



**Phoenix ARC Private Limited**

**Regd Office :** Dani Corporate Park, 5<sup>th</sup> 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](mailto:info@phoenixarc.co.in)  
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Visit for more details: [www.facebook.com/phoenixarcpvtltd](https://www.facebook.com/phoenixarcpvtltd)

**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 18-8 (Phoenix) (pursuant to assignment of debt by The Janata Sahakari Bank Limited, Pune (JSBL) in favour of Phoenix vide Assignment Agreement dated 26.03.2018) 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>Borrower I: Kalpyog Chemicals Private Limited Borrower II: Mrs. Anuradha Karanjaonkar &amp; Ms. Vrunda C Karanjaonkar Borrower III: Mr. Karanjaonkar Gopal &amp; Ms. Karanjaonkar Ashwini Chandrashekar</b>
<b>Name of the Guarantor</b>	<b>Borrower I: i) Mr. Karanjaonkar Chandrashekar Gopal ii) Mr. Karanjaonkar Anuradha C. iii) Ms. Karanjaonkar Ashwini C. iv) Ms. Karanjaonkar Vrunda C. Borrower II &amp; III: Mr. Subramaniam Ramnathan</b>
<b>Amount due</b>	<b>Borrower I:</b> Rs.16,23,67,712.27 (Rupees Sixteen Crores Twenty Three Lakhs Sixty Seven Thousand Seven Hundred Twelve and Paise Twenty Seven Only) as on 31/07/2016 along with further interest, other charges, cost and expenses from 01/08/2016 as per the Demand Notice dated 6 <sup>th</sup> August, 2016 issued under section 13(2) of the SARFAESI Act, 2002. <b>Borrower II:</b> Rs.2,67,14,818 (Rupees Two Crores Sixty Seven Lakhs Fourteen Thousand Eight Hundred Eighteen Only) as on 31/07/2016 along with further interest, other charges, cost and expenses from 01/08/2016 as per the Demand Notice dated 6 <sup>th</sup> August, 2016 issued under section 13(2) of the SARFAESI Act, 2002. <b>Borrower III:</b> Rs.2,67,16,366 (Rupees Two Crores Sixty Seven Lakhs Sixteen Thousand Three Hundred Sixty Six Only) as on 31/07/2016 along with further interest, other charges, cost and expenses from 01/08/2016 as per the Demand Notice dated 6 <sup>th</sup> August, 2016 issued under section 13(2) of the SARFAESI Act, 2002.
<b>Possession taken under SARFAESI Act, 2002</b>	Physical Possession taken on 06.2.2018
<b>Date of Inspection</b>	<b>14.08.2018 (Tuesday) between 10.30 a.m. to 12.30 p.m.</b>
<b>Date of submission of Bid (E- Auction)</b>	<b>07.09.2018 (Friday) before 4.30 pm</b>

<b>Earnest Money Deposit</b>	<b>EMD Amount</b> to be deposited by way of RTGS Favouring “ <b>PHOENIX TRUST FY 18-8</b> ”, Current Account: 3711968614; Kotak Mahindra Bank Limited, Branch: Kalina, Mumbai, IFSC Code: KKBK0000631.  <b>EMD amount: Property I: Rs.64,40,000/- (Rupees Sixty Four Lakhs Forty Thousand Only)</b> <b>EMD amount: Property II: Rs. 61,10,000/- (Rupees Sixty One Lakhs Ten Thousand Only)</b>
<b>Reserve Price</b>	<b>Property I: Rs.6,44,00,000/- (Rupees Six Crore Forty Four Lacs Only)</b> <b>Property II: Rs.6,11,00,000/- (Rupees Six Crore Eleven Lacs Only)</b>
<b>Bid Increment</b>	<b>Rs. 01.00 Lakh &amp; in such multiples</b>
<b>Date of E- Auction</b>	<b>10.09.2018 (Monday) 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><u>Property I: Owned by Karanjaokar C</u></b> Residential flat bearing no. 81 admeasuring 1326 sq. ft built up area on the 8th floor of the building known as Gaurav CHSL situated at plot bearing C.S no. 2/1174, New Survey no. 1/1733, Sayani Road, Prabhadevi, Mumbai- 400 010, within the jurisdiction of sub- registration district Mumbai City and Mumbai Suburban and within the local limits of Mumbai Corporation.  <b><u>Property II: Owned by Karanjaokar Anuradha C</u></b> Residential flat bearing no. 82 admeasuring 1257 sq. ft. area on the 8 <sup>th</sup> floor of the building known as Gaurav CHSL situated at plot bearing C.S no. 2/1174, New Survey no. 1/1733, Sayani Road, Prabhadevi, Mumbai- 400 010, within the jurisdiction of sub- registration district Mumbai City and Mumbai Suburban and within the local limits of Mumbai Corporation.

#### **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 assets along with copies of the PANCARD, Board Resolutions in case of company and Address Proof on or before **7<sup>th</sup> September, 2018 (Friday) before 4:30 p.m. 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 by way of RTGS/ NEFT to the account mentioned herein above on or before 1830 hours on **10<sup>th</sup> September, 2018 (Monday)** 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. **Intending purchasers/bidders are**

**required to submit separate bids for each of the Items detailed herein above.**

10. 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 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 assets 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 successful purchaser/bidder shall be solely responsible for any cost / expenses / fees / charges / transfer charges etc. payable to society towards the transfer of 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 : 01.08.2018

Sd/-  
Authorised Officer  
Phoenix ARC Private Limited, Phoenix Trust FY 18-8