

**ECL FINANCE LIMITED****Regd Office:** 5<sup>th</sup> Floor, Tower 3, Wing B, Kohinoor City Mall, Kohinoor City, Kiro Road, Kurla (W), Mumbai – 400070**E-AUCTION – SALE NOTICE**

<b>Name of Borrower(s)/Co Borrower(s)/ Guarantor(s)</b>	<b>Amount of Recovery</b>	<b>Reserve Price and EMD</b>	<b>Date &amp; Time of the Auction</b>	<b>Date &amp; Time of the Inspection</b>	<b>Physical Possession date</b>
<b>Dahlia Traders Pvt Ltd (Borrower),  Dhilin Harshad Mehta (Co Borrower)  Pankti Harshad Mehta (Co Borrower)</b>	<b>Rs. 7, 67, 85,442.24 /- (Rupees One Crore Sixty Seven Lakhs Eighty Five Thousand Four Hundred Forty Two and Twenty Four Paise Only) as on 22.10.2024 + further Interest thereon + Legal Expenses till the recovery of loan dues for Lan no. LMUMLAP000000512</b>	<b>Rs. 2,40,13,000/- (Rupees Two Crore Forty Lakhs Thirteen Thousand Only)  <u>Earnest Money Deposit</u> Rs.24,01,300/- (Rupees Twenty Four Lakhs One Thousand Three Hundred Only)</b>	<b>06-12-2024 Between 11.am to 12 Noon</b>	<b>12-11-2024 between 11.00 am to 3.00 pm</b>	<b>28-08-2024</b>
<b><u>Description of the secured Asset</u></b>  All that piece and parcel of commercial unit no.203/b, admeasuring 1298 sq.fts. super built-up area and thereabouts, on second floor, in the building known as vip plaza, in vip plaza co-operative premises society limited situated at off andheri-malad link road, andheri (west), mumbai – 400 053 constructed on all that the pieces or parcels of land bearing plot no.7 of block b of village oshiwara, taluka andheri. the year of construction is 2004 and the number of floors of buildings is ground + 5 upper floors with lift.					

**Terms and conditions of Auction:**

1. The Property is being sold on “AS IS WHERE IS”, “AS IS WHAT IT IS” AND “WHATEVER THERE IS”. and the intending bidders may make their own enquiries as regards any claim, charges, taxes, levies, dues and/or any other liability accrued against the property, if any. The same shall be borne by the successful bidder. The present accrued liabilities, if any on the property are not known to the ECL Finance Ltd
2. The auction sale will be conducted online through the website <https://sarfaesi.auctiontiger.net>
3. The Secured asset will not be sold below the reserve price.
4. At present, the secured creditor is having **Physical possession of the property**. The property will be handed over to the successful bidder after getting physical possession of the said property from the competent authority.
5. The undersigned reserves the right to accept any or reject all bids, if not found acceptable or to postpone the auction at any time without assigning any reason whatsoever and his decision in this regard shall be final.
6. The shortlisted bidders will be provided user ID and Password well in advance which is mandatory for e-bidding. Intending bidders should contact e-Auction Service Provider “**M/s. Auction Tiger.**”; **B-704,wall street-2 Opp. Orient Club, Nr,Gujarat Collage,Ellichbridge, Ahmedabad-380006 Mr. Maulik Shrimali Ph. +91-6351896643/9173528727, Help Line e-mail ID: Support@auctiontiger.net.**
7. Training on e-Auction Process will be conducted by “Tiger Auction” to those bidders who deposit the EMD.
8. Only those bidders holding valid Email, ID PROOF & PHOTO PROOF, PAN CARD and have duly remitted payment of EMD through DEMAND DRAFT/ NEFT/RTGS shall be eligible to participate in this “**online e-Auction**”.
9. The intending bidders have to submit their EMD by way of remittance by DEMAND DRAFT / RTGS/NEFT to:  
**Beneficiary Name:** ECL FINANCE LIMITED,  
**Bank:** STATE BANK OF INDIA **Account No.** 61300847940, -, SARFAESI- Auction, ECL FINANCE LIMITED,  
**IFSC code:** SBIN0001593.
10. The bidding in the auction process will start from the highest Bid Amount received by the Authorized Officer and thereafter bidder will be allowed to enhance Bid by minimum of Rs.15, 000/- (Rupees Fifteen Thousand only).

11. The successful bidder will have to pay 25% of the bid amount (Inclusive of EMD) immediately upon acceptance of his Bid i.e. on the same day or not later than 5.00 p.m. of the next working day and balance amount within 15 days from the date of Auction.
12. In case of successful bidder fails to pay the 25% of the bid amount as mentioned in clause (9) above, the earnest money deposited by him shall be forfeited and the sale shall be treated as cancelled. Similarly, ECL FINANCE LIMITED, shall also forfeit the 25% of the bid amount if the bidder fails to pay the balance 75% amount within 15 days from the date of confirmation of sale.
13. On confirmation of sale, pursuant to compliance of the terms of the payment and receipt of entire sale amount in loan account of the borrower, the Authorized Officer will issue Certificate of Sale in favour of the successful Bidder as per Security Interest (Enforcement) Rules 2002 and the successful bidder will bear all taxes, stamp duty, registration fees, and incidental expenses for getting the Sale Certificate registered in the name of successful bidder.
14. **The BID FORMS** should be uploaded online along with acceptance of terms and conditions of this Notice and EMD remittance details (UTR NO.) the copy of KYC proof which should contain the address for future communications, **along with ID & Address Proof (Voter ID/ Driving License/Pass Port & Pan Card) in the website in the website <https://sarfaesi.auctiontiger.net>. on or before the Last date for submission. For any assistance Pertaining to the bid, contact our E-Auction Service Provider “M/s. Auction Tiger.”; B-704,wall street-2 Opp. Orient Club, Nr,Gujarat Collage,Ellichbridge, Ahmedabad-380006 Mr. Maulik Shrimali Ph. +91- 6351896643/9173528727, Help Line e-mail ID:[Support@auctiontiger.net](mailto:Support@auctiontiger.net).**
15. The EMD will be refunded to the unsuccessful bidders within 10 working days from the date of auction and the bidders will not be entitled to claim any interest, costs expenses and any other charges (if any).
16. The Borrower/Mortgagor/guarantors and all other concerned parties are hereby notified that as per the provisions of Sub Section 8 of Section 13 of SARFAESI Act, they are entitled to redeem the securities by paying the outstanding dues, costs, charges and expenses, at any time before the sale is conducted, failing which the property will be auctioned/sold and the balance dues, if any, will be recovered with interest and cost.
17. The sale certificate shall strictly be issued in the same name of the bidder which is appearing in the e-Auction BID Form.
18. Words and expressions used herein above shall have the same meaning respectively assigned to them in SARFAESI Act, 2002 and the Rules framed thereunder.
19. To the best of knowledge and information of the Authorised Officer, there is no encumbrance on the properties. However, the intending bidders should make their own independent inquiries regarding the encumbrances, title of properties put on auction and claims/ rights/ dues/ affecting the property, prior to submitting their bid. The e-Auction advertisement does not constitute and will not be deemed to constitute any commitment or any representation of the secured creditor. The property is being sold with all the existing and future encumbrances whether known or unknown to the secured creditor. The Authorised Officer/ Secured Creditor shall not be responsible in any way for any third-party claims/ rights/ dues
20. The auction date is on **06.12.2024** between 11.am to 12 Noon (With 5 Minutes Unlimited Auto Extensions) (For any further details contact on Mobile No. - Mr. Shrikant Pathare 9768746624 and Mrs. Surekha Bhanage -9004359835

Date: 24.10.2024

Authorised Officer

Place: Mumbai

ECL Finance Ltd.