

"APPENDIX-IV-A" [SEE PROVISIO TO RULE 8(6)] SALE NOTICE FOR SALE OF IMMOVABLE PROPERTY

E-AUCTION -CUM SALE NOTICE BY WAY OF PUBLIC AUCTION FOR SALE OF IMMOVABLE PROPERTY IN TERMS OF SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002 READ WITH PROVISIO TO RULE 8(6) AND 9(1)) OF THE SECURITY INTEREST (ENFORCEMENT) RULES, 2002

Notice is hereby given to the public in general and in particular to the Borrowers (B) that the below mentioned immovable property mortgaged / charged to the Secured Creditor (**Hero Fincorp Limited**), the physical possession of the below mentioned immovable property has been taken by the Authorized Officer of Secured Creditor (**Hero Fincorp Limited**), will be sold by way of public auction on "**As is where is Basis**" & "**As is what is Basis**" & "**whatever there is Basis**" & "**Without recourse Basis**" on below mentioned date, for recovery of amount as mentioned below, due to the Secured Creditor from the Borrower. The Reserve Price is mentioned below and the earnest money to be deposited is mentioned respectively.

Name of the Borrower(B)/Guarantors(G) /with Address	Address of the Security charged covered under Auction	Reserve Price (RP)
1. M/s Alav Restaurant (Borrower/Addressee No.1) Through its Proprietor Mr Yadvinder Singh Sandhu Residing at: UG- 5, Annol Sagar Darshan, 9/1 New Palasia, Near Apna Sweets Indore, Madhya Pradesh-452001	Property 1 :- Flat/shop no. U.G.-3, Upper Ground Floor, "Annol Sagar Darshan", Plot No. 9/1, New Palasia, Scheme No. 2-C, Indore, Total area- 670 sq. ft. Boundaries: East: Flat/ Shop No. U. G. -4, West: Flat/ Shop No. U. G. -2, North: House of Shri Mehta, South: Road" Property 2:- "U.G.-5, Upper Ground Floor, "Annol Sagar Darshan", Plot No. 9/1, New Palasia, Scheme No. 2-C, Indore, Super builtup area 670 sq. ft. Boundaries: East: Flat/ Shop No. U. G. -6, West: Flat/ Shop No. U. G. -4, North: House of Shri Mehta, South: Road	Property 1: Rs.1,50,00,000/- (Rupees One Crore Fifty Lacs Only) Property 2: Rs.1,45,00,000/- (Rupees One Crore Forty Five lacs Only) EMD Amount 10% of the Reserve Price Property 1: Rs.15,00, 000/- Property 2: Rs.14,50,000/- Incremental Amount Property 1: Rs.1,00,000 Property 2: Rs.1,00,000
2. M/s Babyliiss Beauty & Health (Co-Borrower/ Addressee No.2) Through its Proprietor Ms Jyoti Dubey Residing at: Uttam Apartment 712, New Palasia Near Apna Sweets Indore, Madhya Pradesh-452001		
3. Mr. Yadvinder Singh Sandhu (Co-Borrower/ Mortgagor/Addressee No.3) Residing at: House No 406, Royal Palace, 12/2, New Palasia Indore, Madhya Pradesh- 452007		
4. Mrs. Jyoti Dubey (Co-Borrower Mortgagor/ Addressee No.4) Residing at: House No 406, Royal Palace, 12/2, New Palasia Indore, Madhya Pradesh-452007		

Outstanding Dues for recovery of which property is being sold	Date/Time of On-Site Inspection of Property with Name of Authorized Officer	Last Date for submission of EMD and Request letter of participation, KYC, Documents, Pan Card, Proof of EMD etc.	Date and Time of E-Auction with auto extension of 5 minutes each
Rs. 2,97,02,289.92 /- (Rupees Two Crores Ninety Seven Lacs Two Thousand Two Hundred Eighty Nine Rupees and Ninety Two Paisa Only) . as on 17.04.2025	On or before 09.06.2025 10.00 AM to 5.00 PM Authorized Officer: Mr. Pawan More Mob: 9893121610 Email: pawan.more@herofincorp.com AND Mr. Kailash Choudhary Email: kailash.choudhary@herofincorp.com Mobile No. 98207-30811	On or before 10.06.2025 upto 5.00 PM and EMD through RTGS/NEFT	11.06.2025 Time: 10.00 AM to 1.00 PM

The Intending Purchasers / Bidders are required to deposit EMD amount either through RTGS / NEFT or by way of Demand Draft / Pay order in the Account No.00030310016156, Name of the Beneficiary: "Hero Fincorp Limited", IFSC Code: HDFC00000003

TERMS AND CONDITIONS OF THE E-AUCTION:

- E-Auction is being held on "**As is where is Basis**" & "**As is what is Basis**" & "**whatever there is Basis**" & "**Without recourse Basis**" and will be conducted "online".
- The E-Auction will be conducted through M/s E-Procurement Technologies Ltd. (Helpline No(s): 91735 28727/ 63518 96643 and E-mail on support@auctiontigger.net/ maulik.shrimall@auctiontigger.net) at their web portal <https://sarfaesi.auctiontigger.net>.
- There is no encumbrance on the property which is in the knowledge of Secured Creditors. However, the intending bidders should make their own independent enquires regarding the encumbrances, title of property put on auction and claims/ rights/ dues/ affecting the property, prior to submitting their bids. In this regard, the E-Auction advertisement does not constitute and will not be deemed to constitute any commitment or any representation of **Hero Fincorp Limited**.
- The Authorized Officer / Secured Creditor shall not be responsible in any way for any third party claims/ rights/ dues. The sale shall be subject to rules/ conditions/ prescribed under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002. The other terms and conditions of the E-Auction are published in the following website: <https://sarfaesi.auctiontigger.net>.

Date: 17.05.2025,
Place: Indore

Sd/- Authorized Officer,
Hero Fincorp Limited