



Phoenix ARC Private Limited

Regd Office : Dani Corporate Park, 5th Floor, 158, C.S.T Road, Kalina, Santacruz (E), Mumbai -400 098, Tel : 022- 67412314, Fax : 022- 67412313
CIN: U67190MH2007PTC168303; Email: info@phoenixarc.co.in
Website: 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 FY14-13 Scheme-B (Phoenix) (pursuant to assignment of debt The Saraswat Co-operative Bank Limited (“**SCBL**”) in favour of Phoenix vide Assignment Agreement dated 11.04.2014) 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>

Name of the Borrower	Emergency Electronic Security (India) Private Limited
Name of the Guarantor/Co-Borrower	Mrs. Pratibha Desai, M/s. Chainmark Overseas Private Limited Mr. Suyash M Chaini , Mrs. Priya M Chaini, and Late Mr. Murlidhar B Chaini through his legal heirs Mr. Suyash M Chaini, Mrs. Priya M Chaini and Mr. Animesh M Chaini
Amount due	Rs.7,09,30,246.36 (Rupees Seven Crores Nine Lakh Thirty Thousand Two Hundred Forty Six and Paise Thirty Six Only as on 20.10.2012 with further interest from 21.10.2012 till the date of repayment of dues in full together with incidental expenses, costs and charges as per the Demand Notice dated 27.10.2012 issued under section 13(2) of the SARFAESI Act, 2002.
Possession taken under SARFAESI Act, 2002	Item I: Physical Possession taken on 08.06.2017 Item II: Physical Possession taken on 06.07.2017 Item III: Physical Possession taken on 20.05.2014
Date of Inspection	Item I: 22.01.2018 (Monday) between 11:00 am to 1.00 pm Item II: 22.01.2018 (Monday) between 2:00 pm to 4.00 pm Item III: 22.01.2018 (Monday) between 4:30 pm to 6.00 p.m
Last Date of submission of Bid (E- Auction)	15.02.2018 (Thursday) 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.
Earnest Money Deposit	The Earnest Money has to be deposited by way of RTGS Favouring “ Phoenix Trust FY 14-13 Scheme B”, Current Account: 6111416891; Kotak Mahindra Bank Limited, Branch: Kalina, IFSC Code: KKBK0000631 EMD amount Item No. I: Rs. 11,60,000/- (Rupees Eleven Lakh Sixty Thousand Only) Item No. II: Rs. 20,00,000/- (Rupees Twenty Lakh Only) Item No. III: Rs. 32,80,000/- (Rupees Thirty Two Lakh Eighty Thousand Only)
Reserve Price	Item No. I: Rs. 1,16,00,000/- (Rupees One Crore Sixteen Lakh Only) Item No. II: Rs. 2,00,00,000/- (Rupees Two Crores Only) Item No. III: Rs.3,28,00,000/- (Rupees Three Crores Twenty Eight Lakh Only)
Bid Increment	Rs. 15,000/- (Rupees Ten Thousand) & in such multiples for each item
Date of E- Auction	16.02.2018 (Friday) between 11.00 a.m to 12.00 noon
Mode of E- Auction	Online – e auction
Description of the Secured Asset being auctioned.	Item I: 46/2254, “Suprabhat”, Gandhi Nagar, Bandra (East), Mumbai 400051 (admeasuring area 290 sq.ft.) belonging to Mr Suyash M. Chaini. and bounded as under:

	<p>East: 40" wide road West: Building No. 45 North: Building No. 47 South: Griha Nirman Bhawan</p> <p>Item II: Flat No. 72, on the 7th floor in the building no 11, Bandra (HIG) Complex Emerald Co-operative Housing Society Bandra (West), Mumbai 400 050 (admeasuring area 592 sq.ft.) belonging to Mrs Pratibha Desai and bounded as under:</p> <p>East: Best Substation West: Road North: Building No. 13 South: Best Reclamation Deport.</p> <p>Item III: Gala No. 3009, 3010, 3011 & 3024 admeasuring area 2100 Sq. Ft. and Gala No. 3021, 3022, 3023 & 3039 admeasuring area 2050 Sq. Ft (Total admeasuring 4250 Sq, Ft) on 3rd Floor Oberoi Garden Estates, constructed on plot of land bearing CTS no 47, 47/1-20 and CTS no 17 and 18 situated at Chandivali, Chandivali Studio compound, Off Saki Naka road, Taluka Kurla Andheri East Mumbai 400 072 alongwith constructions thereon and stilt car parking in "A" wing – Owned by Chainmark Overseas Private Limited</p>
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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 and website of the service provider, 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 for verifying the details of the secured assets 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 **15th, February 2018 (Thursday)**. **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 **16th, February 2018 (Friday)** 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 / 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-poner 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 successful purchaser/bidder shall be solely responsible for any cost/expenses/fees/ charges etc. payable to the society towards the rights in its his/her favour.
17. 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 : Mumbai
Date : 09.01.2018

Sd/-
Authorised Officer
**Phoenix ARC Private Limited,
Phoenix Trust FY 14-13 Scheme B**