

Date – 06.02.2025.

(By Speed Post/Email)

To,

1. **PC DEY AND SON DISTRIBUTORS PRIVATE LIMITED (BORROWER)  
THROUGH ITS DIRECTORS**
2. **MRS. MINU DEY (GUARANTOR)**
3. **MR. PARESH CHANDRA DEY(GUARANTOR)**
4. **MR. AMITAVA DEY(GUARANTOR)**
5. **MRS.SUSHMITA DEY DUTTA(GUARANTOR)**

All at:

330, JESSORE ROAD, D.B. PARK HABRA, N24(PGS), KOLKATA-743263.

**REF: Loan A/C No. 80001393 and 0262101**

**Subject: Redemption Notice issued in terms of Rule 8(6) of SARFEASI Rule 2002  
read with Section 13(8) of SARFAESI Act 2002.**

Sir/Madam,

1. We, Aditya Birla Finance Limited (hereinafter referred to as “ABFL”), wish to bring to your attention that you the Borrower/Guarantor/Mortgagor (hereinafter collectively referred to as “Borrower/s”) pursuant to the account being declared NPA on **15.01.2020** have failed to comply with the demand notice dated **19.02.2020** issued under Section 13(2) of SARFAESI Act, thereby failed to clear the outstanding dues of **Rs.15,10,84,283.82/- (Rupees Fifteen Crore Ten Lakhs Eighty-Four Thousand Two Hundred Eighty-Three and Paise Eighty-Two Only)** as on **31.01.2020**.
2. Please refer to the possession (physical) notice dated **09.07.2021**, wherein possession of the secured assets (detailed in the schedule below) was taken by us for the purpose of realization of the dues, in accordance with

Corporate Office:

Aditya Birla Finance Limited  
24, Camac Square, Camac Street, Kolkata - 700 016.

Tel: +91 22 4356 7100 | Fax: +91 22 4356 7266 | Toll-free number: 1800-270-7000  
care.finance@adityabirlacapital.com | <https://finance.adityabirlacapital.com>

*Arulan Dan*

**AUTHORISED OFFICER**

Registered Office:  
Indian Rayon Compound,  
Veraval, Gujarat - 362 266

CIN: U65990GJ1991PLC064603



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the SARFAESI Act, 2002 and the rules frame thereunder. For the sake of brevity, we once again forward to you the physical possession notice along with the publication of the physical possession notice.

3. As on **10.10.2024**, there is a total outstanding of **Rs.19,93,02,948.04/-** in the aforesaid loan account which we call upon you the abovementioned borrowers to pay in terms of paragraph 4 of this notice.
4. We, accordingly, give you a notice of Thirty (30) days to redeem the secured asset/s by paying an amount of **Rs. 19,93,02,948.04/-** as on **10.10.2024** with accrued interest till date. In event you fail to redeem the secured asset/s mortgaged to ABFL, ABFL shall proceed to conduct the sale of the Secured asset/s under the provisions of the SARFAESI Act 2002 and Rules framed thereunder. Note that the sale notice for auction/private treaty as the case maybe, shall be published on **25.03.2025** or any day thereafter.
5. Please take note that mortgaged property will be sold through public auction/private treaty as the case maybe. The public notice for sale will be published in two newspapers (one in Vernacular and other one English language).
6. You are hereby informed that if the entire dues are not recovered from the sale of the Properties, all named borrowers shall remain liable for the balance amount.
7. Therefore, we make it abundantly clear that, if you fail to exercise your right of redemption within a period of 30 days from receipt of this notice, the same shall stand extinguished from the date of publication of the said sale notice under Rule 9(1) of the said Rules.

For Aditya Birla Finance Limited **ADITYA BIRLA FINANCE LTD.**

*Gautam Das*

**AUTHORISED OFFICER**

**(Authorised Officer)**

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**SCHEDULE**

**(Description of Secured Assets)**

**ALL THAT** PIECE AND PARCEL OF ALL THAT A SELF – CONTAINED VACANT FLOOR AT ENTIRE FIRST FLOOR MEASURING 3017 SQ. FT. BE THE SAME A LITTLE MORE OR LESS BE THE SAME A LITTLE MORE OR LESS (SABEK C.S. DAG NO. 623 UNDER R.S. & L.R. DAG NO. 1427) ALONGWITH PROPORTIONATE SHARE OF COMMON AREAS AND COMMON FACILITIES LYING AND SITUATED AT AND UNDER THE PREMISES AT ALL THAT PIECE AND PARCEL OF LAND MEASURING AN AREA OF 10 DECIMALS, DISTRICT - NORTH 24 PARGANAS, P.S. A.D.S.R.O AND MUNICIPALITY – HABRA, HOLDING NO. 55, WARD NO. 15, PARGANAS – UKHRA, HAL TOUZI NO. 14 MOUZA – HIJALPUKURIA, J.L. NO. 80, R.S. KHATIAN NO. 539, L.R. KHATIAN NO. 5989 SABEK DAG NO. 623 UNDER R.S. & L.R. DAG NO. 1422 & 1427 AREA OF LAND 10 DECIMALS (UNDER ONLY R.S. & L.R. DAG NO. 1427 PIN – 743263. The said property is butted and bounded in the manner as follows: -On the North by: R.S & L.R DAG No.1422 & 1427 AND NARAYANCHANDRA PAUL; On the South by: 10' FEET PUCCA ROAD; On the East by: VENDOR'S VACANT LAND; On the West by: DHIRENDRA NATH MAJUMDER;

**For Aditya Birla Finance Limited**  
**ADITYA BIRLA FINANCE LTD.**

*Gautam Das*

**(Authorised Officer) AUTHORISED OFFICER**

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