

	HERO FINCORP LIMITED CIN: U74899DL1991PLC046774 Regd Office: 34, Community Centre, Basant Lok, Vasant Vihar, New Delhi-110057 Tel: 011-49487150 Fax: 011-49487150 Email: litigation@herofincorp.com Website: www.herofincorp.com
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"APPENDIX-II-A" [SEE PROVISO TO RULE 6 (2)] SALE NOTICE FOR SALE OF MOVABLE PROPERTY E-AUCTION SALE NOTICE FOR SALE OF MOVABLE PROPERTY IN TERMS OF SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002 READ WITH PROVISO TO RULE 6(2) OF THE SECURITY INTEREST (ENFORCEMENT) RULES, 2002

Notice is hereby given to the public in general and in particular to the Borrowers (B) that the below mentioned movable property mortgaged / charged to the Secured Creditor (Hero Fincorp Limited), the physical possession of the below mentioned movable property has been taken by the Authorized Officer of Secured Creditor (Hero Fincorp Limited), 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. The Reserve Price is mentioned below and the earnest money to be deposited is mentioned respectively.

Name of the Borrower (B) / Guarantors (G) / with Address	Description of Machinery					Reserve Price (RP)
	Sr. No.	Machine Type	Manufacturer	Dealer/ Vendor	QTY	Rs.
1. M/s Pushp Industries Pvt. Ltd., Having its registered office at: Village Humayunpur, P.O. Tisimbly, Tehsil Derabassi, SAS Nagar, Mohali, Punjab -140507 also at: 2550, Sector 37-C, Chandigarh, Union Territory-160036 also at: H.No.51, Gobind Nagar, Ambala Cantt, Ambala, Haryana -133001 2. Mr. Ravi Goel, Residing at: H.No.51, Gobind Nagar, Ambala Cantt, Ambala, Haryana - 133001, also at: #49, Street Number - 4, Gopal Nagar, Ward Number - 4, Sunam, Sangrur, Punjab - 148028 3. Mrs. Manju Goel, Residing at: H.No.51, Gobind Nagar, Ambala Cantt, Ambala, Haryana - 133001, also at, #49, Street Number - 4, Gopal Nagar, Ward Number - 4, Sunam, Sangrur, Punjab - 148028	1	Wood Peeling Machine (With Accessories)	Monti Industries, Old Yamuna Bridge, Saharanpur Road, Near Khajuri Road, Yamuna Nagar - 135001	Monti Industries, Old Yamuna Bridge, Saharanpur Road, Near Khajuri Road, Yamuna Nagar - 135001	1	Rs. 6,00,000/-
	2	Core Dry Press	Saharanpur Road, Near Khajuri Road, Yamuna Nagar - 135001	Saharanpur Road, Near Khajuri Road, Yamuna Nagar - 135001	1	Rs. 60,000/-
	3	Dipping Machine	Yamuna Nagar - 135001	Yamuna Nagar - 135001	1	Incremental Amount
	("As is where is Basis" & "As is what is Basis" & "whatever there is Basis" & "Without recourse Basis")					Rs. 50,000/-

Outstanding Dues for recovery of which property is being sold	Date/Time of On-Site Inspection of Property with Name of Authorized Officer	Last Date for submission of EMD and Request letter of participation, KYC, Documents, Pan Card, Proof of EMD etc.	Date and Time of E-Auction with auto extension of 5 minutes each
Rs.25,92,042.52/- (Rupees Twenty-Five Lakhs Ninety-Two Thousand Forty-Two and Fifty-Two Paise Only) due as on 31.05.2022 along with interest and other charges	On or Before 18.03.2023, 10.00 AM to 5.00 PM Authorized Officer: Mr. Johney Verma Mob: 7814005343, Email: johneyv@herofincorp.com You can also contact: Mr. Ramesh Giri, Mob: 9643468804, Email: ramesh.giri@herofincorp.com	On or before 19.03.2023 upto 5.00 PM and EMD through RTGS/NEFT	20.03.2023 Time: 10.00 AM to 1.00 PM

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): 9173528727, 0796120057 6/544/594/596/531/583/569, 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 claims/ rights/ dues/ affecting the property, prior to submitting their bids. In this regard, the E-Auction advertisement does not constitute and will not be deemed to constitute an commitment or any representation of Hero Fincorp Limited.
 - The Authorized Officer / Secured Creditor shall not be responsible in any way for any third party claims/ rights/ dues. The sale shall be subject to rules/ conditions/ prescribed under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002. The other terms and conditions of the E-Auction are published in the following website: <https://sarfaesi.auctiontiger.net>.

Date: 10.02.2023, Place: Punjab **Sd/- Authorized Officer, Hero Fincorp Limited**

Terms and Conditions of Online Tender/E-Auction:

- a. The Auction/bidding will be held online through website “<https://sarfaesi.auctiontiger.net>” with unlimited extension of 5 minutes each.
- b. The intending bidders shall hold a valid e-mail address.
- c. Intending bidders are advised to go through the website: <https://sarfaesi.auctiontiger.net> for detailed terms and conditions of E-Auction sale before submitting their bids and taking part in E-Auction sale proceedings.
- d. Prospective bidders shall register their names at <https://sarfaesi.auctiontiger.net> and can get their user ID and Password.
- e. Prospective bidders may also avail online training on E-Auction from our service provider, **M/s E-Procurement Technologies Ltd.** by contacting on the Helpline No. (s): 079-68136842 | M 9265562821 / 9265562819 / 9265562818 / 63518966433 or may write an E-mail on Support@auctiontiger.net/ maulik.shrimali@auctiontiger.net
- f. Bids shall be submitted through online only in a prescribed format with relevant details.
- g. For Participating in the E- Auction, intending bidders have to deposit EMD only by way of RTGS/NEFT Fund Transfer in the below mentioned Account:

Bank Name	HDFC Bank Ltd
A/c Holder Name	Hero Fincorp Ltd
Bank Address	209-214, Kailash Building 26, KG Marg, New Delhi
Account No.	00030310016156
IFSC code	HDFC0000003

- h. EMD shall be adjusted in case of successful bidders. EMD of the unsuccessful bidder shall be returned by HFCL. No interest shall be paid on the EMD.
- i. The tenderers/prospective purchaser will be given an opportunity to increase/improve their offers during online auction.
- j. HFCL reserves the right to accept or reject any or all the Bid(s)/Offer(s) or adjourn/postpone/cancel the e-auction sale without assigning any reason thereof.
- k. The aforesaid property shall not be sold below the Reserve Price mentioned.
- l. If the Bid/Offer is accepted by HFCL, the successful Bidder who has offered the highest price in the bid has to pay 25% of the Bid amount (inclusive of EMD) of the sale price by next working day to HFCL, failing which EMD shall be forfeited and the property shall forthwith will be sold again.
- m. The successful Bidder shall pay the remaining 75% of the bid amount on or before the 15th day of confirmation of sale by means of Cheque/Pay Order/Demand Draft favoring Hero FinCorp Limited Payable at New Delhi.
- n. In default of payment of the Balance amount of 75% of the bid amount within the stipulated period i.e. 15 days from the confirmation of sale, the deposit amount (25% bid amount inclusive of EMD) shall be forfeited and the property shall be resold and the defaulting purchaser shall forfeit all claims to the property or to any part of the sum for which it may be subsequently sold.
- o. For sale proceeds of Rs.50,00,000/- (Rupees Fifty Lakhs only) and above, the successful bidder will have to deduct TDS at the rate of 1% on the sale proceeds and submit the original receipt of TDS certificate to the Bank.

- p. On confirmation of sale by HFCL, and if the terms of payment have been complied with, the Authorized Officer exercising the power of sale shall issue a Sale Certificate for immovable property in favour of the purchaser in the form given in Appendix V of Security Interest (Enforcement) Rules, 2002.
- q. The property is sold on “As is where is Basis” & “As is what is Basis” & “whatever there is Basis” & “Without recourse Basis”. Intending bidders are advised to conduct search in Revenue/SRO records to satisfy title, Identity, extent, Dimensions, Survey Number, Door Number, Boundaries or encumbrances in regard to the property proposed to be sold. HFCL is not responsible for any liabilities whatsoever pending upon the property as mentioned above.
- r. The interested parties/bidders may inspect the property put for e-auction sale.
- s. The successful bidders shall exclusively bear all the charges payable for conveyance, registration fees, stamp duty, taxes, statutory dues etc. as applicable.
- t. This e-auction sale is subject to confirmation by HFCL.
- u. The sale/auction is also subject to conditions prescribed in SARFAESI Act, 2002 as amended from time to time (including Rules made thereunder).
- v. HFCL shall not be responsible for any charge, lien, encumbrances, property tax, and any other dues to the Government or anybody in respect of the property auctioned.
- w. Notice is hereby given to the Borrower and Co-Borrower(s) that they can bring the intending buyers/purchasers for purchasing the Secured Asset, as per the particulars of Terms and Conditions of Sale.
- x. The Secured Asset will be sold to the highest Bidder. However, the Authorized Officer reserves the absolute discretion to allow inter se bidding, if deemed necessary.
- y. The Loan Amount mentioned above is not the Loan Foreclosure Amount. All Other Charges including Pending EMIs against the said loan shall be calculated at the time of Loan Closure.