

**PUBLIC NOTICE FOR E-AUCTION FOR SALE OF IMMOVABLE PROPERTIES  
LAST DATE & TIME OF SUBMISSION OF EMD AND DOCUMENTS (ONLINE) ON/BEFORE 28.12.2023 till 05.00 PM**

Sale of immovable property/ies mortgaged to Capital First Finance Limited under **Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002(No.54 of 2002)**

Whereas, the Authorized Officer of **IDFC FIRST BANK LTD** has taken possession of the following property/ies pursuant to the notice issued under **Section 13(2)** of the Security Interest (Enforcement) Rules 2002 in the following loan account with right to sell the same on **"AS IS WHERE IS BASIS and AS IS WHAT IS BASIS" & "WHATEVER THERE IS"** for realization of IDFC FIRST BANK LTD dues plus interest as detailed hereunder and whereas consequent upon failure to repay the dues, the undersigned in exercise of power conferred under **Section 13(4)** of the said Act proposes to realize the Bank's dues by sale of the said property/ies. The sale will be done by the undersigned through e-auction platform provided at the Web Portal (<https://idfcfirstbank.auctiontiger.net/EPROC/>)

**DESCRIPTION OF IMMOVABLE PROPERTIES**

Name of the Branch & Account	Name of the owner of the property	Details of property	Outstanding Amount & Demand Notice Date	Reserve Price (INR)	Date/ Time of e-Auction
				EMD	
				Bid Increase Amount	
IDFC FIRST BANK LTD BRANCH- Pune A/C NO.- 12205742  <b>Media Idea, Anjalee Advertising, Mrs. Aparna Ashok Giri, Mr. Ashok Vishwanath Giri &amp; Mrs. Richika Ashok Giri</b>	Aparna Ashok Giri	All the piece and parcel of the property consisting of Sr. No. 689/3B/5, Plot No. – D-33, CTS No. – 2001, area admeasuring 2629 Sq. Ft. i.e. 244.33 Sq. Mtrs., Aniket No. – 1, CHSL Ltd, Bibewadi, Pune, Maharashtra – 411037 Bounded:- North: By Plot No. D-31, South: By Colony Road, East: By Colony Road & West: By Plot No. D-34	Combined claim of INR 3,03,43,023.73/-as on 6th Nov 2019  Demand Notice Date 06.11.2019	INR 2,58,78,110/-	29th December 2023  11am-1pm
				10% of the Reserved Price INR 25,87,811/-	
				Bid Increment Amount 50,000/-	

**TERMS & CONDITIONS:**

The e-Auction is being held on **"AS IS WHERE IS"** and **"AS IS WHAT IS BASIS"** & **"WHATEVER THERE IS"**

- To the best of knowledge and information of the Authorised Officer, there is no encumbrance on any property. However, the intending bidders should make their own independent inquiries regarding the encumbrances, title of property(ies) put on auction and claims/ rights/ dues/ affecting the property, prior to submitting their bid. The e-Auction advertisement does not constitute and will not be deemed to constitute any commitment or any representation of the Company. The property is being sold with all the existing and future encumbrances whether known or unknown to the Company. The Authorised Officer/ Secured Creditor shall not be responsible in any way for any third party claims/ rights/ dues.
- Please note that the said notice is issued for sale of immovable property only and IDFC FIRST Bank Limited has no right to sale the movable assets, if any, present at the immovable property. It shall be the responsibility of the bidders to inspect and satisfy themselves about the asset and specification before submitting their Bid. It shall be the responsibility of the bidders to inspect and satisfy themselves about the asset and specification before submitting their Bid. The inspection of property(ies) put on auction will be permitted to interested bidders at sites on **22.12.2023 1.00 pm to 3.00 pm**.
- The interested bidders shall submit their EMD through Demand Draft in favor of **"IDFC FIRST BANK LTD"** Payable at **"Pune"**. Please note that the Cheques shall not be accepted as EMD amount.
- After Registration (One Time) by the bidder in the Web Portal, the intending bidder/ purchaser is required to get the e-copies of the following documents **uploaded in the web link to be provided by M/s. E-Procurement Technologies Limited** before the Last Date & Time of submission of the Bid Documents viz. i) Copy of the NEFT/RTGS Challan or Demand Draft; ii) Copy of PAN Card; iii) Proof of Identification/ Address Proof (KYC) viz. self-attested copy of Voter ID Card/ Driving License/ Passport/ Ration Card etc.; without which the Bid is liable to be rejected. **The interested bidder is required to handover the physical copy of the documents including Original Demand Draft of EMD to the Authorized Officer of IDFC First Bank Limited after successfully uploading the same in the Portal.**
- The interested bidders who require assistance in creating Login ID & Password, uploading data, submitting Bid Documents, Training/ Demonstration on Online Inter-se Bidding etc., may contact **M/s. E-Procurement Technologies Limited, Regd. B-704-705/-, Wall Street -2, Opp. Orient Club, Nr Gujarat College, Ahmedabad – 380006, Gujarat and Help Line No. +91-63518 96643, +91 079 61200559/531/584/569/598, Help Line E-mail Id: [maulik.shrimali@auctiontiger.net](mailto:maulik.shrimali@auctiontiger.net) , [ramprasad@auctiontiger.net](mailto:ramprasad@auctiontiger.net) and for any property related query may contact Authorised Officer: **Mr. Arpit Jain Mobile No. +91-6261105099; E-mail Id: [arpit.jain7@idfcfirstbank.com](mailto:arpit.jain7@idfcfirstbank.com) during the working hours from Monday to Saturday.****
- Only buyers holding valid User ID/ Password and confirmed payment of EMD through Demand Draft in favor of "IDFC FIRST BANK LTD" shall be eligible for participating in the e-Auction process.

7. The interested bidder has to submit their Bid Documents [EMD (not below the Reserve Price) and required documents (mentioned in Point No.4)] on/ before **28.12.2023 till 05.00 PM** by way of hardcopy to the Authorized Officer. Interested bidder who is not able to submit their Bid Documents by way of Hardcopy to the Authorised Officer, can submit their Bid Documents through online mode **as mentioned above** on/ before **28.12.2023 till 05.00 PM**, after going through the Registering Process (One time) and generating User ID & Password of their own, shall be eligible for participating the e-Auction Process, subject to due verification (of the documents) and/ or approval of the Authorized Officer.
8. During the Online Inter-se Bidding, Bidder can improve their Bid Amount as per the 'Bid Increase Amount' (mentioned above) or its multiple and in case bid is placed during the last 5 minutes of the closing time of the e-Auction, the closing time will automatically get extended for 5 minutes (each time till the closure of e-Auction process), otherwise, it'll automatically get closed. The bidder who submits the highest bid amount (not below the Reserve Price) on the closure of the e-Auction Process shall be declared as a Successful Bidder by the Authorized Officer/ Secured Creditor, after required verification.
9. The Earnest Money Deposit (EMD) of the successful bidder shall be retained towards part sale consideration and the EMD of unsuccessful bidders shall be refunded. The Earnest Money Deposit shall not bear any interest. The successful bidder shall have to deposit 25% of the sale price, adjusting the EMD already paid, immediately after the acceptance of bid price by the Authorized Officer and the balance 75% of the sale price on or before 15<sup>th</sup> day of sale or within such extended period as agreed upon in writing by and solely at the discretion of the Authorized Officer. In case of default in payment by the successful bidder, the amount already deposited by the offer shall be liable to be forfeited and property shall be put to re-auction and the defaulting borrower shall have no claim/ right in respect of property/ amount.
10. The prospective qualified bidders may avail online training on e-Auction from **M/s. E-Procurement Technologies Limited** prior to the date of e-Auction. Neither the Authorised Officer/ Company nor **M/s. E-Procurement Technologies Limited** shall be liable for any Internet Network problem and the interested bidders to ensure that they are technically well equipped for participating in the e-Auction event.
11. The purchaser shall bear the applicable stamp duties/ additional stamp duty/ transfer charges, fee etc. and also all the statutory/ non-statutory dues, taxes, rates, assessment charges, fees etc. owing to anybody.
12. The Authorized Officer, who is not bound to accept the highest offer, has the absolute right to accept or reject any or all offer(s) or adjourn/ postpone/ cancel the e-Auction without assigning any reason thereof.
13. The bidders are advised to go through the detailed Terms & Conditions of e-Auction Process available on the Web Portal of **M/s. E-Procurement Technologies Limited**, <https://idfcfirstbank.auctiontiger.net/EPROC/> before submitting their bids and taking part in the e-Auction.
14. As per Section 194 of Income Tax Act (as amended time to time), if property is sold above 50 Lakhs then buyer will have to pay appropriate TDS to the Government treasury and the TDS certificate has to be deposited in the Bank.
15. The sale certificate shall be issued after receipt of entire sale consideration and confirmation of sale by secured creditor. The sale certificate shall be issued in the name of the successful bidder. No request for change of name in the sale certificate other than the person who submitted the bid/participated in the eAuction will be entertained.
16. **Special Instructions:** Bidding in the last moment should be avoided. Neither the Company nor Service provider will be responsible for any technical lapse/ power or internet failure etc. in order to avoid such contingent situations bidders are requested to ensure that they are technically well equipped and has all alternatives such as power supply back-up etc., so that they are able to circumvent such situation and are able to participate in the Online Inter-se Bidding, successfully.

**STATUTORY 15 DAYS SALE NOTICE UNDER THE SARFAESI ACT, 2002**

The borrower/ guarantors are hereby notified to pay the sum as mentioned above along with upto dated interest and ancillary expenses before the date of e-Auction, failing which the property will be auctioned/ sold and balance dues, if any, will be recovered with interest and cost.

**Date: 11.12.2023**  
**Place: Pune**

**Authorised Officer**  
**IDFC FIRST BANK LTD**