



**Regd. Office :** Dani Corporate Park, 5th Floor, 158, C.S.T Road, Kalina, Santacruz (E), Mumbai -400098,  
**Tel :** 022- 6741 2314, **Fax :** 022- 6741 2313, **CIN:** U67190MH2007PTC168303  
**Email:** info@phoenixarc.co.in, **Website:** www.phoenixarc.co.in

**SALE NOTICE FOR  
SALE OF IMMOVABLE  
PROPERTIES**

**ONLINE E-AUCTION SALE OF ASSET**

**Phoenix ARC Private Limited**

E-AUCTION SALE NOTICE FOR SALE OF IMMOVABLE ASSETS UNDER THE SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002 READ WITH PROVISO TO RULE 8 (6) OF THE SECURITY INTEREST (ENFORCEMENT) RULE, 2002.

NOTICE IS HEREBY GIVEN TO THE PUBLIC IN GENERAL AND IN PARTICULAR TO THE BORROWER (S) AND GUARANTOR (S) WHOSE DETAILS ARE GIVEN IN MENTIONED BELOW TABLE THAT THE BELOW DESCRIBED IMMOVABLE PROPERTIES MORTGAGED/CHARGED TO THE SECURED CREDITOR (ASSIGNOR), WILL BE SOLD ON "AS IS WHERE IS", "AS IS WHAT IS", AND "WHATEVER THERE IS" FOR **REALIZATION OF COMPANY DUES**

SR. NO.	1. BORROWER/S & GUARANTOR/S & LEGAL HEIR'S NAME & ADDRESS 2. TOTAL DUE WITH INTEREST FROM	POSSESSION DATE	DESCRIPTION OF THE IMMOVABLE PROPERTY WITH KNOWN ENCUMBRANCE, IF ANY	1. DATE & TIME OF E-AUCTION 2. LAST DATE OF SUBMISSION OF EMD 3. DATE & TIME OF THE PROPERTY INSPECTION	1. RESERVE PRICE 2. END OF THE PROPERTY 3. BID INCREMENT
1.	<b>MR. M K R CHANDRAN, MR. M K R PRAKASH &amp; SMT. M K R RADHAKRISHNAN (LEGAL HEIRS OF BORROWER/CO-BORROWER LATE SH. M A KRISHNAN &amp; LATE SMT. BHAVANI KRISHNAN) ALL AT: NO. 185, 01 FARAHA COURT 5TH MAIN ROAD, DEFENCE COLONY, INDIRANAGAR, BANGALORE 560038. ALL ALSO AT: NEW NO. 407 (OLD NO.246), 7TH 'A' CROSS ROAD, 4TH MAIN, SHASTRI NAGAR, WARD NO.59, 2ND STAGE BANASHANKARI BANGLORE-560070. LOAN ACCOUNT NO: 4040HL11667085 TOTAL OUTSTANDING AMOUNT: RS. 1,12,35,927/- (RUPEES ONE CRORE TWELVE LAKH THIRTY FIVE THOUSAND NINE HUNDRED AND TWENTY SEVEN ONLY) AS OF 09.08.2018 WITH FURTHER INTEREST @10.75% PER ANNUM FROM 10.08.2018 ALONG WITH ALL COST, CHARGES &amp; EXPENSE UNTIL PAYMENT IN FULL.</b>	24.01.2019 CONSTRUCTIVE	ALL THAT PIECE AND PARCEL OF THE PROPERTY OF THE IMMOVABLE RESIDENTIAL PROPERTY BEARING SITE NO. 246, NEW CORPORATION NO. 246-407, FORMED IN SURVEY NO. 9 TO 15 AND 56, LAYOUT FORMED BY THE BANGALORE DEVELOPMENT AUTHORITY, SITUATED AT YEDIYUR NAGASANDRA LAYOUT, BANASHANKARI 2ND STAGE, BANGALORE. PRESENTLY WITHIN LIMITS OF BRUHAT BANGALORE MAHANAGARA PALIKE, IT HAS ASSIGNED THE PROPERTY WITH MUNICIPAL NEW NO. 407, (OLD NO.246) AT 7TH 'A' CROSS ROAD, SHASTRI NAGAR, BANGALORE, WARD NO. 59 HAVING PID NO. 59-41/407, NEW PID NO. 167-W0224-22-407. MEASURING EAST TO WEST: (29.6+28.0/2) FEET, NORTH TO SOUTH: 34 FEET, TOTALLY MEASURING 977.5 SQUARE FEET AND BOUNDED ON THE: EAST BY: PROPERTY BEARING SITE NO.247, WEST BY: PROPERTY BEARING SITE NO.245, NORTH BY: ROAD, AND SOUTH BY: PROPERTY BEARING SITE NO. 254. TOGETHER WITH 18 SQUARES OF RCC ROOFED HOUSE WITH MOSAIC FLOORING, WALLS ARE OF CEMENT AND BRICKS, DOORS AND WINDOWS ARE MADE OF HONE WOOD, WITH ALL CIVIC AMENITIES LIKE ELECTRICITY, WATER AND SANITARY ETC. KINDLY NOTE THAT THIS SALE IS SUBJECT TO THE ENCUMBRANCE AMOUNT RS. 15,85,000/- PAYABLE TO THE LEASEHOLDERS TOWARDS THEIR LEASE AMOUNT.	<b>1) E-AUCTION DATE: 18TH MARCH, 2019 BETWEEN 12:00 PM TO 01.00 PM AND WITH UNLIMITED EXTENSION OF 5 MINUTES. 2) LAST DATE FOR SUBMISSION OF EMD WITH KYC IS 17TH MARCH, 2019 UP TO 5:00 PM (IST.) 3) DATE OF INSPECTION: 22ND FEBRUARY, 2019 BETWEEN 11:00 AM TO 4:00 PM (IST.)</b>	<b>RESERVE PRICE RS. 66,20,000/- (RUPEES SIXTY SIX LAKHS TWENTY THOUSAND ONLY) EARNEST MONEY DEPOSIT RS. 6,62,000/- (RUPEES SIX LAKH SIXTY TWO THOUSAND ONLY) BID INCREMENT RS. 25,000/- (RUPEES TWENTY FIVE THOUSAND ONLY) &amp; IN SUCH MULTIPLES.</b>
2.	<b>PRADEEP NELLURI DORESWAMY S/O DORESWAMY N Y&amp;SMT. MANJULA R W/O PRADEEP NELLURI DORESWAMY BOTH AT: FLAT NO. S-10, VIJAYA GALAXY APARTMENTS, 8TH CROSS, 11TH MAIN, SANNAKKI BAYALU, MARUTHI NAGAR, KAMAKSHIPALYA, NEAR VENKATESHWARA TEMPLE, BANGALORE 560079. LOAN ACCOUNT NO: 404SHL11071012 &amp; 404SHL13751702 TOTAL OUTSTANDING AMOUNT: Rs. 51,32,083/- (Rupees Fifty One Lakh Thirty Two Thousand and Eighty Three Only) AS OF 09.08.2018 WITH FURTHER INTEREST @10.75% PER ANNUM FROM 10.08.2018 ALONG WITH ALL COST, CHARGES &amp; EXPENSE UNTIL PAYMENT IN FULL.</b>	25.01.2019 CONSTRUCTIVE	ALL THAT PIECE AND PARCEL OF FLAT NO: S-10, IN THE SECOND FLOOR, CONSISTING OF 2 ROOMS, HALL, KITCHEN, BATH ROOM AND TOILET WITH CERAMIC FLOORING AND WITH SUPER BUILT UP AREA OF 1039 SQUARE FEET ALONG WITH ONE COVERED PARKING WITH KEB, BWSSB DEPOSITS, WATER AND ELECTRICITY CONNECTIONS WITH A PRIVILEGE TO USE COMMON FACILITIES LIKE STAIR CASE, OPEN SPACE AND SHARE THE COMMON USE OF WATER AND ELECTRICITY AND OTHER ESTABLISHMENT CHARGES WITH PROPORTIONATE UNDIVIDED SHARE OF 332 SQUARE FEET LANDS IN PROPERTY BMP NO: 1, (SY. NO: 42/2), 8TH CROSS ROAD, MARUTHINAGAR, KAMAKSHIPALYA, BANGALORE 560079, BMP WARD NO. 17, NEW WARD NO. 102, MEASURING EAST TO WEST: NORTHERN SIDE: 125+30=155-0 FEET, SOUTHERN SIDE: 156-0 FEET, NORTH TO SOUTH: EASTERN SIDE 65+30=123-0 FEET, WESTERN SIDE: 100-0 FEET AND BOUNDED ON THE, EAST BY: PRIVATE PROPERTY, WEST BY: PRIVATE PROPERTY, NORTH BY: PRIVATE PROPERTY, SOUTH BY: ROAD ALONG WITH COMMON RIGHTS IN STAIR CASE, CORRIDORS, SUMP AND OVERHEAD TANK FACILITIES	<b>1) E-AUCTION DATE: 18TH MARCH, 2019 BETWEEN 12:00 PM TO 01.00 PM AND WITH UNLIMITED EXTENSION OF 5 MINUTES. 2) LAST DATE FOR SUBMISSION OF EMD WITH KYC IS 17TH MARCH, 2019 UP TO 5:00 PM (IST.) 3) DATE OF INSPECTION: 22ND FEBRUARY, 2019 BETWEEN 11:00 AM TO 4:00 PM (IST.)</b>	<b>RESERVE PRICE RS. 29,40,000/- (RUPEES TWENTY NINE LAKH FORTY THOUSAND ONLY) EARNEST MONEY DEPOSIT RS. 2,94,000/- (RUPEES TWO LAKH NINETY FOUR THOUSAND ONLY) BID INCREMENT RS. 25,000/- (RUPEES TWENTY FIVE THOUSAND ONLY) &amp; IN SUCH MULTIPLES.</b>

THE EARNEST MONEY HAS TO BE DEPOSITED BY WAY OF DD IN FAVOUR OF "PHOENIX TRUST FY18-1 SCHEME B", PAYABLE AT BANGALORE OR NEFT/RTGS IN THE CURRENT ACCOUNT : 2213361923; KOTAK MAHINDRA BANK LIMITED, BRANCH: KALINA, MUMBAI, IFSC CODE : KKBK0000631.

IN CASE OF ANY CLARIFICATION/REQUIREMENT REGARDING ASSETS UNDER SALE, BIDDER MAY CONTACT MR. PRADEEP KUMAR (+91 7624983109 ) OR MS. AMISHA SHINDE (022-67410442) & MR. KEERTHINATH SHANKAR (+91 9742927742) FOR DETAILED TERMS AND CONDITIONS OF THE SALE, PLEASE REFER TO THE LINK [HTTP://PHOENIXARC.CO.IN/SALEAUCTION.PHP?ID=MZC4](http://PHOENIXARC.CO.IN/SALEAUCTION.PHP?ID=MZC4) PROVIDED IN PHOENIX ARC PRIVATE LIMITED'S WEBSITE I.E. [WWW.PHOENIXARC.CO.IN](http://WWW.PHOENIXARC.CO.IN) AND/OR ON [HTTPS://PHOENIXARC.AUCTIONTIGER.NET](https://PHOENIXARC.AUCTIONTIGER.NET).

PLACE : BANGLORE  
DATE : 16.02.2019

AUTHORISED OFFICER  
PHOENIX ARC PRIVATE LIMITED  
(ACTING AS A TRUSTEE OF PHOENIX TRUST FY18-1 SCHEME B)

## 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://phoenixarc.auctiontiger.net> M/s **e-Procurement Technologies Ltd.** 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, <https://phoenixarc.auctiontiger.net> 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 **e-Procurement Technologies Ltd., Contact Person:** M/s E-Procurement Technologies Ltd. (Auction Tiger) Ahmadabad. (Tel:-079-40230825/826/827/804/805/806/807/808/809/810,) Contact Person: Mr. Tilak Maratha Cell no. 09067799646, Email: [tilak@auctiontiger.net](mailto:tilak@auctiontiger.net), Mr. Vijay Shetty Mob. 9619002431 Email. [vijay.shetty@auctiontiger.net](mailto:vijay.shetty@auctiontiger.net) & [mp@auctiontiger.net](mailto:mp@auctiontiger.net), Fax:-079-40230847 [support@auctiontiger.net](mailto:support@auctiontiger.net).
5. Bidders may also 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/ 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://sarfaesi.abcprocure.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. 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/s intended to be purchased along with copies of the PANCARD, Board Resolutions in case of Company and Address Proof on or before **17<sup>th</sup> March 2019**.
9. Bid form without EMD & below 10% of the Reserve Price shall be rejected summarily.
10. After the submission of bid forms, the bidders are not allowed to withdraw the Bid forms/EMD, before completion of e-auction.
11. Online auction sale will start automatically on and at the time as mentioned above. Auction / bidding time will initially be for a period of one hour with auto time extension of five minutes each till the sale is concluded.
12. Auction / bidding will be only online bidding through the portal provided by **M/s e-Procurement Technologies Ltd.**
13. Demo e-Auction process will be conducted by **M/s e-Procurement Technologies Ltd.** for familiarization and allocation of user name/password to eligible prospective bidders for access to the e-Auction at the specified date and time.
14. 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 18<sup>th</sup> March 2019 upto 5:00 PM 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.
15. 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 e-auction. The EMD shall not carry any interest.
16. The balance amount of purchase consideration shall be payable by the successful purchaser/ bidder on or before the Fifteen (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.
17. For inspection of the property or more information, the prospective bidders may contact **Ms. Anisha Shinde (022-67410442)** or **Mr. Pradeep Kumar (+91 7624983109)** & **Mr. Keerthinath Shankar (+91 9742027742)** at abovementioned address or at [anisha.shinde@phoenixarc.co.in](mailto:anisha.shinde@phoenixarc.co.in) (email).
18. 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.
19. 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.
20. 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 the above mentioned auction sale.
21. For detailed terms and conditions of the sale, please refer to the link <http://phoenixarc.co.in/saleauction.php?id=MzQ5> provided in Phoenix ARC Private Limited's website i.e. [www.phoenixarc.co.in](http://www.phoenixarc.co.in)

**ANNEXURE-II**

**DETAILS OF BIDDER**

*(Read carefully the terms and conditions of sale before filling-up and submitting the bid)*

1. Name(s) of Bidder (in Capital) :  
(In case the bidder is an entity, constitution of such entity and representative capacity supported with authorization to be submitted)
2. Father's/Husband's Name :
3. Postal Address of Bidder(s) :
4. Phone/Cell Number and :  
E-mail ID
5. Bank Account details to which EMD amount to be returned  
i) Bank A/c. No. :  
ii) IFSC Code No. :  
iii) Branch Name :
6. Date of submission of bid :
7. PAN Number :
8. Property No. :
9. Whether EMD remitted : Yes/No.
10. EMD remittance details\* : Date of remittance \_\_\_\_\_  
: Name of Bank \_\_\_\_\_  
: Branch \_\_\_\_\_  
: A/c. No. \_\_\_\_\_  
: IFSC Code No. \_\_\_\_\_
  
11. Bid Amount quoted : \_\_\_\_\_ (Rupees \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_)

I/We declare that I/We have read and understood all the above terms and conditions of auction sale and the auction notice published in the daily newspaper and the tender document which are also available in the website <https://phoenixarc.auctiontiger.net> and shall abide by them. I/We also undertake to improve my/our bid by one bid incremental value notified in the sale notice if I/We am/are the sole successful-bidder.

.....  
(Name & Signature of the Bidder)

**\*Mandatory: Bidders are advised to preserve the EMD Remittance Challan.**

**Note: This document is required to be duly filled in and signed by the bidder and thereafter uploaded in the website <https://phoenixarc.auctiontiger.net> during the time of submission of the bid.**

**ANNEXURE-III**  
**DECLARATION BY BIDDER (S)**

To:  
The Authroised Officer,  
Phoenix ARC Pvt. Ltd.,  
Trustee of Phoenix Trust FY18-1 Scheme B ("Phoenix"),  
Mumbai – 400 098

Date:

Dear Sir,

1. I/We, the bidder/s do hereby state that, I/We have read the entire terms and conditions of the sale and have understood them fully. I/We, hereby unconditionally agree to abide with and to be bound by the said terms and conditions and agree to take part in the Online Electronic Auction being fully aware that the Sale is on "AS IS WHERE IS" basis and "AS IS WHAT IS" condition.
2. I/We declare that the EMD and other deposit towards purchase-price were made by me/us as against my/our offer and that the particulars of remittance given by me/us in the bid form are true and correct.
3. I/We further declare that the information revealed by me/us in the bid document is true and correct to the best of my/our belief. I/We understand and agree that if any of the statement/information revealed by me/us is found to be incorrect and/or untrue, the offer/bid submitted by me/us is liable to be cancelled and in such case, the EMD paid by me/us is liable to be forfeited by the Authorised Officer and that the Authorised Officer will be at liberty to annul the offer made to me/us at any point of time.
4. I/We understand that in the event of me/us being declared as successful bidder by the Authroised Officer in his sole discretion, I/We are unconditionally bound to comply with the Terms and Conditions of Sale. I/We also agree that if my/our bid for purchase of the asset/s is accepted by the Authorised Officer and thereafter if I/We fail to comply or act upon the terms and conditions of the sale or am/are not able to complete the transaction within the time limit specified for any reason whatsoever and/or fail to fulfill any/all of the terms and conditions, the EMD and any other monies paid by me/us along with the bid and thereafter, is/are liable to be forfeited by the Authroised Officer.
5. I/We also agree that in the eventuality of forfeiture of the amount by Authroised Officer, the defaulting bidder shall neither have claim on the property nor on any part of the sum for which it may be subsequently sold.
6. 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. I/we state that I/We have fully understood the terms and conditions of auction and agree to be bound by the same.
7. I also undertake to abide by the additional conditions if announced during the auction including the announcement of correcting and/or additions or deletions of times being offered for sale.

Signature:.....

Name:.....

Address:.....

E-mail id.....

**Note: This document is required to be duly filled in and signed by the bidder and thereafter uploaded in the website <https://phoenixarc.auctiontiger.net> during the time of submission of the bid.**

**Annexure – IV**

**Confirmation by Bidder Regarding Receipt of Training**

To,  
The Authroised Officer,  
Phoenix ARC Pvt. Ltd.,  
**As the Trustee of Phoenix Trust FY 18-1 Scheme B ("Phoenix"),**  
**Mumbai – 400 098**

**Sub: Confirmation regarding receipt of e- Auction Training.**

Dear Sir,

This has reference to the Terms & Conditions for the e-Auction mentioned in the Tender document and available on the website <https://phoenixarc.auctiontiger.net>

I/We confirm that:

- a. I/We have read and understood the Terms and Condition governing the e-Auction as mentioned in Tender Document available on the website <https://phoenixarc.auctiontiger.net> and also e-Auction notice published by Phoenix ARC Private Limited in daily newspapers and unconditionally agree to them.
- b. I/We also confirm that we have taken training on the on-line bidding/auction and confirm that we are fully conversant with the functionality and process.
- c. I/We confirm that Phoenix and **M/s. e-Procurement Technologies Limited**, shall not be liable & responsible in any manner whatsoever for my/our failure to access & bid on the e-Auction platform due to loss of internet connectivity, electricity failure, virus attack, problems with the PC, any other unforeseen circumstances etc. before or during the auction event.
- d. We, hereby confirm that we will honour the Bids placed by us during the e-Auction process.

With regards

**Signature of the Bidder:**

**Name of Bidder:**

**Date:**

**Address of Bidder:**

**Copy to: e-Procurement Technologies Limited, B705, Wall Street-II, Opp-Orient Club, Nr. Gujarat College, Ellis Bridge, Ahmedabad - 380 006. Contact Person: Mr. Tilak Maratha Cell no. 09067799646, Email: tilak@auctiontiger.net, Mr. Vijay Shetty Mob. 9619002431 Email. vijay.shetty@auctiontiger.net & mp@auctiontiger.net**

**Note: This document is required to be duly filled in and signed by the bidder and thereafter sent the scanned copy of that to the Authorised Officer, Phoenix ARC Private Limited , acting in capacity of Trustee for Phoenix Trust FY 18-1 Scheme B mentioned in the Sale Notice just after availing training on e-Auction with a copy to [tilak@auctiontiger.net](mailto:tilak@auctiontiger.net)**

**Annexure – V**  
**Price Confirmation Letter by Bidder(s)**

To,  
The Authroised Officer,  
Phoenix ARC Pvt. Ltd.,  
**As the Trustee of Phoenix Trust FY18-1 Scheme B,**  
**Mumbai – 400 098**

Sub.: Auction Sale of Properties of \_\_\_\_\_ - Final bid quoted during e-  
Auction - **Sale of Properties by Phoenix ARC Private Limited**

Dear Sir,

We confirm that we have quoted the highest bid of Rs.\_\_\_\_\_/ - (In Words \_\_\_\_\_) for the purchase of the immovable property mentioned in the Sale Notice in the subject Auction during e-Auction of the said property conducted by The Authorised Officer of Phoenix ARC Private Limited, through the website of M/S **e-Procurement Technologies Limited** on \_\_\_\_\_.

Yours sincerely,

**Signature:**

**Name of Bidder:**

**Date:**

**Copy to: e-Procurement Technologies Limited, B705, Wall Street-II, Opp-Orient Club, Nr. Gujarat College, Ellis Bridge, Ahmedabad - 380 006. Contact Person: Mr. Tilak Maratha Cell no. 09067799646, Email: tilak@auctiontiger.net, Mr. Vijay Shetty Mob. 9619002431 Email. vijay.shetty@auctiontiger.net & mp@auctiontiger.net**

**Note: This document is required to be duly filled in and signed by the H1 bidder and thereafter e-mail scanned letter to the Authorised Officer, Phoenix ARC Private Limited mentioned in the Sale Notice & copy to tilak@auctiontiger.net, immediately on completion of the bidding.**