

Head Office: HDFC Bank House, Senapati Bapat Marg, Lower Parel (West), Mumbai - 400 013
Regional Office: HDFC Bank Ltd, Plot # 31, Najafgarh Industrial Area, Tower-A, 1st Floor,
Shivaji Marg, Moti Nagar, New Delhi - 110015

E-AUCTION SALE NOTICE

PUBLIC NOTICE FOR E-AUCTION FOR SALE OF IMMOVABLE PROPERTIES LAST DATE OF SUBMISSION OF EMD AND DOCUMENTS: AS MENTIONED IN THE TABLE BELOW

Sale of immovable property mortgaged with the Bank under Securitization and Reconstruction of Financial assets and Enforcement of Security Interest Act, 2002 (No.54 of 2002) Whereas, the Authorized Officer of HDFC BANK HAD TAKEN PHYSICAL POSSESSION OF THE MENTIONED PROPERTY pursuant to the notice issued under Sec 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 in the following loan account with right to sell the same on "as is where is , as is what is, whatever is there is and without recourse basis" for realization of Bank's dues plus interest as detailed here under and whereas consequent upon failure to repay the dues, the undersigned in exercise of power conferred under Section 13(4) of the said Act read with Rule 8 of the said Rules proposes to realize the Bank's dues by sale of the said property. The sale will be done by the undersigned through e-auction platform provided at the website <https://hdfcbank.auctiontiger.net>.

Name of the Borrower, Guarantors & Mortgagors	1. M/s Jai Shree Balaji Marketing Pvt. Ltd. 2. Mr. Anuj Kumar Gupta (Since Deceased) Represented Through Legal Heirs (a) Mrs. Anjali Gupta (Wife), (b) Mr. Shubham Gupta (Son) & (c) Ms. Riya Gupta (Daughter) 3. Mrs. Anjali Gupta
Loan Amount	Rs. 1,50,00,000/-
Loan A/c No. & Product	50200019585622 - Cash Credit (ODAP)
Outstanding as per Sec 13(2) Notice dated 28/04/2023	Rs. 2,17,94,710/- as on 28.04.2023 with further interest along with the costs and expenses till the date of full and final payment under the above said Loan facilities.
Reserve Price	Rs. 58,00,000/-
Earnest Money Deposit	Rs. 5,80,000/-
Bid Increase Amount	Rs. 1,00,000/-
Date and Time of Inspection	02/03/2024 from 12.30 PM to 02.00 PM
Last Receipt of Bid	19/03/2024 Bidding Closed at 6.00 PM
Date and Time of Auction	20/03/2024 from 12.00 PM to 2.00 PM

Description of the Immovable property under Auction:-

SL. No.	Address of the Property/ Assets Details	Owner Name	Type of Property
1)	JANTA EXPENDABLE FLAT NO. 23K, POCKET-2, KONDLI, GHAROLI-II, MAYUR VIHAR-III, DELHI-110096.	MRS. ANJALI GUPTA	RESIDENTIAL

TERMS & CONDITIONS: -

1. The e-Auction is being held on "as is where is , as is what is, whatever is there is and without recourse basis "
2. To the best of knowledge and information of the Authorised Officer, there is no encumbrance on the property, however, the intending bidders should make their own independent inquiries regarding the encumbrances, title of property 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 bank. The property is being sold with all the existing and future encumbrances whether known or unknown to the bank. The Authorised Officer/ Secured Creditor shall not be responsible in any way for any third party claims/ rights/ dues.

3. It shall be the responsibility of the bidders to inspect and satisfy themselves about the asset and specification before submitting the bid. The inspection of property put on auction will be permitted to interested bidders at sites as mentioned against each property description.
4. The interested bidders shall submit their EMD through Web Portal: <https://hdfcbank.auctiontiger.net> (the user ID & Password can be obtained free of cost by registering name **with** <https://hdfcbank.auctiontiger.net> through **Login ID & Password**. The EMD shall be payable through **NEFT/ RTGS in the following Account: 50200006492171, Name of the Account: ONLINE AUCTION ACCOUNT-RPM LEGAL Name of the Beneficiary: HDFC BANK LTD., IFSC Code: HDFC0000240**. Please note that the Cheques shall not be accepted as EMD amount but the interested bidder can submit Demand Draft for EMD amount In favor of HDFC Bank Ltd. The highest bid shall be subject to approval of HDFC Bank Limited. Authorised Officer reserves the right to accept/ reject all or any of the offers/ bids so received without assigning any reasons whatsoever. His decision shall be final & binding.
5. After Registration (One Time) by the bidder in the Web Portal, the intending bidder/ purchaser is required to get the copies of the following documents uploaded in the Web Portal before the Last Date & Time of submission of the Bid Documents viz. i) Copy of the NEFT/RTGS Challan or Demand Draft; ii) Copy of PAN Card; iii) Proof of Identification/ Address Proof (KYC) viz. self-attested copy of Voter ID Card/ Driving License/ Passport/ Ration Card etc.; without which the Bid is liable to be rejected. UPLOADING SCANNED COPY OF ANNEXURE-II & III (can be downloaded from the Web Portal: <https://hdfcbank.auctiontiger.net>) AFTER DULY FILLED UP & SIGNING IS ALSO REQUIRED
6. The interested bidders who require assistance in creating Login ID & Password, uploading data, submitting bid, training on e-bidding process etc., may contact M/s e-Procurement Technologies Limited (Auction Tiger), Ahmedabad [Contact Nos. : 079-6813 6842/68136837, Mo.: +91-9265562821/18; Contact Persons Mr. Ramprasad Sharma, Contact No. 8000023297, E-mail: ramprasad@auctiontiger.net & support@auctiontiger.net, Web Portal Address: <https://hdfcbank.auctiontiger.net> and for any property related query may contact Mr. Arvind Sahota & Mr. Bhuwan Singh (Authorised Officers), MOB No: 9313416916 & 9212504642, e-mail ID: arvind.sahota@hdfcbank.com & bhuwan.singh1@hdfcbank.com in office hours during the working days.
7. Only buyers holding valid User ID/ Password and confirmed payment of EMD through NEFT/ RTGS shall be eligible for participating in the e-Auction process
8. The interested bidder has to submit their Bid Documents [EMD (not below the 10% of Reserve Price) and required documents (mentioned in Point No.5)] on/ before on/ before **19.03.2024 up to 06:00 PM**, after going through the Registering Process (One time) and generating User ID & Password of their own, shall be eligible for participating the e-Auction Process, subject to due verification (of the documents) and/ or approval of the Authorized Officer.
9. During the Online Inter-se Bidding, Bidder can improve their Bid Amount as per the 'Bid Increase Amount' (mentioned above) or its multiple and in case bid is placed during the last 5 minutes of the closing time of the e-Auction, the closing time will automatically get extended for 5 minutes (each time till the closure of e-Auction process), otherwise, it'll automatically get closed. The bidder who submits the highest bid amount (not below the Reserve Price) on the closure of the e-Auction Process shall be declared as a Successful Bidder by the Authorized Officer/ Secured Creditor, after required verification.
10. The Earnest Money Deposit (EMD) of the successful bidder shall be retained towards part sale consideration and the EMD of unsuccessful bidders shall be refunded. The Earnest Money Deposit shall not bear any interest. The successful bidder shall have to deposit 25% of the sale price, adjusting the EMD already paid, immediately, i.e., on the same day or any day not later than next working day from the date of auction, as the case may be, after the acceptance of bid price by the Authorized Officer and the balance 75% of the sale price on or before 15th day of sale or within such extended period as agreed upon in writing between purchase and the secured creditor, in any case **not exceeding three months**. In case of default in payment by the successful bidder, the amount already deposited by the offer shall be liable to be forfeited and property shall be put to re-auction and the defaulting bidder as well as borrower shall have no claim/ right in respect of property/ amount. .
11. The prospective qualified bidders may avail online training on e-Auction from M/s E-Procurement

Technologies Ltd. (Auction Tiger) prior to the date of e-Auction. Neither the Authorized Officer/ Bank nor M/s E-Procurement Technologies Ltd. (Auction Tiger). shall be liable for any Internet Network problem and the interested bidders to ensure that they are technically well equipped for participating in the e-Auction event.

- 12.** The purchaser shall bear the applicable stamp duties/ additional stamp duty/ transfer charges, fee etc. and also all the statutory/ non-statutory dues, taxes, rates, assessment charges, fees etc. owing to anybody w.r.t. said secured asset
- 13.** The Authorized Officer is not bound to accept the highest offer and the Authorized Officer has the absolute right to accept or reject any or all offer(s) or adjourn/ postpone/ cancel the e-Auction without assigning any reason thereof.
- 14.** The bidders are advised to go through the detailed Terms & Conditions of e-Auction available on the Web Portal of M/s E-Procurement Technologies Ltd. (Auction Tiger) , <https://hdfcbank.auctiontiger.net> before submitting their bids and taking part in the e-Auction.
- 15.** Intended bidder(s) shall hold a valid digital signature certificate issued by the competent authority. It is the sole responsibility of the bidder to obtain the said digital certificate and ensure access to a computer terminal/ system with internet connection to enable him/her to participate in the bidding. Any issue with regard to Digital Signature certificate and connectivity during the course of bidding online shall be the sole responsibility of the bidder and no claim shall be entertained in this regard. The intending bidders should register their name at <https://hdfcbank.auctiontiger.net> and get user-id and password free of cost. Bidders who are holding valid ID & Password provided by M/s E-Procurement Technologies Ltd. for this auction after due verification of PAN are allowed to participate in online e-auction on the above portal
- 16.** Bidding in the last moment should be avoided in the bidders own interest as neither the HDFC BANK nor Service provider will be responsible for any lapse/failure(Internet failure/power failure etc.). in order to ward-off such contingent situations bidders are requested to make all necessary arrangements / alternatives such as power supply back-up etc, so that they are able to circumvent such situation and are able to participate in the auction successfully.

STATUTORY 30 DAYS SALE NOTICE UNDER RULE 8(6) READ WITH RULE 9(1) OF THE SARFAESI ACT, 2002

The borrower/ guarantors are hereby notified to pay the sum as mentioned above along with upto date interest and ancillary expenses before the date of e-Auction, failing which the property will be auctioned/ sold and balance dues, if any, will be recovered with interest and cost. .

For HDFC BANK LIMITED

(Authorized Officer)