



## Phoenix ARC Private Limited

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CIN: U67190MH2007PTC168303; Email: [info@phoenixarc.co.in](mailto:info@phoenixarc.co.in)  
Website: [www.phoenixarc.co.in](http://www.phoenixarc.co.in)

### ONLINE E- AUCTION SALE OF ASSETS

In exercise of the powers under the **Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (in short referred to as SARFAESI Act)** and **Security Interest (Enforcement) Rules, 2002 (in short referred to as RULES)** and pursuant to the possession of the secured asset of the borrower mentioned hereunder vested with the Authorised Officer under the said SARFAESI Act and RULES for recovery of the secured debts, the Authorised Officer has decided to sell the secured asset by auction sale.

Notice is hereby given to the public in general and to the borrower and guarantors in particular, that the under mentioned property mortgaged to Phoenix ARC Private Limited acting in capacity as Trustee of Phoenix Trust FY 17-8 (Phoenix) (pursuant to assignment of debt by South Indian Bank (SIB) in favour of Phoenix vide Assignment Agreement dated 17.03.2017) will be sold on **“AS IS WHERE IS” basis & “AS IS WHAT IS” condition**, by way of **“online e-auction”** for recovery of dues and further interest, charges and costs etc. as detailed below in terms of the provisions of SARFAESI Act read with Rules 8 & 9 of Security Interest (Enforcement) Rules, 2002) through website <https://www.bankeauctions.com>

<b>Name of the Borrower</b>	<b>Alikkal Jewellery Represented by its Proprietor Mr. Rajesh Alikkal</b>
<b>Name of the Guarantor</b>	<b>1) Mrs. Santhakumari 2) Mrs. Ritha K. R. 3) Mrs. Beena Satheesh 4) Mr. Satheesh K P</b>
<b>Amount due</b>	<b>Rs. 5,19,93,107.61/- (Rupees Five Crores Nineteen Lakhs Ninety Three Thousand One Hundred Seven and Paise Sixty One only) as on 15.01.2016 with further interest from 16.01.2016 till the date of repayment of dues in full together with incidental expenses, costs and charges as per the Demand Notice dated 16.01.2016 issued under section 13(2) of the SARFAESI Act, 2002.</b>
<b>Possession taken under SARFAESI Act, 2002</b>	<b>Item I: Physical Possession taken on 28.10.2016 Item II: Physical Possession taken on 27.02.2017 Item III: Physical Possession taken on 27.02.2017</b>
<b>Date of Inspection</b>	<b>Item I: 14.12.2017 (Thursday) between 2:00 pm to 4.00 pm Item II: 14.12.2017 (Thursday) between 2:00 pm to 4.00 pm Item III: 15.12.2017 (Friday) between 10:00 am to 12.00 noon</b>
<b>Last Date of submission of Bid (E- Auction)</b>	<b>08.01.2018 (Monday) before 4.30 pm – Separate Bid to be submitted for each item by specifically defining the item No. for which the bid is being submitted.</b>
<b>Earnest Money Deposit</b>	<b>The Earnest Money has to be deposited by way of RTGS Favouring “PHOENIX TRUST FY17-8”, Current Account: 0812529164; Kotak Mahindra Bank Limited, Branch: Bandra East, IFSC Code: KKBK0001368</b>  <b>EMD amount</b> <b>Item No. I: Rs. 8,66,300/- (Rupees Eight Lakh Sixty Six Thousand and Three Hundred only)</b> <b>Item No. II: Rs. 13,94,400/- (Rupees Thirteen Lakh Ninety Four Thousand Four Hundred Only)</b> <b>Item No. III: Rs. 7,52,400/- (Rupees Seven Lakh Fifty Two Thousand Four Hundred only)</b>
<b>Reserve Price</b>	<b>Item No. I: Rs. 86,63,000/- (Rupees Eighty Six Lakh Sixty Three Thousand only) Item No. II: Rs. 1,39,44,000/- (Rupees One Crores Thirty Nine Lakh Forty Four Thousand only) Item No. III: Rs. 75,24,000/- (Rupees Seventy Five Lakh Twenty Four Thousand only)</b>
<b>Bid Increment</b>	<b>Rs. 5,000 (Rupees Five Thousand only) &amp; in such multiples for each item</b>
<b>Date of E- Auction</b>	<b>09.01.2018 (Tuesday) between 11.00 a.m to 12.00 noon</b>
<b>Mode of E- Auction</b>	<b>Online – e auction</b>
<b>Description of the Secured Asset being auctioned.</b>	<b>Item I: All that part and parcel of land admeasuring 26.1 Cents (equivalent to 10.56 Ares) along with a residential building having approx. built up area 3570 Sq. Ft. bearing Door No. 4/413A of Thirumittacode Panchayath and all other improvements therein comprised in Sy. No. 339/6 and</b>

340/3A situated in Thirumittacode I Village, Ezhumangad Desom, Ottapalam Taluk, Palakkad District in the name of Mr. Rajesh Alikkal more particularly described in Sale Deed No. 2572/2010 dated 22.05.2010 of SRO Thrithala and Sale Deed No. 5089/2011 dated 13.10.2011 of SRO Thrithala, bounded on the North by property of Erinjingattu Bhaskaran, Lakshmikutty etc., on the East by way and properties of Erinjingattu Prabhavathy and Maimoona Umma, on the South by Ezhumangad – Karukaputhur PWD Road and Property of Maimoona Umma and on the West by: Property of Kunnumpurathu Alikutty and Sathyabhama.

**Item II:** All that part and parcel of land admeasuring 63 Cents (equivalent to 25.50 Ares) along with a residential building having approx. built up area 3400 Sq. Ft. bearing Door No. 13/250 of Desamangalam Panchayath and all other improvements therein comprised in Sy. No. 161/6 situated in Arangottukara Desom, Thalapilly Taluk, Thirssur District in the name of Mr. Satheesh & Mrs. Beena more particularly described in Sale Deed No. 3901/2004 dated 13.10.2004 of SRO Wadakkancherry, bounded on the North by Property of Konthath Beena, on the East by Properties of Melepurakkal Prabhakaran, on the South by PWD Road and on the west by Property of Kalachirakkal Ummar.

**Item III:** All that part and parcel of land admeasuring 30 Cents (equivalent to 12.14 Ares) along with a residential building having approx. built up area 2400 Sq. Ft. bearing Door No. 4/44 of Varavoor Panchayath and all other improvements therein comprised in Sy. No. 108/5 Part (Old Sy. No. 858/4 Part) situated in Varavoor Village, Varavoor Desom, Thalapilly Taluk, Thirssur District in the name of Mrs. Santhakumari more particularly described in Sale Deed No. 1358/2011 dated 30.03.2011 of SRO Wadakkancherry and Sale Deed No. 705/2012 dated 13.02.2012 of SRO Wadakkancherry, bounded on the North by Panchayath Road, on the East by Properties of Raveendran and Geetha, on the South by Properties of Raveendran and Geetha and on the West by Vazhi.

#### Terms and Conditions of E- Auction

1. The auction sale is being conducted by the Authorised Officer under the provisions of SARFAESI Act with the aid and through e-auction mode. Auction/Bidding shall be only through “Online Electronic Mode” through the website <https://www.bankeauctions.com>. M/s C1 India Private Limited is the service provider to arrange platform for e-auction.
2. The Auction is conducted as per the **further Terms and Conditions of the Bid document** and as per the procedure set out therein. Bidders may go through the website of Phoenix, [www.phoenixarc.co.in](http://www.phoenixarc.co.in) and website of the service provider, [www.bankeauctions.com](http://www.bankeauctions.com) for bid documents, the details of the secured asset put up for auction / obtaining the bid form.
3. The bidders may participate in the e-auction quoting/bidding from their own offices/place of their choice. Internet connectivity shall have to be arranged by each bidder himself/itself. The Authorised Officer/Phoenix/service provider shall not be held responsible for the internet connectivity, network problems, system crash down, power failure etc.
4. For details, help, procedure and online training on e-auction, prospective bidders may contact **Mr. Ganesh Patil of M/s C 1 India Private Limited, Contact Number:91-124-4302020, 91-9821690968, email id : support@bankeauctions.com**
5. Bidders may go through the website of Phoenix, [www.phoenixarc.co.in](http://www.phoenixarc.co.in) for verifying the details of the secured asset put up for auction.
6. The e-auction will be conducted on the date and time mentioned herein above, when the secured assets mentioned above will be sold on “**as is where is” basis & “as is what it is” condition**.
7. All the intending purchasers/bidders are required to register their name in the portal mentioned above as <https://www.bankeauctions.com> and get user ID and password free of cost to participate in the e-auction on the date and time aforesaid.
8. For participating in the e-auction, intending purchasers/bidders will have to submit the details of payment of refundable Earnest Money Deposit of 10% of the reserve price of the secured asset along with copies of the PANCARD, Board Resolutions in case of company and Address Proof on or before 16:30 hours on **8<sup>th</sup> January 2018 (Monday)**. **Intending purchasers/bidders are required to submit separate EMDs for each of the Items detailed herein above.**
9. The successful purchaser/bidder shall deposit the 25% (inclusive of EMD) of his/her/its offer for each item by way of RTGS to the account mentioned herein above on or before 18:30 hours on **9<sup>th</sup> January 2018 (Tuesday)** i.e. day of auction, which deposit will have to confirmed by Phoenix, failing which the sale will be deemed to have been failed and the EMD of the said successful bidder shall be forfeited.

10. The EMD of all other bidders who did not succeed in the e- auction will be refunded by Phoenix within 48 hours of the closure of the e-auction. The EMD will not carry any interest.
11. The balance amount of purchase consideration shall be payable by the successful purchaser/bidder **on or before the fifteenth day** from the date of confirmation of sale of the said secured asset by the Authorised Officer/Secured Creditor or such extended period as may be agreed upon in writing by the Authorised Officer at his/her discretion. In case of default, all amounts deposited till then shall be liable to be forfeited.
12. For inspection of property or more information, the prospective bidders may contact Ms. Pallavi Chavan/Mr. Ajit Kewin, at abovementioned address or at [pallavi.chavan@phoenixarc.co.in](mailto:pallavi.chavan@phoenixarc.co.in) / [ajit.kewin@phoenixarc.co.in](mailto:ajit.kewin@phoenixarc.co.in) (email) or on 09167490366 / 09619866780(Mob).
13. At any stage of the auction, the Authorised Officer may accept/reject/modify/cancel the bid/offer or post-pone the auction without assigning any reason thereof and without any prior notice.
14. The successful purchaser/bidder shall bear any statutory dues, taxes, fees payable, stamp duty, registration fees, etc. that is required to be paid in order to get the property conveyed/delivered in his/her/its favour as per the applicable law.
15. The payment of all statutory/non statutory dues, taxes, rates, assessments, charges, fees etc. owing to anybody shall be the sole responsibility of the successful bidder only.
16. The Borrower/Guarantors, who are liable for the said outstanding dues, shall treat this Sale Notice as a notice under Rule 8 (6) of the Security Interest (Enforcement) Rules, about the holding of above mentioned auction sale.

Place : Palakkad/ Thrissur  
Date : 29.11.2017

Sd/-  
Authorised Officer

**Phoenix ARC Private Limited, Phoenix Trust FY 17-8**