SALE NOTICE
By R. P. A. D /SPEED POST/COURIER/E-MAIL/HAND DELIVERY

Date: 23.06.2025

To,

1. **MR. PUPINDER SINGH**
   S/O SUKHWINDER SINGH
   SARNANA KOTLI, THAN SINGH
   JALANDHAR-144101
   M-9872172323
   EMAIL – phupinder33@gmail.com

   ALSO AT:
   PUPINDER DAIRY
   THROUGH ITS PROPRIETOR PUPINDER SINGH
   VILLAGE KOTLI THAN SINGH
   JOGINDER KIRYANA STORE
   JALANDHAR-144101

2. **MR. AJMER SINGH**
   S/O SUKHWINDER SINGH
   SARNANA KOTLI, THAN SINGH
   JALANDHAR-144101

3. **MRS. KULWINDER SINGH**
   W/O PUPINDER SINGH
   SARNANA KOTLI, THAN SINGH
   JALANDHAR-144101

SUBJECT: SALE NOTICE UNDER RULE 9 (1) OF SECURITY INTEREST (ENFORCEMENT) RULES, 2002 OF 15 DAYS FOR SALE OF SECURED ASSET PROPERTY MORTGAGED WITH ADITYA BIRLA CAPITAL LIMITED ("SECURED CREDITOR").

REFERENCE: Loan Account No. ABFLJALDSB0000133684

Dear Sir/ Madam,

It is to be noted that on account of amalgamation between Aditya Birla Finance Ltd. and Aditya Birla Capital Ltd. vide the Scheme of Amalgamation dated 11.03.2024 duly recorded in the Order passed by the National Company Law Tribunal - Ahmedabad on 24.03.2025, all legal actions including the possession and sale of the mortgaged property mentioned in Schedule-I below, under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 stands transferred to Aditya Birla Capital Limited, the amalgamated company. Accordingly, this notice is being issued under the by "Aditya Birla Capital Ltd" (hereinafter to be referred as Secured Creditor).

The Secured Creditor is serving upon you the borrowers namely MR. PUPINDER SINGH S/O SUKHWINDER SINGH, MR.AJMER SINGH S/O SUKHWINDER SINGH, MRS.KULWINDER SINGH W/O PUPINDER SINGH the present notice for sale of the Secured Asset being “ALL THAT PIECE AND PARCEL OF ENTIRE PROEPRTY CONSTRUCTED ON LAND MEASURING 29 MARLA 62 SQ.FT. AT SARNANA, JALANDHAR IN KHASRA NO. 25//21/3, 25//22/1, 40//1/2, 40//4/1, 40//4/2, 40//7, 40//8/2, 40//9, 40//12/2, 40//13/, 40//14, 40//3, 40//8/1 “Secured Asset”) under Rule 8(6) 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 **15-NOVEMBER-2024** 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.41,73,129.26 (Rupees Forty One Lakh Seventy Three Thousand One Hundred Twenty Nine and Paise Twenty Six Only)** due as on **15-NOVEMBER-2024** within 60 days from the date 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.

3. 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 has decided to put the Secured Asset on sale by way of public auction through E –auction Mode on **10th- July - 2025** in compliance of provisions of SARFAESI Act, 2002 and rules frame thereunder.

4. Further, please note that in consultation with the Secured Creditor the authorized officer of Secured Creditor 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 Asset is fixed as **Rs 30,80,000/- (Rupees Thirty Lacs and Eighty Thousand only)**

5. The inspection of the said secured asset can be done by requesting in advance to Authorized Officer of Secured Creditor between 11.00 AM to 01.00 PM. The offers for the said Secured Asset should reach the Office of the undersigned along with Demand Draft/ NEFT / RTGS for **Rs. 3,08,000/- (Rupees Three Lacs and Eight Thousand only)** as Earnest Money Deposit on or before **09th- July - 2025** at 12th Floor, R Tech Park, Nirlon Complex, Near Hub Mall, Goregaon (East) Mumbai 400063.The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of “Aditya Birla Capital Limited”.

6. That this sale notice of 15 days, at pre-sale stage, is being given to the Borrowers in compliance 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**.

7. 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.

8. This Notice is being given to you the addresses 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 sold after 15 (Fifteen) clear days from this notice by way of E-Auction for all the above properties on **10th- July - 2025** or thereafter on some other day through E-Auction. A publication of a public notice for sale of secured asset is also being affected.

9. For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor's website i.e https://abfl.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx and **https://BidDeal.in**

For Aditya Birla Capital Limited

Apoorva Danthi
(Authorized Officer)
Aditya Birla Capital Limited
12th Floor, R Tech Park, Nirlon Complex, Near Hub Mall,
Goregaon (East) Mumbai 400063

SCHEDULE I

PROPERTY SCHEDULE –1

ALL THAT PIECE AND PARCEL OF ENTIRE PROEPRTY CONSTRUCTED ON LAND MEASURING 29 MARLA 62 SQ.FT. AT SARNANA, JALANDHAR IN KHASRA NO. 25//21/3, 25//22/1, 40//1/2, 40//4/1, 40//4/2, 40//7, 40//8/2, 40//9, 40//12/2, 40//13/, 40//14, 40//3, 40//8/1 AND BOUNDED AS :
EAST -- AGRI LAND SATNAM SINGH
WEST -- ROAD
NORTH -- DILBAGH SINGH
SOUTH -- DILBAGH SINGH TEHSIL AND DISTRICT JALANDHAR

For Aditya Birla Capital Limited

Apoorva Thomas Danthi
(Authorized Officer)
Aditya Birla Capital Limited
12th Floor, R Tech Park, Nirlon Complex, Near Hub Mall,
Goregaon (East) Mumbai 400063