



**ADITYA BIRLA
CAPITAL**

By Speed Post/Email

Without Prejudice

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

Date: 30.04.2025

To,

1. M/s. Empire Furniture Co,
Through Proprietor,
59, M M Rani Jhansi Road,
Jhandewalan, New Delhi- 110055

Also At-

J-4, Block B-1, Mohan Co-operative Industrial Estate,
Mathura Road, New Delhi- 110044

Also At-

Plot No. A-28, Lower Ground Floor, Mohan Co-operative Industrial Estate,
Mathura Road, New Delhi- 110044

Also At-

A-33, Mohan Co-operative Industrial Estate,
Mathura Road, New Delhi- 110044

Also At-

A-29, Mohan Co-operative Industrial Estate,
Mathura Road, New Delhi- 110044

E-mail- gsb831973@gmail.com; accounts@empirefurnitureco.com; srsk2875@gmail.com

2. Mr. Gurpreet Singh Bhatia,
59, M M Rani Jhansi Road,
Jhandewalan, New Delhi- 110055

Also At-

C- 16/2, Satbari, Ansal farms.
Chattarpur, New Delhi : 110074

Also At-

C-74, First Floor, Anand Niketan,
Near Moti Bagh Gurudwara,
New Delhi- 110021

E-mail- gsb831973@gmail.com; accounts@empirefurnitureco.com; srsk2875@gmail.com

3. M/s. B J Corporation,
Through Proprietor,
C-74, First Floor, Anand Niketan,
Near Moti Bagh Gurudwara,
New Delhi- 110021

Also At-

59, M M Rani Jhansi Road,
Jhandewalan, New Delhi- 110055

Also At-

B- 119, Opp. Kirti Nagar Police Station,



Aditya Birla Capital Limited

17, 2nd Floor, Vijaya Building, Barakhamba Road, New Delhi - 110 001.

Tel: +91 22 6723 9101 | abc.secretarial@adityabirlacapital.com | www.adityabirlacapital.com

For customer care and other queries : care.finance@adityabirlacapital.com

Toll-free no.: 1800-270-7000

Registered Office:

Indian Rayon Compound,
Veraval, Gujarat - 362 266

Tel: +91 28762 43257

CIN: L67120GJ2007PLC058890



**ADITYA BIRLA
CAPITAL**

Kirti Nagar, New Delhi- 110015

E-mail- gsb831973@gmail.com; accounts@empirefurnitureco.com; srsk2875@gmail.com

4. Mrs. Sonia Bhatia,
C-74, First Floor, Anand Niketan,
Near Moti Bagh Gurudwara,
New Delhi- 110021

Also At-

59, M M Rani Jhansi Road,
Jhandewalan, New Delhi- 110055

E-mail- gsb831973@gmail.com; accounts@empirefurnitureco.com; srsk2875@gmail.com

....(hereinafter collectively referred to as 'Borrower/s, Guarantor/s, Mortgagor/s')

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 "Northern Side Portion of First Floor, Second Floor and Third Floor with roof rights, Part of Property bearing No 59, Motia Khan Dump Scheme, M.M. Road, Rani Jhasi Road, Delhi- 110055." (Herein referred to as Property)"

REFERENCE: Loan Account No. ABND_LAP000000604092

Sir/ Madam,

On account of the 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 SARFAESI actions initiated/to be initiated by Aditya Birla Finance Ltd. in relation to the loan account and mortgaged property mentioned below, stands transferred to Aditya Birla Capital Ltd., the amalgamated company.

Aditya Birla Capital Limited ("ABCL") is serving upon you the borrowers namely **M/s. Empire Furniture Co, Through Proprietor; Mr. Gurpreet Singh Bhatia; M/s. B J Corporation, Through Proprietor; Mrs. Sonia Bhatia**, (hereinafter collectively referred to as the "**Borrowers**") the present notice for sale of the above noted Secured Assets being "All that part and parcel of the properties bearing no. "**Northern Side Portion of First Floor, Second Floor and Third Floor with roof rights, Part of Property bearing No 59, Motia Khan Dump Scheme, M.M. Road, Rani Jhasi Road, Delhi- 110055.**" ("**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).



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ADITYA BIRLA CAPITAL

2. That thereafter, a demand notice dated **19.06.2024** 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. 6,56,29,368/- (Rupees Six Crore Fifty Six Lakh Twenty Nine Thousand Three Hundred Sixty Eight Only)**, due as on date **14.06.2024** within 60 days from the date of the said notice and as such the secured creditor i.e., ABCL 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 i.e., ABCL has decided to put the Secured Asset on sale by way of public auction through E –auction Mode on **20.05.2025** 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 ABCL 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 as per below break up :

Description of Property	Reserve Price	EMD Amount
"Northern Side Portion of First Floor, Second Floor and Third Floor with roof rights, Part of Property bearing No 59, Motia Khan Dump Scheme, M.M. Road, Rani Jhasi Road, Delhi-110055."	Rs. 5,47,26,524/- (Rupees Five Crores Forty-Seven Lakhs Twenty-Six Thousand Five Hundred and Twenty-Four Only	Rs. 54,72,653/- (Rupees Fifty-Four Lakhs Seventy-Two Thousand Six Hundred and Fifty-Three Only).

5. Now, please take notice that the said Secured Asset will be sold by the undersigned by E-Auction on **20.05.2025**. The inspection of the said secured asset can be done by requesting in advance to Authorized Officer of ABCL between 10.00 AM to 06.00 PM on every Friday before Auction date.
6. 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 **19.05.2025** 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**".
7. That this sale notice of 15 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 15 clear days from this notice on **20.05.25**.
8. 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.

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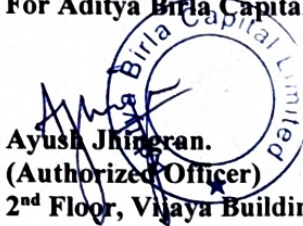


**ADITYA BIRLA
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2002, which is being published in two leading newspapers including one in vernacular language having wide circulation.

9. 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.
10. 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> or <https://sarfaesi.auctiontiger.net>.
11. **Enclosed is the Sale Notice dated 30.04.2025 in the two Leading Newspaper of Delhi as Annexure -1 & 2.**

For Aditya Birla Capital Limited


Ayush Jhingeran.
(Authorized Officer)
2nd Floor, Vijaya Building, 17,
Barakhamba Road, New Delhi-110001.

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