

**SALE NOTICE  
(FOR IMMOVABLE SECURED ASSET)****AIIL/AUC/SL/2024/2****Date: 18 December 2024**

1. Hemlata Goyal,  
B-3A, Shilp Colony, Khatipura Road,  
Jhotwara, Jaipur, Ward No. 09,  
Jaipur-302012

Also At-  
Hemlata Goyal,  
Flat No. F-2, First Floor,  
Plot No. 85, Karni Nagar,  
Near Khirni Phatak, Jhotwara,  
Jaipur-302012

**.....Borrower/Applicant**

2. Lalit Kumar  
B-3A, Shilp Colony, Khatipura Road,  
Jhotwara, Jaipur, Ward No. 09,  
Jaipur-302012

Also At-  
Lalit Kumar,  
Flat No. F-2, First Floor,  
Plot No. 85, Karni Nagar,  
Near Khirni Phatak, Jhotwara,  
Jaipur-30201

**.....Co-Borrower/Applicant****SUB: - SALE NOTICE OF SECURED ASSET Loan No. RHHLJA1000028530**

Dear Sir,

We, Authum Investment and Infrastructure Limited having its Registered office having Corporate Office at The Ruby 11th Floor, North-West wing, Plot No.29, Senapati Bapat Marg, Dadar(west), Mumbai- 400028 and Branch Office at: 7<sup>th</sup> Floor Synergy Tower A-13 / 1 Block A Sector 62 Noida Uttar Pradesh-201301, We serve upon you with the following Sale notice:

1. That the Reliance Commercial Finance Limited ("RCFL"), is a company incorporated under the provisions of the Companies Act, engaged in the business of finance. The Reliance Commercial Finance Division of Reliance Capital Limited was transferred to RCFL pursuant to a Scheme of Arrangement between Reliance Capital Limited and RCFL, approved by Hon'ble High Court of Judicature at Bombay vide its order dated 9th December 2016.

**Registered Office : 707, Raheja Centre, Free Press Journal Road, Nariman Point, Mumbai - 400 021.**

**Ph.: (022) 6747 2117 ♦ E-mail: info@authum.com ♦ Website : www.authum.com**

**T +91 22 6838 8100 ♦ Customer Service: T +91 22 4741 5800 ♦ E-mail: customercare@authum.com**

**Branch Office: Wurkzone Coworking Space & More, 512, James Colony, 1<sup>st</sup> Floor, Sector 3, Vidyadhar Nagar, Jaipur, Rajasthan - 302 039.**



2. That RCFL was further acquired by Authum Investment and Infrastructure Limited., in pursuance of the implementation of the Resolution Plan submitted by Authum Investment and Infrastructure Limited on 15 January 2021 for RCFL in terms of the Reserve Bank of India (Prudential Framework for Resolution of Stressed Assets) Directions, 2019.
3. Furthermore, the Hon'ble National Company Law Tribunal, Mumbai Bench ("NCLT"), approved the Scheme of Arrangement for demerger of lending business of RCFL to Authum Investment & Infrastructure Limited vide its order dated 10th May 2024, in view of which, the lending business and rights and entitlements attached thereto of the RCFL stands be transferred to and vested in Authum Investment and Infrastructure Limited as a going concern.
4. In view of the above demerger, the financial assets of the Borrower along with all the rights, title and interest in the secured asset with guarantees, pledges etc. also stood transferred in favor of Authum Investment & Infrastructure Limited. Resultantly, Authum Investment & Infrastructure Limited as a lender is now entitled to recover any outstanding amount due and payable from the Borrower/ Guarantor/ Mortgagor and its sole entity which is legally also entitled to take necessary actions.
5. That under the Loan agreement as mentioned above you addressee applied for financial assistance against Loan of above-mentioned security. Our company agreed and provided finance/loan assistance against secured assets i.e. **All that piece and parcel of land FLAT NO. F-2 FIRST FLOOR PLOT NO. 85 KARNI NAGAR NEAR KHIRNI PHATAK JHOTWARA JAIPUR RAJASTHAN-302012** on the terms and conditions as recorded in the Loan agreements for sum of **Rs.29,16,000/- (Rupees Twenty Nine Lakh Sixteen Thousand Only")**.
6. That you as a Borrower\s and Co-borrower\s have committed defaults in payment of Loan installments and other amounts due and payment under the said Loan Agreement and despite repeated requests, reminders and follow up, have failed and / or neglected to clear the said dues. Consequent upon the defaults committed by you, your loan account has been classified as Non-Performing Asset (NPA) in accordance with the directives relating to asset classification issued by the Reserve Bank of India.
7. That you the addressee intentionally, deliberately and with mala fide intentions have, despite repeated reminders have failed miserably to honor your commitment as agreed upon in respect to the loan agreement and thus have committed default by not honoring your commitments. That, considering the default on your part and keeping in view the terms and conditions governing the said agreement our company issued a demand notice Dated **05 DECEMBER 2017** U/s.13(2) of The SARFAESI Act and demanded an amount of **Rs.2937586/- (Rupees Twenty Nine Lakh Thirty Seven Thousand Five Hundred Eighty Six Only) as on 30<sup>th</sup> November 2017** with further interest thereon. But You addressee failed to comply the said demand notice.
8. That our company has taken physical possession of the above-mentioned secured asset on **17-05-2018** under The SARFAESI Act, 2002.
9. That you failed to comply with the terms of the agreement and failed to pay the due amount after issuance of several demand notices. So, the company adopted legal remedy and fix public auction to sell the above said secured asset against which the loan was granted in order to recover its dues at the **reserve price of Rs. 2393600 /-( Rupees Twenty Three Lakh Ninety Three Thousand Six Hundred Only) as on 08<sup>TH</sup> JANUARY 2025 through E-Auction.**



10. That you are again requested to pay an amount of **Rs. 8490349.06/- ( Rupees Eighty Four Lakh Ninety Thousand Three Hundred Forty Nine and Six paisa only ) AS ON 8<sup>th</sup> November 2024** with further interest thereon till actual realization towards your loan accounts. You are requested to pay the outstanding amount on or before **26<sup>th</sup> of December 2024** and realized your secured asset.

11. That you failed to comply with the requisitions mentioned above the secured asset shall be sold in public auction and the sale proceeds would be adjusted against your loan account. Any balance remaining due on your loan account after adjustment of the sale proceeds would be recovered from you as per law.

12. For any further clarification you may contact Mr. **Praveen Dular – (Mob: 9782730464) & Amarjeet singh – (Mob: 9772057624)**.

13. List of enclosures: -

- 1) Sale cum auction paper publication English copy dated 17 December 2024
- 2) Sale cum auction e paper publication Hindi copy dated 17 December 2024







ER190317989/N IVR:6982190317989  
SP GUVINDPURA S.O. (302044)  
Counter No:1,19/12/2024,10:05  
To:HMLATA,,  
PIN:302012, Jhotwara S.O  
From:AUTHUM INVE.,  
Wt:25gms  
Amt:17.70,Tax:2.70,Amt.Paid:18.00(Cash)  
(Track on [www.indiapost.gov.in](http://www.indiapost.gov.in))  
(Dial 18002666868) (Wear Masks, Stay Safe)



ER190317830/N IVR:6982190317830  
SP GUVINDPURA S.O. (302044)  
Counter No:1,19/12/2024,10:05  
To:HMLATA,,  
PIN:302012, Jhotwara S.O  
From:AUTHUM INVE.,  
Wt:25gms  
Amt:17.70,Tax:2.70,Amt.Paid:18.00(Cash)  
(Track on [www.indiapost.gov.in](http://www.indiapost.gov.in))  
(Dial 18002666868) (Wear Masks, Stay Safe)



ER190317843/N IVR:6982190317843  
SP GUVINDPURA S.O. (302044)  
Counter No:1,19/12/2024,10:05  
To:LALIT KUMAR,,  
PIN:302012, Jhotwara S.O  
From:AUTHUM INVE.,  
Wt:25gms  
Amt:17.70,Tax:2.70,Amt.Paid:18.00(Cash)  
(Track on [www.indiapost.gov.in](http://www.indiapost.gov.in))  
(Dial 18002666868) (Wear Masks, Stay Safe)



ER190317962/N IVR:6982190317962  
SP GUVINDPURA S.O. (302044)  
Counter No:1,19/12/2024,10:05  
To:LALIT KUMAR,,  
PIN:302001, Jaipur S.P.O.  
From:AUTHUM INVE.,  
Wt:25gms  
Amt:17.70,Tax:2.70,Amt.Paid:18.00(Cash)  
(Track on [www.indiapost.gov.in](http://www.indiapost.gov.in))  
(Dial 18002666868) (Wear Masks, Sta