



Hero FinCorp. Limited
CIN: U74899DL1991PLC046774
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**"APPENDIX-IV-A" [SEE PROVISO TO RULE 8(6)]
SALE NOTICE FOR SALE OF IMMOVABLE PROPERTY
E-AUCTION SALE NOTICE FOR SALE OF IMMOVABLE PROPERTY IN TERMS OF
SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND
ENFORCEMENT OF SECURITY INTEREST ACT, 2002 READ WITH PROVISO TO RULE 8
OF THE SECURITY INTEREST (ENFORCEMENT) RULES, 2002**

Notice is hereby given to the public in general and in particular to the Borrowers (s), Guarantor (s) and Mortgagor (s) that the below mentioned immovable property/Secured assets mortgaged/charged to the Secured Creditor (Hero Fincorp Limited), the Physical possession of the below mentioned Secured assets has been taken by the Authorized Officer of Secured Creditor (Hero Fincorp Limited), the same will be sold 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, i.e.

- M/s Amman Traders Door.No.7, Ananda Housing Colony. Velandipalayam, Coimbatore- 641025.**
Also at: 301, Rangkonar Street, Kattur, Coimbatore, Tamil Nadu – 641009.
- M/s Sri Kowsalyam Enterprises No. 243, Patel Road, Kattur, Coimbatore, Tamil Nadu – 641009**
- M/s Gold Seal Industries Door. No.1/39/10, SF No.461/2, Chittiar, Thottam, Ponnandam Palayam, Karumathampatty (Via) Kaniyur Post, Coimbatore- 641025.**
- Mr. P. Kannan Door. No.7, Ananda Housing Colony. Velandipalayam, Coimbatore- 641025. Also at:** 301, Rangkonar Street, Kattur, Coimbatore, Tamil Nadu – 641009.
- Mr. P. Veera Kumar Door No. 1/39/10, SF No.461/2, Chittiar, Thottam, Ponnandam Palayam, Karumathampatty(Via) Kaniyur Post, Coimbatore- 641025.**
Also at: 301, Rangkonar Street, Kattur, Coimbatore, Tamil Nadu – 641009.
- Mrs. K. Kasthuri Door No.7, Ananda Housing Colony. Velandipalayam, Coimbatore- 641025. Also at:**No. 243, Patel Road, Kattur, Coimbatore, Tamil Nadu – 641009.
- Mrs. Thenimozhi Door No.7, Ananda Housing Colony. Velandipalayam, Coimbatore- 641025. Also at:**No. 243, Patel Road, Kattur, Coimbatore, Tamil Nadu – 641009.

It is to note that our earlier sale notice dt.2.9.2022 and publication dt. 3.9.2022 issued to the Borrowers is hereby revoked due to some typographical errors and issued this present sale notice.

Detailed Description of the Property

**Property No.2
Door No.36/84, Site No. 14 pt & 15 pt., S.F.No.221/1A. Manjeswari Colony, Velandipalayam, Kavundampalayam Village, Coimbatore Taluk & Coimbatore District.**

A) In Coimbatore Registration District, Gandhipuram registration district, Coimbatore Taluk, No.49 Koundampalayam village, SF.No.221/1A land measuring an extent of 1.65 acres in this land admeasuring an extent of 1.50 acres of land was converted into layout of house site in which on the eastern part bearing site no 14 measuring as extent of 795 Sq Ft or 1 cent 359 Sq of land with following boundaries:-

Boundaries: North pf – land in SF.Nos.221/B, 1C, 1D & 1E, South of – 20 ft wide East West Road, East of – Western part in Site No.14, West of – Site no 15

Measurements: East West on the Northern side – 15 ft., East West on the Southern side – 15 ft., South North on the Eastern side-53 ft., South North on the Western side-53 ft. Admeasuring an extent of 795 sq.ft. or 1 cent 359 sq.ft. of land with building and all other existing rights thereon.

B) In Coimbatore Registration District, Gandhipuram registration district, Coimbatore Taluk, No.49 Koundampalayam village, SF.No.221/1A land measuring an extent of 1.50 acres out of 1.65 acres was converted into layout of house sited measuring as extent of 768 ½ or 1 cent 332 ½ sq.ft. of Eastern part of half share bearing site no.15, Door No.15 within following boundaries:-

Boundaries: North pf-land in SF.Nos.221/B, 1C, 1D & 1E. South of-20 ft wide East West Road, East of-Western part in Site No.15, West of-South North pathway

Measurements: East West on the Northern side – 15 ft., East West on the Southern side – 14 ft. South North on the Eastern side – 53 ft., South North on the Western side – 53 ft., Admeasuring an extent of 768 ½ sq.ft. or 1 cent 332 ½ sq.ft. of land with building constructed thereon and all other existing rights inclusive of pathway etc., (This property is mentioned in MODT dated:30.01.2018)

Detail of the encumbrances, outstanding dues of the local self-government, Electricity, Property Tax, Municipal Tax, If any known to Secured Creditor (Hero Fincorp Limited)

Not Known to the Secured Creditor (Hero Fincorp Limited)

Outstanding Dues for recovery of which property is being sold

Rs.3,92,25,100.2/- (Rupees Three Crores Ninety Two Lakhs Twenty Five Thousand One Hundred and Two Paise only) as on 16.04.2019 along with other charges

Reserve Price

Rs. Rs.27,20,000/- (Rupees Twenty seven Lakh twenty thousand Only)

EMD Amount

Rs. Rs.2,72,000/- (Rupees Two Lakh Seventy thousand Only)

BID Incremental amount

Rs.50,000/- (Rupees Fifty Thousand only)

Date/Time of On-Site Inspection of Property with Name of Authorized Officer

26.09.2022, 10.00 AM to 5.00 PM Authorized Officer: Mr. R Balajikumar,
Mob: 9599970022, Email: R. Balajikumar@ herofincorp.com, Mr. Ramesh Giri,
Mob: 964348804, Email: ramesh.giri@herofincorp.com

Last Date for submission of EMD and Request letter of participation, KYC, Documents, Pan Card, Proof of EMD etc

On or before 27.09.2022 up to 5.00 PM and EMD through RTGS/NEFT

Date & Time of E-Auction

28.09.2022 from 10.00 AM to 1.00 PM (Website: <https://sarfaesi.auctiontiger.net>)

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: HDFC0000003

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): 07961200576/544/594/596/531/583/569, 6351896643 and E-mail on Support@auctiontiger.net/ maulik.shrimali@auctiontiger.net) at their web portal <https://sarfaesi.auctiontiger.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