



Phoenix ARC Private Limited

Regd. Office: 3rd Floor, Westgate Tower 139-140/B/1, Crossing of Sahar Road and Western Express Highway Vile Parle (East) Mumbai-400 057 Tel: 022- 6649 2450, Fax : 022- 6741 2313
CIN: U67190MH2007PTC168303 Email: info@phoenixarc.co.in, Website: www.phoenixarc.co.in,

PUBLIC NOTICE FOR E-AUCTION CUM SALE

E-Auction Sale Notice for Sale of Immovable Asset(s) under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with provision to rule 8 and 9 of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and to the borrowers/guarantors/mortgagors in particular, that the under mentioned property mortgaged to Phoenix ARC Private Limited pursuant to assignment of debt by Motilal Oswal Home Finance Limited (Earlier Known as Aspire Home Finance Corporation limited -Assignor) will be sold on "AS IS WHERE IS, AS IS WHATEVER THERE IS AND WITHOUT RECOURSE BASIS", by way of "online e-auction" for recovery of dues and further interest, charges and costs etc. as detailed below in terms of the provisions of SARFAESI Act read with Rules 8 & 9 of Security Interest (Enforcement) Rules, 2002) through website : www.phoenixarc.co.in/ as per the details given below

**Date and time of E-Auction -17-06-2025 11:00 Am to 02:00 Pm
(with unlimited extensions of 5 minute each)**

Last date of EMD Deposit:16-06-2025

Borrower(s) /Co-Borrower (s)/Guarantor(s) / Loan Account	Demand Notice Date and Amount	Description of the Immovable property	Reserve Price, EMD
LAN: LXIND00316-170024099 Branch: Indore Borrower: Bharti Bharat Hedav Co-Borrower: Bharat Kumar Vishnu Hedav	13-12-2022 For Rs. 22,47,896/- (Rupees Twenty Two Lakh Forty Seven Thousand Eight Hundred & Ninety Six Only)	House No. 9/12, Nanda Nagar, New Dewas Road, (Malwa Mill, Patnipura) Indore-452003, Mp.	Reserve Price: Rs.15,00,000/- (Fifteen Lakh Only) EMD: Rs. 1,50,000/- (One Lakh Fifty Thousand Only)

Terms and Conditions of E-Auction: 1.The Auction is conducted as per the further Terms and Conditions of the Bid document and as per the procedure set out therein. Bidders may visit to the Web Portal: <https://www.auctionbazaar.com/> of our e-Auction Service Provider, **M/s. ARCA EMART PRIVATE LIMITED** for bidding information & support, the details of the secured asset put up for e-Auction and the Bid Form which will be submitted online. The interested buyers may go through the auction terms & conditions and process on the same portal and may contact to **Vijay Singh 9372505110 & Tarun Raghuvanshi 9324921028, Ishan dev 8828273231**, details available in the above mentioned Web Portal and may contact their Centralised Help Desk: + 91 83709 66696, E-mail ID: contact@auctionbazaar.com. 2.All the intending purchasers/ bidders are required to register their name in the portal mentioned above as <https://www.auctionbazaar.com/> and get user ID and password free of cost to participate in the e-auction on the date and time as mentioned aforesaid. 3.For participating in the e-auction, intending purchasers/ bidders will have to submit the details of payment of refundable Earnest Money Deposit of 10% of the Reserve Price of the Secured asset along with copies of the PANCARD, Board Resolutions in case of Company and Address Proof on or before the **Last date for submission of EMD** mentioned above. **Intending purchasers/bidders are required to submit separate EMDs for each of the Items/Properties detailed herein above.** 4.At any stage of the auction, the Authorised Officer may accept/reject/modify/cancel the bid/offer or post-poned the auction without assigning any reason thereof and without any prior notice. 5.The successful purchaser/bidder shall bear any statutory dues, taxes, fees payable, applicable GST on the purchase consideration, stamp duty, registration fees, etc. that is required to be paid in order to get the secured asset conveyed/delivered in his/her/its favour as per the applicable law. 6.The intending bidders should make their own independent enquiries regarding encumbrances, title of secured asset put on auction and claims/rights/dues affecting the secured assets, including statutory dues, etc prior to submitting their bid. The auction advertisement does not constitute and will not constitute any commitment or any representation of Phoenix. The authorized officer of Phoenix shall not be responsible in any way for any third-party claims/rights/dues. 7.The prospective/intending bidder shall furnish an undertaking that he/she is not dis-qualified as per provisions of Sec.29 (A) of Insolvency and Bankruptcy Code,2016 and failure to furnish such undertaking along with the KYC documents, shall automatically disqualify or he/she bid will be rejected.

Place : Madhya Pradesh Date : 23.05.2025

Sd/- Authorized Officer,Phoenix ARC Private Limited