

E -Auction sale notice under SARFAESI Act 2002

Sale of immovable assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002 (hereinafter referred to as the Act).

Notice is hereby given to the public in general and to the Borrower/s and Guarantor/s in particular that the under mentioned property mortgaged to Anand Rathi Global Finance Limited, the possession of which had been taken by the Authorized Officer of the Anand Rathi Global Finance Limited under Section 13(4) read with S. 14 of the Act will be sold by E- Auction as mentioned below for recovery of under mentioned dues and applicable interest, charges and costs etc as detailed below.

The property described below is being sold on "AS IS WHERE IS", "WHATEVER THERE IS" AND "WITHOUT RECOURSE BASIS" under the Rule nos. 8 & 9 of the Security Interest (Enforcement) Rules, 2002 (herein after referred to as the Rules) for the recovery of the dues detailed as under:

Name and address of Borrower/Guarantor	1. M/s Electromax Marketing Pvt. Ltd. (Borrower) 7 Johri Apartment, Near Khas Bagh, Ratanada, Jodhpur - 342001, Rajasthan 2. Mr. Pravesh Baweja (Co-Borrower) 152, Golf Course, Near Malviya Nagar, Jodhpur - 342001, Rajasthan 3. Mr. Prateek Baweja (Co-Borrower) 152, Golf Course, Near Malviya Nagar, Jodhpur - 342001, Rajasthan 4. Mrs. Sarita Baweja (Co-Borrower) 152, Golf Course, Near Malviya Nagar, Jodhpur - 342001, Rajasthan
The total amount due as on 19 th August, 2019	Rs. 3,46,03,909/-With interest which is subject to future interest and cost till date of realisation by Anand Rathi Global Finance Ltd.
Description of the immovable/ movable properties (Name of the owner/Mortgager to be mentioned)	Residential Flat: Plot No. E/1, Vardhman Colony, Golf Course Yojna, Air force, Jodhpur-342001.

Details of encumbrances over the property, as known to the Lender Company	Anand Rathi Global Finance Limited Mumbai
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The Details regarding E-Auction are mentioned below:

Date and time of E-Auction	23 rd March, 2020 Between 10:00 am and 1.00 PM
Reserve price of property	Rs. 1,68,11,469/-
E Auction Website address	https://sarfaesi.auctiontiger.net
Earnest Money deposit (EMD)	Rs. 16,81,147/-
Last date for submission of bids	21 st March, 2020 Up to 4.00 PM with KYC documents
Minimum Bid increment amount	Rs. 10,000/-
Date and time of inspection of property for intending purchasers	16 th March, 2020 at 10.00 AM to 4.00 PM
Contact details & website address of service provider (Name/telephone no./email id/address)	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) 9265562821, 079-61200680/584/586/554/594 https://sarfaesi.auctiontiger.net Vijay Shetty – 9619002431

This Notice is to be treated as the 15 days Sale Notice as required under SARFAESI Act Rules 2002.

For detailed terms and conditions of the e- auction sale, please refer to the link provided in www.rathi.com and <https://sarfaesi.auctiontiger.net> Secured Creditor's website.

Place: Jodhpur

AUTHORISED OFFICER

Date: 09/03/2020

ANAND RATHI GLOBAL FINANCE LTD.

Terms and Conditions

The details regarding E Auction are mentioned below:

1. Sale is subject to the conditions prescribed in SARFAESI Act/Rules 2002 and the terms and conditions mentioned hereunder as also subject to conditions in the offer/bid documents to be submitted by the intending/participating bidders.
2. The sale process of above properties shall be conducted through e-auction only, on the said date i.e. 23-March-2020 from 10.00 AM to 01.00 PM by the Company's e-auction service provider 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), Contact person Vijay Shetty – 9619002431 on the platform of the website i.e. <https://sarfaesi.auctiontiger.net>
3. The service provider will also provide training on e-auction, if required, to those bidders who will deposit EMD.
4. Earnest Money Deposit (EMD) shall be deposited through RTGS/NEFT/Fund Transfer to the credit of A/c No. [00600340008138](#), HDFC Bank, IFSC Code: [HDFC0000060](#) before submitting bids. EMD can also be paid by way of Pay Order/Demand Draft in favour of Anand Rathi Global Finance Limited Payable at Mumbai.
5. Bids shall be submitted in the prescribed format with relevant details. For details please contact M/s e-Procurement Technologies Limited -Auction Tiger Mr. Vijay Shetty, Mobile No. 9619002431 Email: maharashtra@Auctiontiger.net, (E-mail ID with Phone Number.)
6. The intending bidders should submit the duly filled in Bid form (format available in the above website) along with the DD/PO/quoting the UTR no. of NEFT/RTGS remittance towards EMD in a sealed cover addressed to the Authorised Officer, Anand Rathi Global Finance Limited, 10thFloor, A wing, Express Zone, Western Express Highway, Goregaon (East), Mumbai - 400 063 so as to reach the same before 21-March-2020 (last date of submission of bid). The sealed cover should be super scribed with "Bid for participating in E Auction Sale - in the A/c of "Electromax Marketing Pvt. Ltd."
7. On compliance with the above, the bidders shall be provided with the facility of online participation in the inter se auction bidding. Online bidding will take place at the Website <https://Sarfaesi.auctiontiger.net> and shall be subject to the terms and conditions mentioned herein as well as those given in the bid document. Further the sale shall be in accordance with the SARFAESI Act Rules.
8. No person other than the intending bidder themselves, or their duly authorized agent shall be allowed to participate in the E Auction.
9. The intending participants of the e-Auction may download copies of sale notice, terms and conditions of e-auction, help manual on operational part of e-Auction and process compliance form related to this e-auction from the above mentioned website of service provider i.e. <https://Sarfaesi.auctiontiger.net>, for the purpose of participation in e-auction, the intending bidders must have a valid digital signature, active e-mail ID and PAN Number. Any intending bidders presently not having digital signature may procure it from any Registering Authority (Certified by the Government of India) issuing of such signature.
9. It is the sole responsibility of the bidder to obtain the said Digital Signature Certificate and 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 the bidding online shall be the sole responsibility of the bidder and no claim in this regard shall be entertained by the Anand Rathi Global Finance Limited or the e-auction Service Provider.
11. Bidders are required to comply with KYC norms and provide self attested KYC documents online as well as offline on or before 21-03-2020. The genuinity of the KYC documents is the sole responsibility of the bidder.
12. Offers that are not duly filled up or offers not accompanied by the EMD or offers received after the above date and time prescribed herein will not be considered/treated as valid offers, and accordingly shall be rejected.

13. After expiry of the last date of submission of bids with EMD, Authorised officer shall examine the bids received by him and confirm the details of the qualified bidders (who have quoted their bids on and above the reserve price and paid the stipulated EMD with the Anand Rathi Global Finance Limited along with other factors like valid KYC etc) to the service provider M/s e-Procurement Technologies Limited -Auction Tiger to enable them to allow only those bidders to participate in the online inter se bidding/auction proceedings at the date and time mentioned in E - Auction Sale notice.
14. Inter se bidding among the qualified bidders shall start from the highest bid quoted by the qualified bidders and bidders can bid in multiples of Rs. 10,000/- (Depending on the value of the property).
15. Auction will be scheduled for an initial period of 60 minutes followed by unlimited extension of 5 minutes each viz. the auction will run for 60 minutes first and in case there is a valid bid received within last 5 minutes, the auction will get extended for another 5minutes. The process will continue until there are no valid bids during last 5 minutes.
16. In no eventuality the property would be sold below the Reserve Price.
17. The property shall be sold to highest bidder, subject to acceptance of the bid by the secured creditor.
18. The successful applicant declared through the process of e-auction shall deposit 25% of the purchase amount (inclusive of EMD), immediately on closure of the e-auction sale proceedings through the mode of payment mentioned in Clause (3). The successful bidder is advised to note the business hours of the Lender Company to avoid technical issues/default.
19. The balance amount of the purchase money shall be paid to the Authorized Officer of the Anand Rathi Global Finance Limited on or before 15th day from the date of e-Auction or such extended period as agreed upon in writing by the Authorized Officer. In case of any default of respective payment within the stipulated period, the sale will automatically stand revoked and the entire deposit made by the bidder together with the earnest money shall be forfeited without any notice and the property shall be resold. The defaulting bidder shall not have any recourse/claim against the Anand Rathi Global Finance Limited/Authorized Officer.
20. The EMD of the unsuccessful bidders will be returned on the closure of the e-auction sale proceedings.
21. The successful bidder shall bear the stamp duties, charges including those of sale certificate, registration charges, all statutory dues payable to government, taxes and rates and outgoing, both existing and future relating to the properties.
22. The sale certificate will be issued in the name of the successful bidder only and for the successful bid amount as sale consideration, after payment of the entire successful bid amount/closing bid amount and other charges if any.
23. The defaulting purchaser/bidder shall forfeit all claims to the property or to any part of the sum for which it may be subsequently sold.
24. The property is sold in "AS IS WHEREIS", "WHAT IS THERE IS" AND "WITHOUT ANYRECOURSE BASIS" in all respects and subject to statutory dues if any. The intending bidders should make discrete enquiry as regards any claim, charges/encumbrances on the properties, of any authority, besides the Anand Rathi Global Finance Limited's charges and should satisfy themselves about the title, extent, quality and quantity of the property before submitting their bid. For any discrepancy in the property the participating bidder is solely responsible for all future recourses from the date of submission of bid.
25. No claim of whatsoever nature regarding the property put for sale, charges/encumbrances over the property or on any other matter etc will be entertained after submission of the bid/confirmation of sale.
26. The Authorized Officer/Anand Rathi Global Finance Limited will not be responsible for any charge, lien, encumbrance, property tax dues, electricity dues etc or any other dues to the Government, local authority or anybody, in respect of the property under sale.
27. Prospective bidders are advised to peruse the copies of title deed, if any available with the Anand Rathi Global Finance Limited and also carry out their own inquires to

- satisfy themselves regarding title to the property, marketability, right, interest, encumbrances, dues if any, over the property.
28. The Authorized Officer has the absolute right and discretion to accept or reject any bid or adjourn/postpone/cancel the sale or add/delete/change any of the terms and conditions of this sale at any time without prior notice to the owner, bidder, public etc. and without assigning any reason.
 29. The e-Auction sale is subject to the confirmation by the Secured Creditor/Anand Rathi Global Finance Limited. If the borrower/guarantor pays the amount due to the Anand Rathi Global Finance Limited in full before date of sale, no sale will be conducted. The successful bidder shall not have claim in this regard and cancellation of the sale/auction is at the discretion of the Anand Rathi Global Finance Limited/Authorised Officer.
 30. Anand Rathi Global Finance Limited has appointed M/s e-Procurement Technologies Limited -Auction Tiger as a service provider who will assist the undersigned in conducting the auction.
 31. Prospective bidders may avail online training on e-Auction from contact M/s M/s e-Procurement Technologies Limited -Auction Tiger Mr. Vijay Shetty, Mobile No. 9619002431 Email: maharashtra@Auctiontiger.net, (Address, email ID and contact details of the Service Provider)
 32. The intending purchasers can inspect the property with prior appointment at his/her expenses on the time and date mentioned above. For inspection of the properties please contact our Anand Rathi Global Finance Limited Express Zone A Wing, Western Express Highway opposite oberoi mall, Goregaon (East), Mumbai 400063, Maheshwar Singh, Mobile No. 8657454966, e-mail id maheshwarsingh@rathi.com.
 33. The particulars specified in the Description of property have been stated to the best of information of the Anand Rathi Global Finance Limited and the Anand Rathi Global Finance Limited will not be responsible for any error, misstatement or omission.
 34. For further details contact the Authorised Officer Mr. Maheshwar Singh, Office, Express Zone, A Wing, 10th Floor, Western Express Highway, Goregaon (E), Mumbai – 400063, mobile No. 86574 54966.

IMPORTANT INSTRUCTIONS:

Bidding in the final minutes and seconds should be avoided in the bidders own interest. Neither Anand Rathi Global Finance Limited nor Service Provider will be responsible for any failure/lapse (Power failure, Internet failure etc.) on the part of the vendor. IN order to prevent such contingent situation bidders are requested to make all the necessary arrangements/alternatives such as backup power supply etc. required so that they are able to prevent such situation and continue to participate in the auction successfully.

This is also a notice to the borrower/guarantor of the above said loan about holding of this sale on the above mentioned date if their outstanding dues are not repaid in full.

Place:Jodhpur

AUTHORISED OFFICER

Date: 09/03/2020

ANAND RATHI GLOBAL FINANCE LTD.