



# GRIHUM HOUSING FINANCE LIMITED

(FORMERLY KNOWN AS POONAWALLA HOUSING FINANCE LTD)

Registered Office: 6th Floor, B Building, Ganga Truena, Lohegaon,  
Pune, Maharashtra 411014 Branch Off Unit: B-4, Vishala Shivansh, 3rd Floor, Near  
Rishi Nagar Petrol Pump, Ujjain, Madhya Pradesh-456010

**E-AUCTION - SALE NOTICE**  
Sale of secured immovable  
asset under SARFAESI Act

**E-auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (the "Act") read with Rule 8 and 9 of the Security Interest (Enforcement) Rules, 2002.**  
Notice is hereby given to the public in general and in particular to the Borrower/ Co-Borrower/ Mortgagee (s)/Guarantor(s) that the below described immovable properties mortgaged to **Grihum Housing Finance Limited (formerly known as Poonawalla Housing Finance Limited as the name Poonawalla Housing Finance Limited changed to Grihum Housing Finance Limited with effect from 17 Nov 2023)** (Previously known as Magma Housing Finance Limited and originally incorporated with name of GE Money Housing Finance Public Unlimited Company) (hereinafter referred to as the "Secured Creditor" as per the Act), the possession of which has been taken by the Authorised Officer of Secured Creditor in exercise of powers conferred under section 13(12) of the Act read with Rules 8 and 9 of the security interest (Enforcement) Rule pursuant to notice under section 13(2) of the Act.  
The Secured Assets will be sold on "As is where is", "As is what is", and "Whatever there is" basis on **05/06/2025** through E-Auction. It is hereby informed to General public that we are going to conduct public through E-Auction platform provided at the website: <https://www.bankeauctions.com>. For detailed T&Cs of sale, please refer to link provided in GHFL's/Secured Creditor's website i.e. [www.grihumhousing.com](http://www.grihumhousing.com)

Sl. No.	Proposal No. Customer Name {A}	Demand Notice Date and Outstanding Amount {B}	Nature of Possession {C}	Description of Property {D}	Reserve Price {E}	EMD (10% of RP) {F}	EMD Submission date {G}	Incremental Bid {H}	Property Inspection Date & Time {I}	Date and time of Auction {J}	Known encumbrances/ Court cases if any {K}
1	Loan No. HL005930 00000005003483 <b>Lankesh Birla (Borrower)</b> <b>Mamata Lankesh (Co Borrower)</b>	Notice date: 07/08/2024 Total Dues: Rs 432097/- (Rupees Four Lakh ThirtyTwo Thousand NinetySeven Only) payable as on 07/08/2024 along with interest @16.25% p.a. till the realization	Physical	All That Piece And Parcel Of The Property House No. 19 Situated At Village Borut, P.H.No. 10, Tehsil Bhikangaon, District Khargone, Ward No. 02, Gram Panchayat Borut, Admeasuring Area 26x29 Ft. Total Area 754 Sq.Ft. Particularly Mentioned In Sale Deed Executed. Boundaries As Per Documents:- East :-Bairam Jogilal West :- Common Road South:-Narayan Chhagan North:- Omprakash Premal	<b>Rs. 818090/-</b> (Rupees Eight Lakh Eighteen Thousand ninety Only)	<b>Rs.81809/-</b> (Rupees Eighty One Thousand Eight Hundred Nine Only)	30/05/2025 Before 5 PM	10,000/-	26/05/2025 (11AM – 4PM)	05/06/2025 (11 AM- 2PM)	NIL
2	Loan No. HF0180H21101841 <b>Govind Singh (Borrower)</b> <b>Ladkunvar Bai Govind Singh (Co Borrower)</b>	Notice date: 09/07/2024 Total Dues: Rs 240653/- ( Rupees Two Lakh Forty Thousand Six Hundred FiftyThree Only)payable as on 09/07/2024 along with interest @16.50% p.a. till the realization.	Physical	All That Piece And Parcel Of Plot/House No.15 On Survey No.210, Patwari Halka No.12, Village Sutarkheda, Gram Panchayat Bhilkheda, Tehsil Ghattiya & District. Ujjain Measuring 4348 Sq.Ft. Boundaries Of The Plot:- East - House Of Shri Mohan Singh West- Open Space Of Someshwar North Common Road South-Agricultural Land Of Mangilal	<b>Rs.5,02,565/-</b> (Rupees Five Lakh Two Thousand Five Hundred Sixty Five Only)	<b>Rs.50256.5/-</b> (Rupees Fifty Thousand Two Hundred Fifty Six and Fifty Paise Only)	30/05/2025 Before 5 PM	10,000/-	26/05/2025 (11AM – 4PM)	05/06/2025 (11 AM- 2PM)	NIL
3	Loan No. HF0183H21100052 <b>Bharat Patel (Borrower)</b> <b>Halke Har Prasad (Co Borrower)</b> <b>Neha Patel (Co Borrower)</b>	Notice date: 08/05/2024 Total Dues: Rs 604871/- ( Rupees Six Lakh Four Thousand Eight Hundred Seventy-One Only) payable as on 08/05/2024 along with interest @19% p.a. till the realization.	Physical	All That Pice & Parcel Of Mouza Simariya, Khasra No 328/1saral No 29 Ph No Rnm Narsinghpur, Tehsil Tendukheda Distt Narsinghpur M.P Pin Code 47088 Adm. 2658.Sq.Ft. Near Mp Tent House Pin Code- 470880 Bounded By:- East- 20 Ft C C Road ,West:- Road And House Of Jagdish Patel ,North:- House Of Mahesh Patel And Road ,South:- Road	<b>Rs. 1020277/-</b> (Rupees Ten Lakh Twenty Thousand Two Hundred Seventy Seven Only)	<b>Rs.102027.7/-</b> (Rupees One Lakh Two Thousand Twenty Seven and Seventy Paise Only)	30/05/2025 Before 5 PM	10,000/-	26/05/2025 (11AM – 4PM)	05/06/2025 (11 AM- 2PM)	NIL

The intending bidders/purchasers are advised to visit Secured Creditor Branch and the auction properties, and make his own enquiry and ascertain additional charges, encumbrances and any third-party interests and satisfy himself/herself/itself in all respects thereto before submitting the bids. All statutory dues like property taxes, electricity/water dues and any other dues, if any, attached to the property to be ascertained and paid by the successful bidder.  
The interested bidders are required to register themselves with the portal and obtain login ID and Password well in advance, which is mandatory for e-bidding, from auction service provider) C1 India PVT LTD. Address- Plot No-68 3rd floor Gurgaon Haryana-122003. Helpline Number- 7291981124,25,26 Support Email id – [Support@bankeauctions.com](mailto:Support@bankeauctions.com). Contact Person – Dharni P, Email id- [dharni.p@c1india.com](mailto:dharni.p@c1india.com) Contact No- 9948182222.. Please note that Prospective bidders may avail online registration on e-auction from their own file. The intending purchaser/bidder is required to submit amount of the Earnest Money Deposit (EMD) by way of by way of NEFT/RTGS/DD in the account of "Grihum Housing Finance Ltd", Bank-ICICI BANK LTD. Account No-000651000460 and IFSC Code- ICIC0000006, 20, R. N. Mukherjee Road- Kolkata-700001 drawn on any nationalized or scheduled Bank on or before 30/05/2025 and register their name at <https://www.bankeauctions.com> and get user ID and password free of cost and get training on e-Auction from the service provider. After their Registration on the website, the intending purchaser/bidder is required to get the copies of the following documents uploaded, e-mail and sent self-attested hard copy at B-4, Vishala Shivansh, 3rd Floor, Near Rishi Nagar Petrol Pump, Ujjain, Madhya Pradesh-456010 Mobile no. +91 9657443073 e-mail ID rohan.savala@grihumhousing.com for further details on terms and conditions please visit <https://www.bankeauctions.com> & [www.grihumhousing.com](http://www.grihumhousing.com) to take part in e-auction.

This notice should also be considered as 30 days' notice to Borrower / Co-Borrower/ Mortgagee (s)/Guarantor(s) under Rule 8(6) of the Security Interest (Enforcement) Rule-2002

Date: 05.05.2025 Place: MADHYA PRADESH

Sd/- Authorised Officer, Grihum Housing Finance Limited (Formerly Known as Poonawalla Housing finance Ltd)