

“APPENDIX- IV-A”

[See proviso to Rule 8(6) and Rule 9(1) of Security Interest Enforcement Rules, 2002]

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTY

E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8(6) and Rule 9(1) of the Security Interest (Enforcement) Rules, 2002 (54 of 2002).

Notice is hereby given to the public in general and in particular to the Borrower, Co-Borrower (s) and Mortgagor (s) that the below described immovable property mortgaged to the Secured Creditor, the physical possession of which has been taken by the Authorized Officer of Aditya Birla Finance Limited on **02.12.2024**, will be sold through E-Auction on **“As is where is”, “As is what is”, and “Whatever there is”** basis on 04.04.2025 **for recovery of 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** and further interest and other expenses thereon till the date of realization due to the Secured Creditor from the Borrowers/Co-Borrowers/ Mortgagors namely **M/s Krishna Trading Company, Mr. Manoj Biharilal Shah, Mrs. Roopa Biharilal Shah, Mrs. Harshada Biharilal Shah, M/s Avighna Yarns, Mrs. Jeeta Manoj Shah.**

The Reserve Price of the immovable property along with the EMD details are mentioned below:

Description of the immovable properties

Description of the Immovable Properties	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/-

For detailed terms and conditions of the sale, please refer to the link provided in Secured Creditor’s website i.e. <https://mortgagefinance.adityabirlacapital.com/Pages/Individual/Properties-for-Auction-under-SARFAESI-Act.aspx> or <https://sarfaesi.auctiontiger.net>

Date: 28.02.2025

Place: Mumbai

Sd/-

Authorised Officer

For **Aditya Birla Finance Limited**