

ONLINE E – AUCTION SALE OF ASSET**Phoenix ARC Private Limited**

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PUBLIC NOTICE FOR ONLINE E- AUCTION

(In terms of the provisions of Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (SARFAESI Act) read with Rules 6, 7, 8 & 9 of Security Interest (Enforcement) Rules, 2002)

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 FY15-25 (Phoenix) (pursuant to assignment of debt by Central Bank of India in favour of Phoenix vide Assignment Agreement dated 31.03.2015) will be sold on "**AS IS WHERE IS**" basis and "**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 6, 7, 8 & 9 of Security Interest (Enforcement) Rules, 2002) through website <https://www.bankeauctions.com>

Name of the Borrower	Dhanlaxmi Builders and Developers 2nd Floor, Vasundhara Building, Above Indus Arts & Frames, S.V. Road, Vile Parle (W), Mumbai-400056
Name of the Guarantors	(1) Mr. Hamukh S Shah (2) Mr. Kiran V Sangoi (3) Mr. Mohan G Majethia (4) Mr. Sunil V Sangoi
Outstanding amount as on 31st January 2018	Rs. 35,41,26,120/- (Rupees Thirty Five Crores Forty One Lakhs Twenty Six Thousand One Hundred and Twenty Only) along with further interest @24% p.a. compounded monthly and penal interest @2.00% p.a., from 1.02.2018 together with expenses, other cost and charges.
Possession	Symbolic
Date of Inspection	17.05.2018 (Seventeenth May Two Thousand and Eighteen) (Thursday) - Between 11:30 am to 1:00 pm
Earnest Money Deposit	Lot – I: Rs. 6,64,83,000/- (Rupees Six Crore Sixty Four Lakh Eighty Three Thousand Only) Lot – II: 10% of the Reserve Price fixed for each of the Shop/Unit as detailed below in the column for description of the Secured Asset being auctioned The Earnest Money has to be deposited by way of RTGS Favouring "PHOENIX TRUST FY15-25", Current Account: 1311566520, Kotak Mahindra Bank Limited, Branch: Kalina, Mumbai, IFSC Code: KKBK0000631
Date of submission of Bid (E- Auction)	12.06.2018 (Twelfth June Two Thousand and Eighteen) (Tuesday) <u>before close of banking hours</u>
Reserve Price	Kindly refer to the column - Description of the Secured Asset being auctioned
Bid Increment	Lot – I: Rs. 2,00,000/- & in such multiples Lot – II: Rs. 10,000/- & in such multiples
Date of E-Auction	13.06.2018 (Thirteenth June Two Thousand and Eighteen) (Wednesday) between 11:00 a.m. to 12:00 noon
Mode of Auction	Online E-Auction
Description of the Secured Asset being auctioned.	<u>Lot – I:</u> <u>Property belonging to M/s. Dhanlaxmi Builders & Developers - RESERVE PRICE OF RS. 66,48,30,000/- (RUPEES SIXTY SIX CRORE FORTY EIGHT LAKH THIRTY THOUSAND ONLY):</u> <i>Immovable property admeasuring 12187.38 sq. mtrs., consisting of Shopping Mall & Multiples Building Known as "UP Hill Mall" (Now named as "Lonavala Square") C.T. S no. 231A, 232A and 208A (part) at Near Kumar Resorts, Except Game Zone on Ground/Upper Parking Floor and</i>

certain Shops sold (G-4, G-13, G-16, G-17, G-18, G-24, F-12, F-13, F-14), within Lonavala Municipal Corporation, Lonavala, District- Pune, and bounded as follows:

North: Railway Line

South: Partly by Road & partly by CTS No. 227, 230 (Mr. Sachin Tendulkar's Bungalow)

East: Partly by Road & partly by Over-bridge

West: By TATA water Duct Line

Lot - II:

Interested purchasers shall submit separate bids for each Shop/Unit independently. Each bid shall specify the Shop No/Unit No, floor and the area in the bid submission form. The details of the shops available on each floor is as below:

Shop/Unit No.	Area	Reserve Price
G-1 (ground floor) (licensed to Sunil Wax museum)	395 Sq. ft.	Rs. 97,76,250/-
G-2 (ground floor) (licensed)	395 Sq. ft.	Rs. 97,76,250/-
G-3 (ground floor) (licensed)	395 Sq. ft.	Rs. 97,76,250/-
G-5 (ground floor)	395 Sq. ft.	Rs. 97,76,250/-
G-6 (ground floor)	395 Sq. ft.	Rs. 97,76,250/-
G-7 (ground floor)	395 Sq. ft.	Rs. 97,76,250/-
G-8 (ground floor)	352 Sq. ft.	Rs. 87,12,000/-
G-9 (ground floor)	352 Sq. ft.	Rs. 87,12,000/-
G-10 (ground floor)	352 Sq. ft.	Rs. 87,12,000/-
G-11 (ground floor)	352 Sq. ft.	Rs. 87,12,000/-
G-12 (ground floor)	352 Sq. ft.	Rs. 87,12,000/-
G-14 (ground floor)	392 Sq. ft.	Rs. 97,02,000/-
G-15 (ground floor)	392 Sq. ft.	Rs. 97,02,000/-
G-15A (ground floor)	993 Sq. ft.	Rs. 2,45,76,750/-
G-19 (ground floor)	314 Sq. ft.	Rs. 77,71,500/-
G-20 (ground floor) (licensed to Mcdonald's)	2520 Sq. ft.	Rs. 6,23,70,000/-
G-21 (ground floor)	394 Sq. ft.	Rs. 97,51,500/-
G-23 (ground floor)	322 Sq. ft.	Rs. 79,69,500/-
G-25 (ground floor)	405 Sq. ft.	Rs. 1,00,23,750/-
G-26 (ground floor)	396 Sq. ft.	Rs. 98,01,000/-
G-27 (ground floor)	426 Sq. ft.	Rs. 1,05,43,500/-
G-28 (ground floor)	498 Sq. ft.	Rs. 1,23,25,500/-
G-29 (ground floor)	422 Sq. ft.	Rs. 1,04,44,500/-
G-30 (ground floor)	392 Sq. ft.	Rs. 97,02,000/-
G-31 (ground floor)	413 Sq. ft.	Rs. 1,02,21,750/-
G-32 (ground floor)	398 Sq. ft.	Rs. 98,50,500/-
G-33 (ground floor)	461 Sq. ft.	Rs. 1,14,09,750/-
G-34 (ground floor) (Anchor Shop) (Currently licensed to Sunil's Celebrity Wax Museum)	8054 Sq. ft.	Rs. 19,93,36,500/-
Multiplex (first floor)	Admeasuring 11625 Sq. ft.	Rs. 4,18,50,000/-
F-1 (first floor)	1292 Sq. ft.	Rs. 1,86,04,800/-
F-2 (first floor)	800 Sq. ft.	Rs. 1,15,20,000/-
F-3 (first floor)	359 Sq. ft.	Rs. 51,69,600/-
F-4 (first floor)	359 Sq. ft.	Rs. 51,69,600/-
F-5 (first floor)	359 Sq. ft.	Rs. 51,69,600/-
F-6 (first floor)	350 Sq. ft.	Rs. 50,40,000/-
F-7 (first floor)	359 Sq. ft.	Rs. 51,69,600/-
F-8 (first floor)	359 Sq. ft.	Rs. 51,69,600/-
F-9 (first floor)	396 Sq. ft.	Rs. 57,02,400/-
F-10 (first floor)	395 Sq. ft.	Rs. 56,88,000/-

F-11 (first floor)	936 Sq. ft.	Rs. 1,34,78,400/-
F-15 (first floor)	314 Sq. ft.	Rs. 45,21,600/-
F-16 (first floor)	2520 Sq. ft.	Rs. 3,62,88,000/-
FC-1 (first floor)	164 Sq. ft.	Rs. 23,61,600/-
FC-2 (first floor)	252 Sq. ft.	Rs. 36,28,800/-
FC-3 (first floor)	213 Sq. ft.	Rs. 30,67,200/-
FC-4 (first floor)	231 Sq. ft.	Rs. 33,26,400/-
FC-5 (first floor)	261 Sq. ft.	Rs. 37,58,400/-
FC-6 (first floor)	252 Sq. ft.	Rs. 36,28,800/-
FC-7 (first floor)	257 Sq. ft.	Rs. 37,00,800/-
FC-8 (first floor)	239 Sq. ft.	Rs. 34,41,600/-
FC-9 (first floor)	257 Sq. ft.	Rs. 37,00,800/-
FC-10 (first floor)	245 Sq. ft.	Rs. 35,28,000/-
FC-11 (first floor)	248 Sq. ft.	Rs. 35,71,200/-
FC-12 (first floor)	195 Sq. ft.	Rs. 28,08,000/-
FC-13 (first floor)	244 Sq. ft.	Rs. 35,13,600/-

Terms & Conditions:

1. The Auction Sale is being conducted by the Authorised Officer under the provisions of SARFAESI Act with the aid and through e-auction. 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 **M/s C1 India Private Limited, Contact Number: 91-120-4888888, +91-124-4302000, 09821690968 email id: support@bankeauctions.com**
5. Bidders may also go through the website of Phoenix, www.phoenixarc.co.in for verifying the details of the secured asset put up for auction/ obtaining the bid form.
6. The e-auction will be conducted on the date and time mentioned herein above, when the secured asset mentioned above will be sold on "AS IS WHERE IS" basis and "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 as mentioned aforesaid.
8. The intending purchaser/ bidder may bid for either Lot – I or one or more Shops detailed in Lot – II.
9. It may be noted that in the event auction is successful for the bid received for the Lot-I, the bid, if any received for the shop/ shops forming part of the Lot-II shall not be finalised.
10. 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 Lot – I or Shop/ Shops they intend to bid for along with copies of the PANCARD, Board Resolutions in case of Company and Address Proof on or before **12.06.2018**.
11. The successful purchaser/ bidder shall deposit the 25% (inclusive of EMD) of his/ its offer by way of RTGS to the account mentioned hereinabove on or before the close of banking hours on **13.06.2018** i.e., the day of Auction, which deposit shall have to be confirmed by Phoenix, failing which the sale will be deemed to have been failed and the EMD of the said successful purchaser/ bidder shall be forfeited.
12. The EMD of all other bidders who did not succeed in the e-auction will be refunded by Phoenix within 72 hours of the closure e-auction. The EMD shall not carry any interest.
13. The balance amount of purchase consideration shall be payable by the successful purchaser/ bidder on or before the fifteenth (15) day of confirmation of sale of the said secured asset or such extended period as may be agreed upon in writing. In case of default, all amounts deposited till then shall be liable to be forfeited.
14. For inspection of the property or more information, the prospective bidders may contact Ms Gurleen Chhabra/ Mr. Ajit Kewin, at abovementioned address or at gurleen.chhabra@phoenixarc.co.in/ ajit.kewin@phoenixarc.co.in (email) or on 09167930326/ 09619866780 (Mob).
15. It shall be the sole responsibility of the intending bidders to inspect, verify and satisfy themselves about the secured asset encumbrances, title of property put on auction and claims/rights/dues affecting the secured asset, including the statutory dues and specifications before submitting the bid.

16. The particulars specified in the auction notice published in the newspapers have been stated to the best of the information of the undersigned; however the undersigned shall not be responsible / liable for any error, misstatement or omission.
17. 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.
18. 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 in his/her favour as per the applicable law.
19. The Borrower/ Guarantors, who are liable for the said outstanding dues, shall treat this Sale Notice as a notice under Rule 8 Clause (6) of the Security Interest (Enforcement) Rules, about the holding of the above-mentioned auction sale.
20. In the event the auction scheduled hereinabove fails for any reason whatsoever, Phoenix has the right to sell the secured asset under auction through this Notice by way of PRIVATE TREATY under the provisions of the SARFAESI Act, 2002.

Place : Lonavala

Date : 9.05.2018

Sd/-

**Authorised Officer
Phoenix ARC Private Limited
Phoenix Trust FY15-25**