



**ADITYA BIRLA  
CAPITAL**

**By Speed Post**

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

Date: 21.05.2025

To,

1. M/s Shivam Industries,  
Through Partner,  
Plot No. A-43/2, Site -4,  
Industrial Area, Sahibabad  
Ghaziabad- U.P. – 201010  
**Also At-**  
Flat No. G-4, Upper Ground Floor,  
Rear RHS, ABHI Apartment, Plot No. 4/18.  
Sector 5, Rajender Nagar, Ghaziabad, U.P.- 201010
2. Mr. Anil Verma,  
Flat No. G-4, Upper Ground Floor,  
Rear RHS, ABHI Apartment, Plot No. 4/18.  
Sector 5, Rajender Nagar, Ghaziabad, U.P.- 201010
3. Mrs. Sunita Verma,  
Flat No. G-4, Upper Ground Floor,  
Rear RHS, ABHI Apartment, Plot No. 4/18.  
Sector 5, Rajender Nagar, Ghaziabad, U.P.- 201010

**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 "Flat No. G-4, Upper Ground Floor, Rear RHS, ABHI Apartment, Plot No. 4/18, Sector 5, Rajender Nagar, Ghaziabad, U.P. – 201010"**

**REFERENCE: Loan Account No. ABFLND\_LAP0000031108, ABFLND\_LAP0000033271,  
ABFLND\_LAP0000097150, ABND\_LAP000000537445**

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**

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

Aditya Birla Capital Limited ("ABCL") is serving upon you the borrowers namely **M/s Shivam Industries, Through Partner, Mr. Anil Verma, Mrs. Sunita Verma** (hereinafter collectively referred to as the "Borrowers") the present notice for sale of the above noted Secured Asset being "All that part and parcel of the properties bearing no. **"Flat No. G-4, Upper Ground Floor, Rear RHS, ABHI Apartment, Plot No. 4/18, Sector 5, Rajender Nagar, Ghaziabad, U.P. – 201010"** ("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).
2. That thereafter, a demand notice dated **15.12.2022** 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 all the Borrowers, however, the Borrowers failed to make the payment of demanded amount i.e. **Rs. 1,16,62,586/- (Rupees One Crore Sixteen Lakh Sixty Two Thousand Five Hundred and Eighty Six Only)** due as on **09.12.2022** 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 **10.06.2025** 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
<b>"Flat No. G-4, Upper Ground Floor, Rear RHS, ABHI Apartment, Plot No. 4/18, Sector 5, Rajender Nagar, Ghaziabad, U.P. – 201010"</b>	<b>Rs. 22,65,596/- (Rupees Twenty-Two Lakhs Sixty Five Thousand Five Hundred and Ninety-Six Only)</b>	<b>Rs. 2,26,560/- (Rupees Two Lakhs Twenty-Six Thousand Five Hundred Sixty Only).</b>

5. Now, please take notice that the said Secured Asset will be sold by the undersigned by E-Auction on **10.06.2025**. The inspection of the said secured asset can be done by requesting in advance to Authorized Officer of ABCL between 10.00 AM to 05.00 PM of every Friday.
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 **09.06.2025** at Plot No. 17, 2<sup>nd</sup> 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 **10.06.25**.



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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. 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 21.05.2025 in the two Leading Newspaper of Ghaziabad as Annexure -1 & 2.

For Aditya Birla Capital Limited

  
Ayur Chingran,  
(Authorized Officer)  
2<sup>nd</sup> Floor, Vijaya Building, 17,  
Barakhamba Road, New Delhi-110001.

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