

Date : 18.04.2024

1. **PRAKASHKUMAR RATIBHAI UPADHYAY**  
Flat No. 04 SAMAN OPP VEDANT HOSPITAL,  
SWASTIK SOCIETY NAVRANGPURA  
AHMADABAD CITY GUJARAT -380009

**Also At**

Row House No. 4, Panghat Row House,  
Near M K Villa, Nr. Bhadaj Gam, Bhadaj Gam Road,  
Ahmedabad – 380060

**BORROWER**

2. **POONAM PRAKASHKUMAR UPADHYAY**  
Flat No. 04 SAMAN OPP VEDANT HOSPITAL,  
SWASTIK SOCIETY NAVRANGPURA  
AHMADABAD CITY GUJARAT -380009

**Co- BORROWER**

3. **HEMANGI BALKRISHNA PAREKH**  
4, PANGHAT ROW HOUSE BHADAJ,  
OPP M K VILLA OPP M K VILLA AHMEDABAD DASKROI  
GUJARAT - 380060

**Co- BORROWER**

(Hereinafter collectively referred to as “the Borrowers”)

**PUBLIC NOTICE FOR E-AUCTION SALE OF SECURED ASSETS**

E-Auction Sale Notice of 15 days for Sale of Immovable Asset(s) under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to rule 9(1) of the Security Interest (Enforcement) Rules, 2002

Notice is hereby given to the public in general and in particular to the Borrower(s) and Guarantor(s) that the below described immovable properties mortgaged/charged to the Secured Creditor, the possession of which has been taken by the Authorized Officer of Ambit Finvest Private Ltd/Secured Creditor, will be sold on “As is where is”, “As is what is”, and “Whatever there is” on the date and time mentioned herein below, for recovery of the dues mentioned herein below and further interest and other expenses thereon till the date of realization, due to Ambit Finvest Private Ltd/Secured Creditor from the Borrowers and Guarantor(s) mentioned herein below. The reserve price, Earnest Money Deposit (EMD) and last date of EMD deposit is also mentioned herein below:

The Sale notice for Sale of immovable property as mentioned hereinabove is also being published in two leading newspapers including one in vernacular language and other in English language having sufficient circulation in Ahmedabad.

You may also note that despite having published the sale notice(s) at earlier occasions(s) in accordance with proviso to Rule 8(6) of Security Interest (Enforcement) Rules, 2002, and giving wide publicity, the said auctions

failed for want of bids. Therefore, this notice is being given to you, in compliance of proviso to Rule 9 (1) of the rules.

This notice is being given to you the addressees in compliance of rule 9(1) of the Security Interest ( Enforcement) Rules 2002, and you are hereby informed and notified that the aforesaid immovable property shall be sold after 15 days by way of e-Auction or thereafter on some other day through private treaty.

Borrower(s) / Guarantor(s) / Loan Account	Description of the Immovable property	Demand Notice Date and Amount	Reserve Price, EMD
<b>1) PRAKASHKUMAR RATIBHAI UPADHYAY</b>  <b>2) POONAM PRAKASHKUMAR UPADHYAY</b>  <b>3) HEMANGI BALKRISHNA PAREKH</b>  Loan Account No.  <b>AHM00000004800</b>	<b>All that part and parcel of property consisting Row House No. 4, Panghat Row House, Near M K Villa, Nr. Bhadaj Gam, Bhadaj Gam Road, Ahmedabad – 380060.</b>  <b>Boundaries :</b> <b>East : Society Road West : Margin Area South : Row House No. 5 North : Row House No. 3</b>	<b>15.04.2021</b>	<b>Rs. 33,30,000/- (Rupees Thirty Three Lakhs Thirty Thousand Only)</b>
		<b>Rs. 30,17,649/- ( Rupees Thirty Lakhs Seventeen Thousand Six Hundred Forty Nine Only</b> as on 15.04.2021 with future interest thereon till the date of entire payment	
		<b>Date of Possession/ Type Of Possession</b>  <b>29.01.2023</b>  <b>Physical Possession</b>	<b>EMD Amount</b>  <b>Rs. 3,33,000/- (Rupees Three Lakhs Thirty Three Thousand Only)</b>
			<b>Incremental Value :</b>  <b>Rs. 33,300/- (Rupees Thirty Three Thousand Three Hundred Only)</b>
<b>PROPERTY MAY BE INSPECTED BY INTERESTED BUYERS ON 27.04.2024 BETWEEN 11 AM – 4 PM</b>			
<b>LAST DATE OF SUBMISSION OF BIDS: 07.05.2024 UPTO 5 PM</b>			
<b>DATE OF E-AUCTION: 09.05.2024 BETWEEN 11 AM to 1 PM (with unlimited extensions of 5 minute each)</b>			

#### TERMS AND CONDITIONS OF E-AUCTION SALE

- The property shall not be sold below the reserve price and sale is subject to the confirmation by Ambit Finvest Private Ltd as secured creditor. The property shall be sold strictly on "AS IS WHERE IS" and "AS IS WHAT IS BASIS.
- E-auction will be conducted "online" through M/s. **E-Procurement Technologies Limited** on <https://ambitinvest.auctiontiger.net>.
- Before participating in E- auction, the intending bidders should hold a valid e-mail id and register their names at portal <https://ambitinvest.auctiontiger.net> and get their User ID and password from M/s. **E-Procurement Technologies**



**Limited..**

4. The intending bidder has to upload his/her/their KYC documents or submitted offline line along with bid form at our office.
5. Prospective bidders may avail online training on E-Auction from M/s. e-Procurement Technologies Limited (Auction Tiger) [Help line Nos Landline – 79-68136880/ 881/ 837/ 842 Phone No: 9265562818/9265562821/9265562819; Contact Persons: Mr.Ram Sharma Email id:ramprasad@auctiontiger.net / [support@auctiontiger.net](mailto:support@auctiontiger.net) .
6. **Money Deposit (EMD) shall be deposited through RTGS/NEFT fund transfer to Current Account No 1821234019902301, Name of the Bank: Au Small Finance Bank Limited, Branch: Andheri, Name of the Beneficiary: Ambit Finvest Private Limited, IFSC Code AUBL0002340. Please note that the Cheque/Demand Draft shall not be accepted towards EMD.**
7. The Bids below reserve price and/or without EMD amount shall not be accepted. Bidders may improve their further bid incremental value of **Rs. 33,300/- (Rupees Thirty Three Thousand Three Hundred Only)**
8. The successful bidder shall pay 25% of the bid amount/sale price (including earnest money already paid) immediately after declaration of successful bidder. The successful bidder will deposit balance 75% of the bid amount/sale price within 15 days from declaration of successful bidder, subject to TDS as may be applicable.
9. If successful bidder fails to deposit sale price as stated above, all deposits including EMD shall deemed to be forfeited without any further notice. However extension of further reasonable period for making payment of balance 75% may be allowed and shall be at the sole discretion of authorized officer.
10. The EMD amount of unsuccessful bidders will be returned without interest, after the closure of the E-auction.
11. The particulars given by the Authorized officer are stated to the best of his / her knowledge, belief and records. Authorized officer shall not be responsible for any error, mis-statement or omission etc.
12. The undersigned Authorized Officer has the absolute right and discretion to accept or reject any bid or adjourn/postpone/cancel the sale or modify any terms and conditions of the sale without any prior notice or assigning any reasons.
13. The bidders should make discreet enquiries as regards charges/encumbrances on the property and should satisfy themselves about the title, extent, quality of the property before submitting their bid. No claim of whatsoever nature regarding charges, encumbrances over the property and any other matter etc., shall be entertained after submission of the online bid.
14. Any arrears, dues, taxes, charges whether statutory or otherwise including stamp duty/registration fees on sale of property shall be borne by the purchaser only.
15. It shall be the responsibility of the Purchaser to pay TDS at applicable rate as on that date. The Purchaser shall produce the proof of the TDS deposited within 15 days from the date of E-auction and submit TDS challan copy. **(Subject to sale price of the property above Rs. 50 Lakh)**
16. For further details, contact Mr. Prashant Ohal, Senior Manager, Mobile No. 9987580515 Email Id : [prashant.ohal@ambit.co](mailto:prashant.ohal@ambit.co) & Mr. Ashish Thakar Collection Senior Manager, Mobile No. 9099091595 Email Id. [ashish.thakar@ambit.co](mailto:ashish.thakar@ambit.co) of Ambit Finvest Private Limited.

THIS NOTICE WILL ALSO SERVE AS STATUTORY 15 DAYS NOTICE TO THE BORROWER/ GUARANTORS/ MORTGAGOR UNDER SARFAESI ACT AND RULES MADE THEREUNDER.

Place: AHMEDABAD

Date: 18.04.2024

Authorized Officer

For Ambit Finvest Private Ltd

