

**PHOENIX ARC PRIVATE LIMITED** CIN: U67190MH2007PTC168303

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
Email: info@phoenixarc.co.in Website: www.phoenixarc.co.in

**ONLINE
E – AUCTION
SALE OF ASSET**

Sale Notice for Sale of Immovable Properties

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.

Bajaj Finance Limited (BFL) has assigned the debt in favour of **Phoenix ARC Private Limited (acting as a Trustee of Phoenix Trust FY18-1 Scheme E)** (Phoenix) vide Assignment Agreement dated 26.03.2018 and notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor (s) whose details are given in below mentioned table that the below described immovable property mortgaged/charged to the Secured Creditor, the Physical possession of which has been taken by the **Authorised Officer of BFL on 11.10.2017** and, will be sold on "As is where is", "As is what is", and "Whatever there is" for **realization of company dues.**

Description of the immovable Property with known encumbrance, if any:

All that piece and parcel of the non-agriculture property described as Property Flat No 1203, 12th Floor, C Wing, Imperia Building, Mahavir Millennium Complex, Vasant Vihar, Off Pokhran Road No.2, Thane West-400610.

Borrower/s & Guarantor/s Name & Address	1. Date & time of E-Auction 2. Last date of Submission of EMD 3. Date & time of the property inspection	1. Reserve Price 2. EMD of the Property 3. BID Increment
Manoj Rajendra Gupta & Ashish Rajendra Gupta Both at: Flat No.2104, Hiranandani Properties, Meadows, Amanda Bldg, AG Road, Thane (W), Thane Maharashtra 400607. M/S Ajinkya Fire Protection Systems through Its Partner Manoj Rajendra Gupta & Ashish Rajendra Gupta at: Shop No. 14, Hiranandani Meadows, Block No. 02, Gladys Alwaras Road Thane W 400607. Loan Account Number: 405CSH07138145 Total Outstanding Amount: Rs. 1,16,97,644/- (Rupees One Crore Sixteen Lakh Ninety Seven Thousand Six Hundred Forty Four Only) as of 11.10.2017 with further interest at contractual rate from 11.10.2017 alongwith costs and charges until payment in full.	1) E-Auction Date: 28th May 2019 between 11:30 am to 12:30 pm and with unlimited extension of 5 minutes. 2) Last Date for Submission of EMD with KYC is 24th May 2019 upto 5:00 Pm (IST.) 3) Date of Inspection: 21st May 2019 between 11:00 am to 4:00 pm (IST.)	1) Rs. 98,00,000/- (Rupees Ninety Eight Lakh Only) 2) Rs. 9,80,000/- (Rupees Nine Lakh Eighty Thousand Only) 3) Rs. 50,000/- (Rupees Fifty Thousand Only) & in such multiples.

The Earnest Money has to be deposited by way of DD in Favour of "Phoenix Trust FY18-1 Scheme E", Payable at Mumbai or NEFT/RTGS in the Current Account : 6911850444; Kotak Mahindra Bank Limited, Branch: Kalina, Mumbai, IFSC Code : KKBK0000631.

In case of any clarification/requirement regarding assets under sale, bidder may Contact **Mr. Nikki Kumar (+91 7045900551, 022-6676-8457) or Ms. Anisha Shinde (022-67410442) & Mr. Pankaj T. Rai (+91 07768003567)**

For detailed terms and conditions of the sale, please refer to the link <http://phoenixarc.co.in/saleauction.php?id=NDEW> provided in Phoenix ARC Private Limited's website i.e. www.phoenixarc.co.in and/or on <https://phoenixarc.auctiontiger.net>.

Place: Mumbai
Date: 07.05.2019

Authorized Officer
Phoenix ARC Private Limited
(acting as a Trustee of Phoenix Trust FY 18-1 Scheme E)

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 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, Mr. Vijay Shetty Mob. 9619002431 Email. vijay.shetty@auctiontiger.net & mp@auctiontiger.net, Fax:-079-40230847 support@auctiontiger.net.
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://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 **24th May 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 28th May 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 **Mr. Nikki Kumar (+91 7045900551, 022-6676-8457) or Ms. Anisha Shinde (022-67410442) & Mr. Pankaj T. Rai (+91 07768003567)** at abovementioned address or at 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-poner 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=NDEw> provided in Phoenix ARC Private Limited's website i.e. 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 E ("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 E(“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 E mentioned in the Sale Notice just after availing training on e-Auction with a copy to tilak@auctiontiger.net

Annexure – V
Price Confirmation Letter by Bidder(s)

To,
The Authorised Officer,
Phoenix ARC Pvt. Ltd.,
As the Trustee of Phoenix Trust FY18-1 Scheme E,
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.