

By Speed Post/ Email

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

Date: 28.02.2025

To,

1. **M/s Krishna Trading Company,**
Through Partner,
Flat No. 35, 4th Floor,
Prem Milan CHSL, Plot No. 87/B,
Malabar Hill, Off Nepean Sea Road,
Near bank of India, Grant Road, Mumbai-400006

Also at:-

37, Ground Floor, Plot No. 41/43,
Kalbhairav Premises, Mumbadevi Road,
Tambakata, Pydhonie Mandvi,
Mumbai- 400003

2. **Mr. Manoj Biharilal Shah,**
Flat No. 35, 4th Floor,
Prem Milan CHSL, Plot No. 87/B,
Malabar Hill, Off Nepean Sea Road,
Near bank of India, Grant Road, Mumbai-400006

Also at:-

37, Ground Floor, Plot No. 41/43,
Kalbhairav Premises, Mumbadevi Road,
Tambakata, Pydhonie Mandvi,
Mumbai- 400003

3. **Mrs. Roopa Biharilal Shah,**
Flat No. 35, 4th Floor,
Prem Milan CHSL, Plot No. 87/B,
Malabar Hill, Off Nepean Sea Road,
Near bank of India, Grant Road, Mumbai-400006

Also at:-

37, Ground Floor, Plot No. 41/43,
Kalbhairav Premises, Mumbadevi Road,
Tambakata, Pydhonie Mandvi,
Mumbai- 400003



Aditya Birla Finance Limited

10th Floor, R-Tech Park, Nirlon Complex, Off Western Express Highway,
Goregaon (East), Mumbai - 400063.

Tel: +91 22 4356 7100 | Toll-free no.: 1800-270-7000
care.finance@adityabirlacapital.com | <https://finance.adityabirlacapital.com>

Registered Office:

Indian Rayon Compound,
Veraval, Gujarat - 362 266

CIN: U65990GJ1991PLC064603



4. **Mrs. Harshada Biharilal Shah,**
Flat No. 35, 4th Floor,
Prem Milan CHSL, Plot No. 87/B,
Malabar Hill, Off Nepean Sea Road,
Near bank of India, Grant Road, Mumbai-400006

Also at:-

37, Ground Floor, Plot No. 41/43,
Kalbhairav Premises, Mumbadevi Road,
Tambakata, Pydhonie Mandvi,
Mumbai- 400003

5. **M/s Avighna Yarns,**
Through Proprietor,
Flat No. 35, 4th Floor,
Prem Milan CHSL, Plot No. 87/B,
Malabar Hill, Off Nepean Sea Road,
Near bank of India, Grant Road, Mumbai-400006

Also at:-

37, Ground Floor, Plot No. 41/43,
Kalbhairav Premises, Mumbadevi Road,
Tambakata, Pydhonie Mandvi,
Mumbai- 400003

6. **Mrs. Jeeta Manoj Shah,**
Flat No. 35, 4th Floor,
Prem Milan CHSL, Plot No. 87/B,
Malabar Hill, Off Nepean Sea Road,
Near bank of India, Grant Road, Mumbai-400006

Also at:-

37, Ground Floor, Plot No. 41/43,
Kalbhairav Premises, Mumbadevi Road,
Tambakata, Pydhonie Mandvi,
Mumbai- 400003

Email: krishnatrdco@gmail.com



Borrowers')

..... (Hereinafter collectively referred to as 'Borrowers/Co-

REF: **Loan** **Account** **Nos.** **ABFLVASLAP0000051459,**
ABFLMUMLAP0000097145 and ABMUMLAP00000522006

SUB: **Notice of 30 days in terms of Rule 9(1) of Security Interest**
(Enforcement) Rules, 2002 For Sale of the immovable property being:

*"Flat No. 35, 4th Floor, Prem Milan CHSL, Plot No. 87/B, Malabar Hill, Off
Nepean Sea Road, Near bank of India, Grant Road, Mumbai-400006"*

(hereinafter referred to as "immovable property/ Secured Asset").

Sir/ Madam,

1. This is with reference to our notice dated 05.12.2024 issued to your good self-giving a notice of 30 days under Rule 8(6) of Security Interest (Enforcement) Rules, 2002 and Section 13(8) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI ACT, 2002) wherein we called upon you to redeem the Secured Asset, as more particularly mentioned in the Schedule herein by exercising your rights under Section 13(8) of the SARFAESI Act, 2002. Vide the said notice, we called upon you to pay a sum of **Rs.9,08,11,952.73/-** by way of Outstanding Principal, arrears (including accrued late charges) and interest till **04.12.2024** with all costs, charges and expenses incurred by it prior to the date of publication of public notice for transfer of the Secured Asset by any one mode as contemplated under the Act. That you had failed to exercise your rights under Section 13(8) of the SARFAESI Act, 2002.
2. That after availing the aforesaid loans you the above-named addresses 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).
3. That thereafter, a demand notice dated **29.03.2022** 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 You but You failed to make the payment of demanded amount i.e. **Rs.5,90,39,571/- (Rupees Five Crore Ninety Lakhs Thirty Nine Thousand Five Hundred Seventy One Only)** by way of Outstanding Principal, arrears (including accrued late charges) and interest till **28.02.2022** within 60 days 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 on **02.12.2024**.




4. That thereafter, the Authorized Officer has obtained valuation of the secured asset from an approved valuer and in consultation with the secured creditor, had fixed the reserve price of the secured asset as below:

Details of the Immovable Asset	Earnest Money Deposit Amount (in Rs.)	Reserve Price (in Rs.)
"Flat No. 35, 4 th Floor, Prem Milan CHSL, Plot No. 87/B, Malabar Hill, Off Nepean Sea Road, Near bank of India, Grant Road, Mumbai-400006"	Rs. 58,96,250/-	Rs.5,89,62,500/-

5. That accordingly, based on the commercial understanding, the secured creditor has decided that the secured assets may be put to sale, by holding an E- Auction of the secured asset on **04.04.2025** at a reserve price for the said secured asset, the details of which are mentioned in the point 4 herein above.
6. The date for inspection of the said secured assets is fixed from **17.03.2025 to 21.03.2025 between 11:00 a.m. to 5:00 p.m.** The offers for the said secured asset should reach the office of the undersigned in a sealed envelope along with Demand Draft/ NEFT / RTGS as Earnest Money Deposit for the amounts mentioned in Point 4 herein above on/before **03.04.2025** before 5:00 p.m. The Demand Draft/Pay Order/NEFT/ RTGS should be drawn in favour of Aditya Birla Finance Limited.
7. That this sale notice of 30 days, at pre-sale stage, is being given to you the addressees in compliance of Rule 9(1) of Security Interest (Enforcement) Rules, 2002 and you are hereby informed and notified that the aforesaid secured assets shall be put to sale, by holding public auction through e-auction mode on "**As is where is**", "**As is what is**", and "**Whatever there is**" after 30 clear days from this notice on **04.04.2025**.
8. That since the sale of secured assets will be affected by holding E-Auction, the secured creditor is also causing a public notice as given under Security Interest (Enforcement) Rules, 2002, which has been published in two leading newspapers on **28.02.2025** including one in vernacular language having wide circulation at Mumbai.
9. The detailed terms and conditions of E-Auction is available on website <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>

For Aditya Birla Finance Limited


(Authorized Officer)
