



**ADITYA BIRLA
CAPITAL**

By Speed Post/E-Mail

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

Date: 09.04.2025

1. Mr. Parminder S Sehrawat,
D- 87, Maksudabad Colony, Najafgarh Ext,
Delhi- 110043.

Also At:

Property No. Unit No. 41- A & 41-B,
Ground Floor, Plot No.8, Eros Metro Mall,
Sector-14, Dwarka, New Delhi- 110075.
Email : pss4005seh@gmail.com; info@newindiasolutions.com

2. Mr. Devender Singh,
D- 87, Maksudabad Colony, Najafgarh Ext,
Delhi- 110043.

Also At:

Property No. Unit No. 41- A & 41-B,
Ground Floor, Plot No.8, Eros Metro Mall,
Sector-14, Dwarka, New Delhi- 110075.
Email : pss4005seh@gmail.com; info@newindiasolutions.com

3. Mrs. Ekta Sehrawat,
D- 87, Maksudabad Colony, Najafgarh Ext,
Delhi- 110043.

Also At:

Property No. Unit No. 41- A & 41-B,
Ground Floor, Plot No.8, Eros Metro Mall,
Sector-14, Dwarka, New Delhi- 110075.
Email : pss4005seh@gmail.com; info@newindiasolutions.com

4. M/s New India Solutions,
Through Proprietor,
Plot No. 87, Kh No. 155/6, Najafgarh Extn.
D- Block, Nangloi Road,
Delhi- 110043

Also At:

Property No. Unit No. 41- A & 41-B,
Ground Floor, Plot No.8, Eros Metro Mall,
Sector-14, Dwarka, New Delhi- 110075.
Email : pss4005seh@gmail.com; info@newindiasolutions.com



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**

5. M/s. Global Electricals,
Through Partners,
511, Industrial Area, Sonapat, Haryana- 131001.

Also At:

D- 87, Maksudabad Colony, Najafgarh Ext,
Delhi- 110043

Also At:

Property No. Unit No. 41- A & 41-B,
Ground Floor, Plot No.8, Eros Metro Mall,
Sector-14, Dwarka, New Delhi- 110075

Email : pss4005seh@gmail.com; info@newindiasolutions.com

6. Yujvender Singh,
D- 86, Maksudabad Colony, Najafgarh Ext,
Delhi- 110043.

Also At:

Unit No. 41- A & 41-B,
Ground Floor, Eros Metro Mall,
Plot No.8, Sector-14, Dwarka, New Delhi- 110075.

Email : pss4005seh@gmail.com; info@newindiasolutions.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 "Property No. Unit No. 41- A & 41-B, Ground Floor, Plot No.8, Eros Metro Mall, Sector-14, Dwarka, New Delhi- 110075." (Herein referred to as Property)"

REFERENCE: Loan Account No. ABFLND_LAP0000043416 & ABFLND_LAP0000102873

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 by Aditya Birla Finance Ltd. in relation to the 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 **Mr. Parminder S Sehrawat; Mr. Devender Singh; Mrs. Ekta Sehrawat; M/s. New India Solutions Through Proprietor; M/s. Global Electricals Through Partners; Yujvender Singh** (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. "Property No. Unit No. 41- A & 41-B, Ground Floor, Plot No.8, Eros Metro Mall, Sector-14, Dwarka, New Delhi- 110075." ("Secured Asset") under Rule 9(1) of the Security Interest (Enforcement) Rules, 2002.



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**ADITYA BIRLA
CAPITAL**

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 **13.05.2024 & 22.05.2024** 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. 71,04,349/- (Rupees Seventy-One Lakh Four Thousand Three Forty-Nine Only)**, due as on date **08.05.2024 and 17.05.2024** 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 **30.04.2025** 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
"Property No. Unit No. 41- A & 41-B, Ground Floor, Plot No.8, Eros Metro Mall, Sector-14, Dwarka, New Delhi- 110075	Rs. 1,03,23,077/- (Rupees One Crore Three Lakhs Twenty-Three Thousand and Seventy-Seven Only)	Rs. 10,32,308/- (Rupees Ten Lakhs Thirty-Two Thousand Three Hundred and Eight Only).

5. Now, please take notice that the said Secured Asset will be sold by the undersigned by E-Auction on **30.04.2025**. The inspection of the said secured asset can be done by requesting in advance to Authorized Officer of ABFL between 10.00 AM to 05.00 PM on each Friday of the month.
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 **29.04.2025** 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 **30.04.25**.
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, 2002, which is being published in two leading newspapers including one in vernacular language having wide circulation.
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> or <https://sarfaesi.auctiontiger.net>.

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10. Enclosed is the Sale Notice dated 09.04.2025 in the two Leading Newspaper of Delhi as Annexure - 1 & 2.

For Aditya Birla Capital Limited


Ayush Singran

(Authorized Officer)

2nd Floor, Vijaya Building, 17,
Barakhamba Road, New Delhi-110001.

