

E-AUCTION SALE NOTICE

It is notified for all concerned that the following property is secured in favour of **Anand Rathi Global Finance Limited ("ARGFL")**, and as secured creditor taken possession under SARFAESI Act 2002, will be sold by e-auction on **12/12/2019 "as is where is and as is what is basis"** for recovery of **ARGFL dues**. This is a notice to the borrower/s, Mortgagor/s and to the guarantor/s of the below said loan about holding of E-Auction sale on the said date, if their outstanding dues are not repaid in full by the date of auction.

Name of the Borrower: Purple Estates and Holdings Private Limited , Bengaluru, Karnataka is a Company incorporated under the Indian Companies Act, 1956 and 2013 having CIN No. U70102KA2006PTC040096 as a Borrower having address at 131, D-3, 2nd Floor, Devatha Plaza, Residency Road, Bengaluru - 560025	Name of the Guarantors: 1. Mr. Thomas Mathew having residential address at 14, Rainbow Residency Layout, Junnasandra Village, Varthur Hobli, Bengaluru East Taluk, Bengaluru- 560035. 2. Mrs. Betty Thomas having residential address at 14, Rainbow Residency Layout, Junnasandra Village, Varthur Hobli, Bengaluru East Taluk, Bengaluru- 560035.
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The under mentioned properties will be sold by "**Online e-Auction through website <https://sarfaesi.auctiontiger.net>** on **12/12/2019** for Recovery of an amount of Loan **A/c No. ARGFL/CF/BEN/017** total Outstanding **Rs. 13,05,63,247/- (Rupees Thirteen Crores Five Lakh Sixty Three Thousand Two Hundred Forty Seven Only)** as on 31st December, 2018 and interest thereon and other cost and charges till the date of payment.

Description of the Secured Asset

Immovable property bearing residential site No. 14, bearing Old V. P. Katha No. 1421, New Bruhat Bengaluru Mahanagara Palike, Khatha No.1441/1421/14, in converted Survey No. 4 vide official memorandum bearing No. BDS/ALN/ (E)VB 104/2002-03 Dated December 18, 2002, situated in the layout called "**Rainbow Residency**", situated at Junnasandra Village, Varthur Hobli, Bengaluru East Taluk, Bengaluru, measuring East to West 50 feet and North to South 80 feet, totally measuring to an extent of 4000 square feet presently coming under the revenue jurisdiction of Bruhat Bengaluru Mahanagara Palike, with all rights, appurtenances whatsoever whether underneath or above the surface and bounded on the:

East by	:	Site Number 13
West by	:	Private property
North by	:	Private property
South by	:	Private property

Reserve Price	Rs. 3,41,41,044/- (Rupees Three Crore Forty One Lakhs Forty One Thousand Forty Four Only)
Earnest Money Deposit	Rs. 34,14,105/- (Rupees Thirty Four Lakhs Fourteen Thousand One Hundred Five Only)
Bid increment Amount	Rs. 25,000/- or in such multiples
Date and Time for submission of Tender form along with KYC documents / Proof of EMD etc.	11/12/2019 before 5.00 PM
Date & time of opening of online offers	12/12/2019 at 11.30 AM to 12.30 PM
Account No. for making RTGF/NEFT/Fund Transfer	A/C No. 00600340008138 IFSC : "HDFC0000060"

This Publication is also 30 days notice stipulated under rule 8(6) & 9(1) or Security Interest (Enforcement) Rules, 2002 to the above Borrower/Mortgagors/Guarantors.

Note: The intending bidder/purchaser may visit Anand Rathi Group website www.rathi.com for detail terms and conditions regarding auction proceeding.

Date: 08/11/2019

Authorised Officer

Terms and Conditions of the E-auction are as under:

1. Auction/bidding shall only be through "online electronic mode" through the website of the Service <https://sarfaesi.auctiontiger.net> M/s e-Procurement Technologies Limited - Auction Tiger is the Service Provider to arrange e-auction platform.
2. The bidders may participate in e-auction for bidding from their place of choice internet connectivity shall have to be ensured by bidder himself. ARGFL / Service Provider shall not be held responsible for the internet connectivity, network problems, system crash down, power failure etc.
3. For details, help, procedure and online training on e-auction prospective bidders may contact the Service Provider viz. M/s e-Procurement Technologies Limited -Auction Tiger B-704, Wall Street - II, Opp. Orient Club,Nr. Gujarat College, Ellis Bridge, Ahmedabad - 380006 Gujarat (India) <https://sarfaesi.auctiontiger.net>Contact detail : 9265562818 / 9265562828 - 079 61200 587 / 598 / 568 / 594 /538 Support Mail id: karnataka@auctiontiger.net, kamal.nair@auctiontiger.net.
4. Bidders are advised to go through the website www.rathi.com for detailed terms and conditions of auction sale & auction application form before submitting their Bids for taking part in the e-auction sale proceedings.
5. For participating in e-auction sale the intending bidders should register their details with the Service Provider viz M/s. e-Procurement Technologies Limited -Auction TigerB-704, Wall Street - II, Opp. Orient Club,Nr. Gujarat College, Ellis Bridge, Ahmedabad - 380006 Gujarat (India) well in advance and get the User ID and password. Only the password may be changed on receiving it. Bidders are required to hold digital signature certificate for participating in the E-Auction at their own cost.
6. The property "SHALL NOT" be sold below the reserve price.
7. The successful bidder should deposit 25% of the bid amount (including EMD) on the next day of the sale, being knocked down in his favor and balance 75% of bid amount within 15 days after the sale date by RTGS/NEFT/Funds Transfer to the credit of A/C No. [00600340008138](#) as mentioned above, Anand Rathi Global Finance Limited, Bangalore through IFSC Code "[HDFC0000060](#)" or by Demand Draft /Pay Order in favor of Anand Rathi Global Finance Limited, payable at Mumbai.
8. In case of default in payment at any stage by the successful bidder/auction purchaser within the stipulated time, the sale will be cancelled and the amount already paid will be forfeited and the property will be again put to sale.
9. The successful bidder shall bear the charges payable for conveyance, Registration fee, stamp duty etc., as applicable in related laws.

10. Bids once made shall not be cancelled or withdrawn. All bids made from the user ID given to bidder will be deemed to have been made by him only.
11. Prospective bidders are advised to peruse the copies of Title deeds with ARGFL and verify the latest Encumbrance Certificate and other Revenue/Municipal records to exercise due diligence and satisfy themselves on the Title and Encumbrances, if any over the property.
12. All bidders shall be deemed to have read and understood the terms and conditions of sale and be bound by them.
13. The Authorised Officer may postpone/cancel the e- Auction without assigning any reason thereof.
14. In case the e-Auction scheduled is postponed to a date before 30 days from the scheduled date of sale, it will be displayed on the website of the Service Provider.

Note: The intending bidders may contact Anand Rathi Global Finance Limited for ascertaining the details of property and also for inspection of property on the date fixed by ARGFL (Ph: 080-46245200/ 91 22 62817000), Email ID: shrinivashunsikatti@rathi.com;

Date: 08.11.2019

Authorised officer