



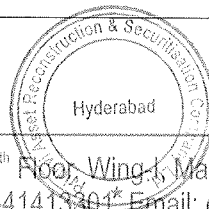
# Pridhvi Asset Reconstruction And Securitisation Company Ltd.

## E-AUCTION FOR SALE OF IMMOVABLE PROPERTY IN THE ACCOUNT OF M/S. DATAJI FOOD PRODUCTS PRIVATE LIMITED

E- Auction Sale Notice for Sale of Immovable Assets in the account: M/s. Dataji Food Products Pvt Ltd., under **Rule 9 (1) of Security Interest (Enforcement) Rules 2002** r/w proviso to **Rule 8 (6) of Security Interest (Enforcement) Rules, 2002.**

Notice is hereby given to the public in general and in particular to the Borrower, Mortgagor/s & Guarantor/s that the below described immovable properties mortgaged to the Secured Creditor, symbolic possession of the same have been taken by the Authorised Officer of M/s. Pridhvi Asset Reconstruction and Securitisation Company Limited (PARAS), will be sold on **“AS IS WHERE IS”**, **“AS IS WHAT IS”** and **“WHATEVER THERE IS”** on **02/06/2023**, for recovery of Rs.83,53,97,370/- (Rupees Eighty three crore fifty three thousand ninety seven thousand three hundred seventy only) as on 31.03.2023,, with further interest and costs due to Secured Creditor i.e., PARAS from **M/s. Dataji Food Products Pvt Ltd.**, represented by its Directors/Guarantors Mrs. Ayesha Sultana, Mr. Nahiruddin Ahmed and Mrs. Daulatnessa.

DESCRIPTION OF THE IMMOVABLE SECURED ASSETS	
<b>LOT NO. I</b>	
<b>Reserve Price: Rs. 7,17,00,000/-</b>	<b>Earnest Money Deposit: Rs. 71,70,000/-</b>
All that the part and parcel of the properties consisting of Land & Building, Plant and Machinery and other fixed assets of Dataji Food Products Pvt Ltd:	
1.	Landed property situated at JL No. 2, Khaitan No. 774 & 606, LR Plot No. 1070, 1071, 1072, 1073, 1074, 1076, 1077, 1078, 1079 and 1081 admeasuring Ac. 3.31 Village & Mouza – Babarkpur, PO – Sagrai P.S. – Raina, Burdwan District – 713424 belonging to Mrs. Ayesha Sultana.
2.	Landed property situated at LR Plot No.1068 measuring Ac. 1.07 which is situated at JL No. 2, Khaitan No.774 & 606, Village & Mouza – Babarkpur, P.O. Sagrai P.S – Rain, Burdwan District – 713424 in the name of Mr. Nasiruddin Ahmed <b>(1) &amp; (2) Total Admeasuring Ac.4.38 (3.31+1.07) and bounded by:</b> East: By land of others/Plot nos. 1065, 1066 & 1069; West: By burdwan – arambagh old PWD Road & Part Plot No. 1074 & 1075; North: By land of others /plot no.1023; South:by land of others /plot nos. 1067, 1086, 1089 & 1085 belonging to Mr. Nasiruddin Ahmed
3.	Commercial /Industrial Land property belonging to Mrs. Ayesha Sultana W/o Sri Nashiruddin Ahmed over R.S. Plot no.-803, 804, R.S. Khatian No. 273,311,161, J.L. No. -02, Mouza- Babrakpur, P.S.- Raina, Dist. – Burdwan, Extent of Site: 20 Kattah; Dimension: North: 53’; South:53’; East: 140’; West:140’ which is bounded by; East: Nasiruddin Ahmed property; West: By Burdwqan Arambag Road; North: By vacant Land; South: Nasiruddin Ahmed property
<b>LOT NO. II</b>	
<b>Reserve Price: Rs. 2,96,00,000/-</b>	<b>Earnest Money Deposit: Rs. 29,60,000/-</b>
All part and parcel of the properties consisting of Land & Building, Plant and Machinery and other fixed assets of Dataji Rice Mills Pvt Ltd situated at: Land measuring Ac. 1.25 with building and godown at Babrakpur Canal Pool, Sagrai, PS. Raina, Burdwan District West Bengal, in the name of Nashiruddin Ahmed at mouza- Babrakpur, JL NO.2, KH.No.319, R.S.No.85 & LR-605 Plot No.805(1.20 acre) and Plot No.799(0.05 acre) bounded by East: By land of Others; West: By land of Others; North: By Old PWD Road; South: By Burdwan-Arambagh Road	





# Pridhvi Asset Reconstruction And Securitisation Company Ltd.

Sale of Schedule Properties will be held by adopting "Online Auction Sale" through the website <https://www.bankeauctions.com> of the Service provider. The details of date of E-auction, last date of submission of Bid Form, Reserve Price, Earnest Money Deposit, Bid increase amount and time of E-Auction are mentioned hereunder:

Lot No.	RESERVE PRICE	EARNEST MONEY DEPOSIT	Last date for submission of Bid	Date of E-Auction	Time of Auction	Bid increment
1	Rs.7,17,00,000/- (Rupees Seven Crore Seventeen lakhs only)	Rs.71,70,000/- (Rupees Seventy one lakh seventy thousand only)	31/05/2023	02/06/2023 (FRIDAY)	11.30 AM to 12.30 PM	Rs.5.00 LAKHS
2	Rs.2,96,00,000/- (Rupees Two crore ninety six lakh only)	Rs.29,60,000/- (Rupees Twenty nine lakh sixty thousand only)	31/05/2023	02/06/2023 (FRIDAY)	01.00 PM to 02.00 PM	Rs.2.00 LAKHS

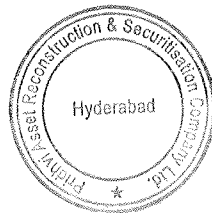
\*Time of E-auction – with an auto extension of 5 minutes each i.e., e-auction end time will be extended by 5 minutes each, if bid is made before closure of auction.

List of Encumbrance/Litigations:

S.No.	Case No.	Place	Present status
1	OA 73/2015	DRT III, Kolkata	Pending
2	OA 203/2015	DRT III, Kolkata	Pending

The intending participants/bidders are advised to go through the website <https://www.bankeauctions.com> and also [www.paras.org.in/tenders](http://www.paras.org.in/tenders), for detailed terms and conditions of e-auction sale and are also required to contact the Service provider for online registration, user ID, password, help, procedure, online training about e-auction etc., for submitting their bid forms and for taking part in e-auction sale proceedings.

Date: 24.04.2023  
Place: Hyderabad.



Authorised Officer



# Pridhvi Asset Reconstruction And Securitisation Company Ltd.

## Details of Terms & Conditions of Sale

Sale of Schedule properties will be held by adopting "Online E-auction Sale" through the website <https://www.bankeauctions.com> of the service provider. The details of date of E-auction, last date of submission of bid form, reserve price, Earnest Money Deposit, bid increase amount and time of E-auction are mentioned hereunder:

Lot No.	RESERVE PRICE	EARNEST MONEY DEPOSIT	Last date for submission of Bid	Date of E-Auction	Time of Auction	Bid increment
1	Rs.7,17,00,000/- (Rupees Seven Crore Seventeen lakhs only)	Rs.71,70,000/- (Rupees Seventy one lakh seventy thousand only)	31/05/2023	02/06/2023 (FRIDAY)	11.30 AM to 12.30 PM	Rs.5.00 LAKHS
2	Rs.2,96,00,000/- (Rupees Two crore ninety six lakh only)	Rs.29,60,000/- (Rupees Twenty nine lakh sixty thousand only)	31/05/2023	02/06/2023 (FRIDAY)	01.00 PM to 02.00 PM	Rs.2.00 LAKHS

Public are invited to participate in "Online E-auction" through the website <https://www.bankeauctions.com> of the service provider.

The address and details of service provider are: M/s C 1 India Pvt Ltd.,

Contact person: Mr. Dharani Krishna.

Contact No: 99481 82222

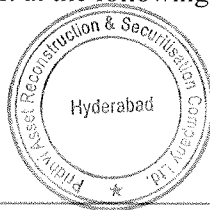
E mail id: (1) [dharaani.p@c1india.com](mailto:dharaani.p@c1india.com) and (2) [andhra@c1india.com](mailto:andhra@c1india.com)

The intending participants/bidders are advised to go through the website <https://www.bankeauctions.com> and also [www.paras.org.in](http://www.paras.org.in) for detailed terms and conditions of e-auction sale and are also required to contact the service provider for online registration, user ID, password, help, procedure, online training about e-auction etc., for submitting their bid forms and for taking part in e-auction sale proceedings.

The intending participants shall deposit EMD amount by RTGS/NEFT/Funds transfer to the credit of E-auction collection below mentioned account of Secured Creditor:

Account No	100631100000229
Secured Creditor	M/s. PRIDHVI ASSET RECONSTRUCTION AND SECURITISATION COMPANY LIMITED.
Bank	UNION BANK OF INDIA
Branch	Mid Corporate Branch, Punjagutta, Hyderabad
IFSC Code	UBIN0577901

The intending bidders are advised to submit the Bid Forms with requisite details viz., proof of deposit of EMD, PAN Card, AADHAR, Address and ID Proof on or before the last date mentioned in the above auction table. The intending bidders shall send hard copy of Bid form duly filled in along with self attested copies of above documents by Regd. Post / Speed Post / Courier to the undersigned so as to reach on or before 22.05.2023 by 4.00 P.M. at the following address:





# Pridhvi Asset Reconstruction And Securitisation Company Ltd.

Mr. K.V. Rama Krishna Prasad,  
Authorised Officer & Vice President  
Contact. Mobile: 9652250044. Office land line No: 040-41413314.  
E-mail id: ramakrishnaprasad@paras.org.in

OR

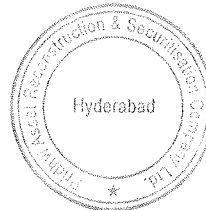
Mr. V. Subrahmanyam,  
Authorised Officer & Chief Manager (Legal & Resolutions)  
Contact. Mobile No. 7799670239. Office land line No. 040-41413345  
E-mail id: subrahmanyam@paras.org.in

The intending bidders are also advised to visit the property and fully satisfy themselves about the details of the property before participating in the e-auction.

Date and Time of Inspection of the property: 26/05/2023 between 11.00 AM to 2.00 PM.

## **Terms & conditions of sale:**

- 1) The aforesaid property will not be sold below the reserve price;
- 2) The successful bidder shall immediately i.e., on the same day or not later than next working day, deposit 25% of the Tender amount (inclusive of the EMD already paid); if not the property shall be sold again as per Rule 9 (3) of Security Interest (Enforcement) Rules, 2002.
- 3) The balance 75% of the sale price shall be payable on or before the 15<sup>th</sup> (fifteenth) day from the date of confirmation of sale; or such extended period as per Rule 9 (4) of Security Interest (Enforcement) Rules, 2002 and if the successful bidder fails to pay even after such extended period, the amount deposited shall be forfeited.
- 4) The Authorised Officer reserves the right to reject/adjourn/cancel/postpone any/or all the tenders at any stage without assigning any reasons thereof. After opening the tenders on the scheduled date, there could be inter-se bidding amongst the qualifying tenderers at the sole discretion of the Authorised Officer and the sale will be confirmed in favour of the highest bidder. For any enquiry/query kindly reach email id: ramakrishnaprasad@paras.org.in, Ph. No. 040 - 41413314; 9652250044 or subrahmanyam@paras.org.in
- 5) Interested parties may submit their bids along with EMD and the KYC documents in the manner prescribed in the "Other Terms and Conditions", which form part of these terms and conditions and which are available at the website of service provider i.e., <https://bankeauctions.com> and also at the Office and website of M/s. Pridhvi Asset Reconstruction and Securitisation Company Limited [www.paras.org.in/tenders](http://www.paras.org.in/tenders);
- 6) The bids without EMD are liable to be rejected;
- 7) The successful bidder/s is/are liable for payment of the stamp duty, registration and all other charges for registration of the sale certificate to be issued. PARAS shall not be held liable for any charge, lien, encumbrance, property tax or any dues to government or anybody in respect of property under sale;
- 8) The intending bidders should make discrete enquiries as regards any encumbrances, claims, charges, attachments, prohibitory orders on the property/ies by any authority/person and should satisfy themselves about the title, extent, quality and quantity of the property/ies before submitting their bid. No claim of what so ever nature regarding the property/ies put for sale will be entertained after submission of bid by the intending bidders. Further the intending bidders shall satisfy themselves about registrability of the property/ies as PRIDHVI ASSET RECONSTRUCTION AND SECURITISATION COMPANY LTD., is not aware of any prohibition as regards registration of the property/ies at the SRO concerned;
- 9) The highest bidder as confirmed by the Authorised Officer shall not be eligible to claim any damage(s), interest, legal expenses if there is any delay in issuance of Sale Certificate or Cancellation of auction for any reasons thereof.

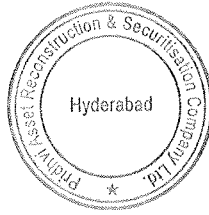


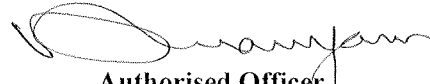


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- 10) Please note that before remitting the balance of bid amount the successful bidder should deduct 1% of the bid amount towards TDS for the purchase price of the asset(s) sold which exceeds Rs.50 Lakhs and remit the same to Income Tax Department and submit us the proof of remittance of the TDS amount.
- 11) In the event the auction scheduled herein above fails for any reason whatsoever, PRIDHVI ASSET RECONSTRUCTION AND SECURITISATION COMPANY LTD., have the right to sell the secured assets under auction through this notice by way of PRIVATE TREATY under the provisions of the SARFAESI Act, 2002.
- 12) This is also a notice to the borrower/guarantors of M/s. Dataji Food Products Pvt. Ltd., about holding of the sale on the above mentioned date and other details.

Date: 24.04.2023  
Place: Hyderabad



  
**Authorised Officer**