

E - AUCTION SALE NOTICE

EDELWEISS ASSET RECONSTRUCTION COMPANY LIMITED

CIN: U67100MH2007PLC174759

Regd. Office : Edelweiss House, 1st Floor Off CST Road, Kalina, Mumbai 400098.

E-AUCTION SALE NOTICE FOR SALE OF IMMOVABLE SECURED ASSETS UNDER THE SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002 READ WITH PROVISIO TO RULE 8 (6) OF THE SECURITY INTEREST (ENFORCEMENT) RULES, 2002 ("RULES")

The financial facilities of Assignor have been assigned to Edelweiss Asset Reconstruction Company Limited acting in its capacity as trustee of various trusts mentioned clearly in column provided. Pursuant to the said assignment, EARC stepped into the shoes of the Assignor and exercises its rights as the secured creditor. That **EARC**, in its capacity as secured creditor, had taken possession of the below mentioned immovable secured assets under 13(4) of SARFAESI Act and Rules there under.

Notice of **15 days** is hereby given to the public in general and in particular to the Borrower and Guarantor (s) that the below described immovable secured assets mortgaged in favor of the Secured Creditor, the physical possession of which has been taken by the Authorised Officer (AO) of Secured Creditor, will be sold on "**As is where is**", "**As is what is**", and "**Whatever there is**" basis, for recovery of the amounts mentioned herein below due to EARC together with further interest and other expenses/costs thereon deducted for any money received by EARC from Borrower and Guarantor. The Reserve Price and the Earnest Money Deposit are mentioned below for each property. This Notice shall be treated as notice of sale as required under rule 8(6) and Rule 9(1) of Security Enforcement Rules, 2002.

DETAILS OF SECURED ASSET PUT FOR AUCTION:

Loan A/c No/ Selling Institution	Name of Borrower/ Co-Borrower	Trust Name	Name of Bank & Branch, Account Number & IFSC Code	Total Outstanding Dues INR as on 26-06-2025	Reserve Price (in INR)	Earnest Money Deposit (EMD) in INR	Date & Time of Auction	Type of Possession
PR00620886 & PR00814345 /SBFC	1. Mr. Kishore Chowdhary (Borrower & Mortgagor) 2. Mrs. Seema Chowdhary (Co- Borrower) 3. Mrs. Kavita Chowdhary (Co- Borrower & Mortgagor)	EARC Trust SC - 424	EDELWEISS ASSET RECONSTRUCTION COMPANY LIMITED - EMD ACCOUNT - [000405158602] Bank - ICICI BANK IFSC ICIC0000004	Rs. 1,11,53,097.44 & 11,40,682.10	Rs. 26,00,000/- (Rs. Twenty Six Lakhs Only)	Rs. 2,60,000/- (Rs Two Lakhs Sixty Thousand Only)	22.07.2025 12.00 Noon	Physical

Property Description: Property No.1 : All That Piece And Parcel of Godown Property Bearing No.02 (Till Roof Height) Admeasuring 220.00sq.ft A Constructed Over Plot No.02, Situated Towards North Side of Meena Bazaar Road, Ward No.27, (in Between Bhopal Chouraha & Hotel Vishwas) Dewas Sr. Dewas (Madhya Pradesh). **Boundaries:** East: Godown No.1, West: Godown 03, North: Parinay Vatika Garden, South: Shop of Smt.kavita Choudhary **Property No.2 :** All That Piece And Parcel of Shop No. 02 (Till Roof Height) Admeasuring 186.00sq.ft A Constructed Over Plot No. 02, Situated Towards North Side of Meena Bazaar Road, Ward No.27, (in Between Bhopal Chouraha & Hotel Vishwas) Dewas Sr. Dewas (Madhya Pradesh). **Boundaries:** East: Office of Parinay Vatika, West: Shop No. 03, North: Parinay Vatika Garden, South: Parking of Parinay Vatika

7000000593 PIRAMAL	1) Mr. Vivek Shrivastava (Borrower) 2) Mrs. Geeta Shrivastava (Co-Borrower)	EARC Trust SC - 477	EDELWEISS ASSET RECONSTRUCTION COMPANY LIMITED - EMD ACCOUNT -[000405158602] Bank -ICICI BANK IFSC ICIC0000004	Rs. 25,72,039.09	Rs. 10,20,000/- (Rs. Ten Lakhs Twenty Thousand Only)	Rs.1 1,02,000/- (Rs. One Lakhs Two Thousand Only)	22.07.2025 12.30 PM	Physical
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Property Description: All The Piece And Parcel of The Property i.e. One R.C.C. Constructed House No. 02 Which Is Situated At Sheet No. 24, & Pati of Plot No. 53-54 Admeasuring Area 750 Sq. Ft. Old Patwari Halka No. 9, New Patwari Halka No. 13, Old Ward No. 15, New Ward No. 19, Malviya Ganj Itarsi Mauja-itarsi, Teh. itarsi Distt. Hoshangabad. And Bounded On The; East By: House of Gayakwada, West By: House of Mingsingh Thakur, North By: House of Badri Choury, South By: Colony Rode

Important Information Regarding Auction Process:

1.	EMD Demand Drafts (DD) shall be drawn in favor of "EDELWEISS ASSET RECONSTRUCTION COMPANY LIMITED - EMD ACCOUNT" payable at Mumbai.	
2.	EMD Payments made through RTGS shall be to : Name of the Account No. EDELWEISS ASSET RECONSTRUCTION COMPANY LIMITED - EMD ACCOUNT" Account No : 000405158602 ; Name of the Bank -ICICI BANK ; IFSC Code : IFSC ICIC0000004	
3.	Last Date of Submission of EMD	Received 1 day prior to the date of auction
4.	Place for Submission of Bids	1st Floor, Edelweiss House, off CST Road, Kalina, Mumbai-400098
5.	Place of Auction (Web Site for Auction)	E-Auction (https://auction.edelweissarc.in)
6.	Contact Person with Phone No.	Customer care: 1800 266 6540
7.	Date & Time of Inspection of the Property	As per prior appointment

For detailed terms and conditions of the sale, please refer to the link provided in EARC's website i.e. <https://auction.edelweissarc.in>

Date : 27-06-2025

Place : Mumbai

Authorised Officer

For Edelweiss Asset Reconstruction Company Limited



Edelweiss
Asset Reconstruction