



Head Office: HDFC Bank House, Senapati Bapat Marg, Lower Parel (West), Mumbai - 400 013

Regional Office: HDFC Bank Ltd; Dept For Special Operations, Peninsula Business Park, B-Wing, 4th Floor, Dawn Mills Compound, Ganpat Rao Kadam Marg, Lower Parel, Mumbai : 400 013.

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

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

Notice is hereby given to the public in general and in particular to the Borrower/Mortgagors/Guarantors that the Authorized Officer of HDFC BANK LTD. HAD TAKEN PHYSICAL POSSESSION OF THE FOLLOWING PROPERTY/IES 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 accounts 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 hereunder 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/ies. The sale will be done by the undersigned through e-auction platform provided at the website.

DESCRIPTION OF IMMOVABLE PROPERTIES

S. No.	Name of the Branch & Account	Name of the Mortgagor & Guarantors of the property	Details of mortgaged property	Amount as per Demand Notice		Inspection Date and Time	Reserve Price	Date/ Time of e-Auction	Last Date for Receipt of Bids	Name of Authorised Officer/Phone No./Email Id
				Demand Date	Notice		EMD			
							Bid Increase Amount			

1	HDFC Bank Ltd, Mumbai. A/c- Joister Infomedia Pvt. Ltd	Borrower: M/s. Joister Infomedia Pvt. Ltd Mortgagor and Guarantors: Mr. Nikunj P. Kampani and Mrs. Manisha Kampani	Property situated at Gala No. 136, 1 st Floor, Shiv Shakti Industrial Premises Co-Operative Society Ltd. constructed on a piece of land bearing CTS No. 703, S. No. 79, H. No. 15, S. No. 80 No.1 situated at Andheri – Kurla Road, Andheri (E), Mumbai – 400059 measuring 705 sq. ft. built up area owned by Mr. Nikunj Kampani;	Rs. 10,28,14,333.50 (Rupees Ten Crores Twenty Eight Lakhs Thousand Three Hundred Thirty Three and Fifty Paise Only) as on 25th April, 2022 with further interest along with the costs and expenses till the date of full and final payment under the cash credit facility. 25.04.2022	24/01/2025 ----- 11.00 am To 3.00 PM	Rs. 1,20,00,000/- ----- Rs. 12,00,000/- ----- Rs. 1,00,000/-	05/02/2024 11.00 AM to 12.00 PM. Noon With Unlimited extension of 5 Minutes each.	04/02/2025 up to 4.00 PM.	Mr. Rupesh Waghe Mobile : 8767257037/ 9270894499 Rupesh.waghe@hdfcbank.com
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2			Bungalow No. 2A, Ground Floor, 1 st and Second Floor, Sureshwari Villas Complex, New Link Road, Near Eskay Resort, Borivali (West), Mumbai – 400103 admeasuring 2830 sq. ft. area owned by Mr. Nikunj Kampani and Mrs. Manisha Kampani;			Rs. 10,00,00,000/- ----- Rs. 1,00,00,000/- ----- Rs. 5,00,000/-			
3			Flat No. 702, admeasuring 63.94 sq. mtrs. Built up area in I Wing on 7 th Floor, Timber Green Park “H” “I” Wing (Holly Ivy) CHS Ltd., constructed on piece of land bearing CTS No. 2959 situated at Village Dahisar, Dahisar (East), Taluka Borivali, Mumbai –			Rs. 1,35,00,000/- ----- Rs. 13,50,000/- ----- Rs. 1,00,000/-			

			400068 admeasuring 688 sq. ft. owned by Mr. Nikunj Kampani						
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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. The interested bidders shall submit their EMD details and documents through Web Portal: <https://www.bankeauctions.com> (the user ID & Password can be obtained free of cost by registering name with <https://www.bankeauctions.com>) through Login ID & Password. The EMD shall be payable EITHER through NEFT / RTGS in the following Account: 57500000904261, Name of the Account : DFSO TRANSITORY ACCOUNT : DOC SERV, Name of the Beneficiary : HDFC BANK LTD., IFSC Code : HDFC0000240. Please note that the Cheques / Demand Drafts shall not be accepted as EMD amount.
3. To the best of knowledge and information of the Authorised Officer, there is no encumbrance on any property i.e. statutory dues like property taxes, society dues etc as per Banks’s record on the property except the one mentioned in detailed terms and conditions. However, the intending bidders should make their own independent inquiries regarding the encumbrances, title of property/ ies put on auction and claims/ rights/ dues/ effecting 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/litigations. The Bank shall not be responsible for any outstanding statutory dues/encumbrances/tax arrears/litigations, if any. **Properties can be inspected strictly on the above mentioned dates and time.**
4. The intended bidders who have deposited the EMD and require assistance in creating Login ID & Password, uploading data, submitting bid, training on e-bidding process etc., may contact **M/s. C1 India Pvt. Ltd., Plot No 301, Gulf Petro Chem Building, Udyog Vihar, Phase 2, Gurgaon. Helpline Nos : 0124-4302000/21/22/23/24, Mr. Bhavik R Pandya Mobile : 08866682937.** Help Line e-mail ID: support@bankeauctions.com and for any property related query may contact **the concerned Authorised Officer Rupesh Waghe (Mobile-08767257037), E Mail- rupesh.waghe@hdfcbank.com and Sunil Bhanushali (9323176985), E mail – sunil.bhanushali@hdfcbank.com at address as mentioned above in office hours during the working days. (10 AM to 5 PM)**
5. 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.

For detailed terms and conditions of the sale, please refer to the link provided in www.hdfcbank.com and www.bankeauctions.com)

STATUTORY 15 DAYS SALE NOTICE UNDER RULE 9(1) OF THE SARFAESI ACT, 2002

This may also be treated as notice u/r 8(6) read with Rule 9(1) of Security Interest (Enforcement) Rules, 2002 to borrowers, Mortgagors and Guarantors of the above said loan about the holding of E-Auction Sale on the above mentioned date. The borrower/ guarantors/mortgagors are hereby notified to pay the sum as mentioned above along with upto date interest and ancillary expenses before 15 days of this notice/the date of Auction, failing which the property will be auctioned/ sold and balance dues, if any, will be recovered with interest and cost.

Terms and Conditions of E-Auction for sale of Immoveable property more particularly described in the Schedule herein below under SARFAESI Act 2002, the E-Auction Notice of which was Published in “Business standard” (English), “Free Press Journal” (English) & “Navshakti” (Marathi) on 16.01.2025

The sale shall be subject to the conditions prescribed in the Security Interest Enforcement Rules 2002 and to the following further conditions.

1. The Bank under SARFAESI Act has taken possession of the property described in the schedule herein below.
2. The e-Auction is being held on “AS IS WHERE IS”, “AS IS WHAT IS BASIS” and “WHATEVER IS THERE IS AND WITHOUT RECOURSE”.
3. To the best of knowledge and information of the concerned Authorised Officer, there is no encumbrance on any property except one Securitisation Application no. 110 of 2024 filed by the Borrower before the Debt Recovery Tribunal – II, Mumbai however there is no stay/injunction obtained by the borrower/mortgagor for sale of the same. However, the intending bidders should make their own independent inquiries regarding the encumbrances, title of property/ies 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 concerned Authorised Officer/ Secured Creditor shall not be responsible in any way for any third party claims/ rights/ dues.
4. 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/ies put on auction will be permitted to interested bidders at sites as mentioned against each property description.
5. The interested bidders shall submit their documents through Web Portal: <https://www.bankeauctions.com> (the user ID & Password can be obtained free of cost by registering name with <https://www.bankeauctions.com>) through Login ID & Password. The EMD shall be payable through NEFT / RTGS in the following Account: 57500000904261, Name of the Account : DFSO TRANSITORY ACCOUNT: DOC SERV, Name of the Beneficiary : HDFC BANK LTD., IFSC Code : HDFC0000240 or through Demand Draft drawn in favour of HDFC Bank Ltd Account No. 57500000904261 latest by 4.00 P.M. on or before the respective dates mentioned in the auction notice. The NEFT/RTGS shall only be done from the account of the intending bidders and the details of which

shall be mentioned in the web portal. DD/Pay order drawn in favour of HDFC Bank Ltd to be payable at Mumbai drawn on any scheduled commercial Bank along with letter of participation in the bid, shall reach to the concerned Authorised Officer on /or before 4.00 P.M. on the respective dates mentioned in the auction notice at HDFC Bank Ltd Dept For Special Operations, Mumbai.

6. 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 Copy of Demand Draft along with letter of participation ; 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://www.bankeauctions.com>) AFTER DULY FILLING UP & SIGNING & SEAL IS ALSO REQUIRED
7. 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. C1 India Pvt. Ltd., Plot No 301, Gulf Petro Chem Building, Udyog Vihar, Phase 2, Gurgaon. Helpline Nos : 0124-4302000/21/22/23/24, Mr. Bhavik R Pandya Mobile : 08866682937.** Help Line e-mail ID: support@bankeauctions.com and for any property related query may contact **the concerned Authorised Officer Rupesh Waghe (Mobile-08767257037), E Mail- rupesh.waghe@hdfcbank.com** in office hours during the working days. (10 AM to 5 PM).
8. Only buyers holding valid User ID/ Password and confirmed payment of NEFT/RTGS shall be eligible for participating in the e-Auction process.
9. The interested bidder has to submit their Bid Documents [EMD (not below the 10% of Reserve Price) and required documents (mentioned in Point No.6)] on/ before the respective dates mentioned in the auction notice till 4 P.M., 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 concerned Authorised Officer.
10. The bidders are not permitted to withdraw their bids once the EMD is deposited by them. In case of non participation of bidders in the auction, the EMD shall be forfeited
11. 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 concerned Authorised Officer/ Secured Creditor, after required verification.

12. 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 after the acceptance of bid price by the concerned Authorised 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 by and solely at the discretion of the concerned Authorised Officer. 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 borrower shall have no claim/ right in respect of property/ amount.
13. The prospective qualified bidders may avail online training on e-Auction from M/s. M/s. C1 India Pvt. Ltd. prior to the date of e-Auction. Neither the concerned Authorised Officer/ Bank nor M/s. C1 India Pvt. Ltd. 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.
14. The concerned Authorised Officer is not bound to accept the highest offer and the concerned Authorised 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.
15. The bidders are advised to go through the detailed Terms & Conditions of e-Auction available on the Web Portal of M/s C1 India Pvt. Ltd., <https://www.bankeauctions.com> and www.hdfcbank.com before submitting their bids and taking part in the e-Auction.
16. Any issue with regard to connectivity during the course of bidding online shall be the sole responsibility of the bidder and no claim in this regard shall be entertained. The intending bidders should register their name at <https://www.bankeauctions.com> and get user-id and password free of cost. Bidders who are holding valid ID & Password provided by M/s. C1 India Pvt. Ltd. for this auction after due verification of PAN are allowed to participate in online e-auction on the above portal
17. Bidding in the last moment should be avoided in the bidders own interest as neither the HDFC BANK LTD. 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.

18. On confirmation of sale by the Bank and if the terms of payment have been complied with, the concerned Authorised Officer exercising the power of sale shall issue Sale Certificates for the immovable property in favour of the purchaser(s) in the form given in Appendix V of the Security Interest (Enforcement) Rules, 2002. The sale certificate will be issued in the name of the purchaser(s) / Applicant(s) only and will not be issued in any other name(s).
19. If the Sale Price is more than Rs.50,00,000/- (Rupees Fifty Lakh Only) then the auction purchaser/successful bidder has to deduct 1% of the Sale Price as TDS in the name of the owner of the property & remit it to Income Tax Department as per section 194 IA of Income Tax Act and only 99% of the Sale Price has to be remitted to the Bank. The Sale Certificate will be issued only on receipt of Form 26QB & Challan for having remitted the TDS.
20. The purchaser shall bear the applicable stamp duties/ additional stamp duty/ transfer charges, fee etc. and, any past, present or future encumbrances, all the statutory/ non-statutory dues whatsoever in nature by any authority or agency including Sales Tax, Municipality Tax, Property Tax, Electricity dues, Water dues, Transfer fees with respect to the leasehold land etc; taxes, rates, assessment charges, fees etc. owing to anybody.
21. The Bank shall not be responsible for any loss or damage pursuant to any litigation whatsoever in nature either at the instance of the Mortgagor(s) or the Borrower(s) in respect of the said property.
22. Bank has discretion to revoke this sale at any point of time before Execution of Sale Certificate and in that event Bank shall reimburse amount paid to the Bank without interest.
23. The stamp duty with respect to this sale certificate shall be borne by the purchaser only
24. On issuance of Sale Certificate by the Bank, sale shall be complete and no claims shall be entertained by the Bank.
25. Nothing in this notice constitutes or will be deemed to constitute any commitment or representation on the part of Bank to sell the property. Bank reserves the right to cancel the sale for any reason it may deem fit or even without assigning any reason and such cancellation shall not be called in question by the bidders.

Sr No.	Detailed Property Address along with City and State	Type	Owner
1	Property situated at Gala No. 136, 1st Floor, Shiv Shakti Industrial Premises Co-Operative Society Ltd. constructed on a piece of land bearing CTS No. 703, S. No. 79, H. No. 15, S. No. 80 No.1 situated at Andheri – Kurla Road, Andheri (E), Mumbai – 400059 admeasuring 705 sq. ft. built up area.	Industrial	Mr. Nikunj Kampani
2	Bungalow No. 2A, Ground Floor, 1st and Second Floor, Sureshwari Villas Complex, New Link Road, Near Eskay Resort, Borivali (West), Mumbai – 400103 admeasuring 2830 sq. ft. area.	Residential	Mr. Nikunj Kampani and Mrs. Manisha Kampani
3	Flat No. 702, admeasuring 63.94 sq. mtrs. Built up area in I Wing on 7th Floor, Timber Green Park “H” “I” Wing (Holly Ivy) CHS Ltd., constructed on piece of land bearing CTS No. 2959 situated at Village Dahisar, Dahisar (East), Taluka Borivali, Mumbai – 400068 admeasuring 688 sq. ft.	Residential	Mr. Nikunj Kampani