this document. It shall be the tenderer's/online bidder's sole responsibility to procure his/her login id and password from auction service provider.
12. Further interest will be charged as applicable, as per the Loan Agreement on the amount outstanding in the notice and incidental expenses, costs, etc., is due and payable till its realization.
13. The notice is hereby given to the Borrower/s, Co- Borrower/s and Guarantor/s they can bring the intending buyers/purchasers for purchasing the immovable property as described herein above, as per the particulars of terms and Conditions of Sale.
14. The Borrower(s)/Co-Borrower(s)/Guarantor(s) are hereby given 30 DAYS SALE NOTICE UNDER THE SARFAESI ACT, 2002 to pay the sum mentioned as above before the date of Auction failing which the immovable property will be auctioned and balance, if any, will be recovered with interest and costs. If the Borrower pays the amount due to Aditya Birla Housing Finance Ltd, in full before the date of sale, auction is liable to be stopped.
15. The detail terms and conditions of the auction sale are incorporated in the prescribed tender form. Tender forms are available at the above mentioned Zonal/Branch office.
16. The immovable property will be sold to the highest tenderer/Bidder in E- Auction. The Authorized Officer reserves the absolute discretion to allow inter se bidding with minimum Bid increment amount. The Property as mentioned will not be sold below Reserve Price.

17. The Tenderer(s) / Offerer(s) / Prospective Bidder(s) / Purchaser(s) are hereby notified that the secured asset will be sold with the Encumbrances and dues payable to Statutory Authority (if any) and are also requested, in their own interest, to satisfy himself / themselves/ itself with regard to the above and other relevant details pertaining to the above mentioned secured asset before submitting the tenders.
18. Aditya Birla Housing Finance Ltd is not responsible for any liabilities whatsoever pending upon the property as mentioned above. The Property shall be auctioned on 'As Is Where Is Basis', 'As Is What Is Basis' and 'Whatever Is There Is Basis'.
19. The Total Loan Outstanding amount is not the loan foreclosure amount. All other charges (if any) shall be calculated at the time of closure of the loan.
20. The Demand Draft Should be made in favor **of 'Aditya Birla Housing Finance Limited'**.
21. As per Section 194 of Income Tax Act (as amended time to time), if property is sold above 50 Lakhs then buyer will have to pay appropriate TDS to the Government treasury and the TDS certificate has to be deposited in the Bank.
22. The sale certificate shall be issued after receipt of entire sale consideration and confirmation of sale by secured creditor. The sale certificate shall be issued in the name of the successful bidder. No request for change of name in the sale certificate other than the person who submitted the bid/participated in the e Auction will be entertained.
23. Special Instructions: Bidding in the last moment should be avoided. Neither the Company nor Service provider will be responsible for any technical lapse/ power or internet failure etc. in order to avoid such contingent situations bidders are requested to ensure that they are technically well equipped and has all alternatives such as power supply back-up etc., so that they are able to circumvent such situation and are able to participate in the Online Inter-se Bidding, successfully.

Date :- 11<sup>TH</sup> Nov 2021

Place :-Gurgaon Haryana

Sd/-  
Authorised Officer  
Aditya Birla Housing Finance Limited