

**PHOENIX ARC PRIVATE LIMITED**

Regd. Office : 3rd Floor, Wallace Towers, 139/140/B/1, Crossing of Sahar Road and Western Express Highway, Vile Parle East, Mumbai – 400057, Tel : 022- 68492450, Fax : 022- 67412313, CIN: U67190MH2007PTC168303; 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 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, guarantor and mortgagor in particular, that the under mentioned property mortgaged to Phoenix ARC Private Limited acting in capacity as Trustee of Phoenix Trust FY 18-2 (Scheme C) (**Phoenix**) (pursuant to assignment of debt by Andhra Bank (now Union Bank of India) in favour of Phoenix vide an Assignment Agreement dated 29.09.2017 will be sold on **“AS IS WHERE IS” basis & “AS IS WHAT IS” & “WITHOUT RECOURSE” condition**, by way of an **“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> as per the details given below:

ITEM NO.1

Name of the Borrower	Sai Hari Teja Multi Poly Films having its registered address at Plot No. 16C, Phase IV Extension, IDA, Jeedimetla, Hyderabad- 500055	
Name of Guarantors	1. M. Shanti Shree, 2. T. Achyutha Rao, 3. G. Rajeswari, 4. N. Srinivasa Rao, 5. N.Baby Padma	
Amount due as per Section 13(2) Notice dated 01-06-2015	Rs.2,41,34,651.90/- (Rupees Two Crore Forty-One Lakhs Thirty Four Thousand Six Hundred Fifty One and Ninety Paise Only) as on 31.05.2015 together with further interest and other cost and charges and expenses.	
Amount due as on 30-09-2024	Rs.7,67,49,691.88/- (Rupees Seven Crores Sixty-Seven Lakhs Forty-Nine Thousand Six Hundred Ninety-One and Paise Eighty-Eight Only) as on 30-09-2024 together with further interest and other cost and charges and expenses.	
Possession	In Physical possession	
Date of Inspection	On Request	
Payment and Bank Account Details	The EMD shall be payable through Demand Draft / RTGS Favouring “Phoenix Trust FY 18-2 Scheme C” , Current Account: 2213354222 , Kotak Mahindra Bank Limited, Branch: Kalina, Mumbai , IFSC Code: KKBK0000631 If	
Earnest Money Deposit Amount	Rs.27,50,000/- (Rupees Twenty-Seven Lakhs Fifty Thousand Only)	
Reserve Price	Rs.2,75,00,000/- (Rupees Two Crores Seventy-Five Lakhs Only)	
Bid Increment	Rs.1,00,000/- (Rupees One Lakh Only) and in such multiples	
Last Date of submission of Bid (E-Auction)	07-12-2024 (Saturday) on or before closure of banking hours	
Date and time of E-Auction	09-12-2024 (Monday) between 11:00 a.m. to 12:00 noon	
Mode of E- Auction	Online – e auction	
Sale Notice Link	https://phoenixarc.co.in?p=5401	
Description of the Secured Asset being auctioned.	Factory Land admeasuring 675 sq. yds. in Plot No. 16-A, Survey No. 79, situated in Phase - IV, I.D.A, Jeedimetla, Gajularamam Village and Qutbullapur Madal and Municipal limits, R R District, Telangana along with the buildings and plant and machinery. Bounded as follows;	
	East: HT Power Line	North: 30ft Wide Road

	West: Plot No. 16 B	South: HT Power Line
Encumbrances	To the best of the knowledge of the Authorised Officer there is an outstanding dues of approx. Rs.61 Lakhs as of Oct' 2024 payable towards the Property Tax and approx. Rs.15 Lakhs payable towards the electricity dues.	

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. 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 Terms and Conditions of the Bid Document and as per the procedure set out therein. For detailed terms and conditions of the sale the bidders may go through the website of Phoenix, www.phoenixarc.co.in and the links mentioned herein above as well as the website of the service provider, www.bankeauctions.com for bid documents, the details of the secured assets 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. Bhavik Pandya of M/s C 1 India Private Limited, Contact Number: +91-124-4302020/2021/2022/2023/2024, +91-8866682937 , Email ID: support@bankeauctions.com; maharashtra@c1india.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" & "WITHOUT RECOURSE" 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. 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 as per terms detailed in Tender Documents, on or before the Last date for submission of EMD mentioned above.
9. The prospective/intending bidder shall furnish an undertaking that he/she is not dis-qualified as per provisions of Sec.29 (A) of Insolvency and Bankruptcy Code,2016 and failure to furnish such undertaking along with the KYC documents, shall automatically disqualify and the bid submitted will be rejected.
10. The successful purchaser/ bidder shall deposit the 25% (inclusive of EMD) of his/ its offer for each of the Item by way of RTGS/NEFT to the account mentioned hereinabove on or before the close of banking hours on **the date of Auction mentioned above or not later than the next working day**, 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.
11. The EMD of all other bidders who did not succeed in the e-auction will be refunded by Phoenix within 5 working days of the closure e-auction. The EMD deposited by the unsuccessful bidder shall not carry any interest.
12. 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.
13. No additions / deletions / Amendment of names of the bidders shall be permitted after acceptance of the bid. The name of the Bidder(s) submitted at the time of registration shall only be considered for this purpose.
14. For inspection of the property/ies or more information, the prospective bidders may contact **Mr. Harsh Magia / Mr. Suresh Variyam, at following email address harsh.magia@phoenixarc.co.in / suresh.variyam@phoenixarc.co.in / (email) or on +91-7506107562 / +91-7506490036 (Mob).**
15. At any stage of the auction, the Authorized officer reserves his right to vary any of the terms and condition of this notice for sale, without prior notice, at his discretion and 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.
16. 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.

17. The payment of all statutory/non statutory dues, taxes, rates, assessments, charges, society dues, fees etc. owing to the property during any time, shall be the sole responsibility of the successful bidder only.
18. It shall solely be the responsibility of the successful bidder to get the sale certificate registered. The successful purchaser/bidder shall be solely responsible for any cost / expenses / fees / charges etc. payable to the society/any other authority towards the transfer of the rights in its / his / her favour. The sale certificate must be registered at the earliest as per state Law/Rules regarding transfer else the purchaser has to give the request letter to the Authorised Officer of Phoenix mentioning the reason of delaying the registration.
19. It is the responsibility of the successful bidder to obtain the NOC from the relevant authorities concerned as required for Registry of the sale including the payment of fee, taxes as applicable. All charges on account of obtaining necessary clearances or approvals, charges (including but not limited to society charges, NOC Charges, electricity, water, society charges, maintenances charges and charges required for transfer of the said property in favor of the successful bidder) should be undertaken by the successful bidder at its own cost, effort and liabilities.
20. The Secured Asset under e-auction as mentioned in sale Notice shall remain and be at the sole risk of the successful purchaser in all respects including loss or damage by fire or theft or other accidents, and other risk from the date of the confirmation of the Sale by the Authorized Officer. The successful bidder shall not be entitled to annul the sale on any ground of whatsoever nature.
21. The Borrower/ Mortgagor, 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. The borrowers/mortgagor are also hereby informed that they must take delivery of their personal house-hold belongings/articles lying inside the said secured asset under the custody of Phoenix, if any within 7 days from the date of publication, with prior intimation to Phoenix failing which the Phoenix shall have no liability/responsibility to the same and will dispose of at the risk of borrowers/ mortgagor.
22. To the best of knowledge and information of the authorized officer, there are no encumbrances on the secured asset, except, if any, mentioned in table above. The intending bidders shall make their own independent enquiries regarding encumbrances, title of secured asset put on auction and claims/rights/dues affecting the secured assets, including statutory dues, etc prior to submitting their bid. The auction advertisement does not constitute and will not constitute any commitment or any representation of Phoenix. The authorized officer of Phoenix shall not be responsible in any way for any third-party claims/rights/dues. No claim of whatsoever nature will be entertained after submission of the online bid regarding secured asset put for sale.
23. The particulars specified in the e-auction notice published in the newspaper have been stated to the best of the information of the Authorised Officer; however, the Authorised Officer shall not be responsible/liable for any error, misstatement or omission.
24. In the event, the e-auction scheduled hereinabove fails for any reason whatsoever, Phoenix has the right to sell the secured asset by any other methods under the provisions of Rule 8(5) of the Security Interest (Enforcement) Rules, 2002 and SARFAESI Act, 2002.

Place : Hyderabad
Date : 08-11-2024

Sd/-
Authorised Officer
Phoenix ARC Pvt. Ltd.
Phoenix Trust FY 18-2 Scheme C