

## E-AUCTION SALE NOTICE PUBLIC NOTICE FOR E-AUCTION FOR SALE OF IMMOVABLE PROPERTIES

E-Auction Sale Notice for Sale of immovable properties mortgaged to Bank under Securitization 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)/Mortgagor(s)/Guarantor(s) that, the Authorized Officer(s) of HDFC BANK LTD. had taken physical possession of the following property/ies mentioned, pursuant to demand raised vide notice(s) issued under Sec 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 in the following loan accounts with right to sell the same on "AS IS WHERE IS, AS IS WHAT IS, WHATEVER IS THERE IS AND WITHOUT RECOURSE BASIS" for realization of Bank's dues plus interest as detailed hereunder and whereas consequent upon failure to repay the dues, the undersigned in exercise of power conferred under Section 13(4) of the said Act read with Rule 8 of the said Rules proposes to realize the Bank's dues by sale of the said property/ies. The sale of the below-mentioned Properties shall be conducted by way of E-Auction through Web Portal: <https://hdfcbank.auctiontiger.net>

### DESCRIPTION OF IMMOVABLE PROPERTIES/DETAILS OF ACCOUNT/AMOUNT/EMD/ETC

S.No.	Name of the Branch & Account / Name of the Mortgagor & Guarantors of the property	Details of property	Amount as per Demand Notice Demand Notice Date	Inspection Date and Time	Reserve Price EMD Bid Increase Amount	Date/ Time of e-Auction	Last Date for Receipt of Bids	Name of Authorised Officer/Phone No./Email Id
1	<b>H D F C B A N K L T D , DEPARTMENT FOR SPECIAL OPERATIONS, No.7 &amp; 7/1, Essel Chamber, Lalbhag Road, Richmond Circle, Bangalore-560027, Karnataka.</b> 1. M/s. Rodeo Drive Luxury Products Pvt Ltd., (Borrower) No.101, Richmond Road, Bangalore 560 025 2. Mr.Prithviraj Bhagrecha (Director/ Mortgagor/ Guarantor) No.4/22, 1st Floor, 4th Main, Tata Silk Farm, Basavanagudi, Bangalore 560004 3. Mrs. Karuna Bhagrecha (Director/ Guarantor) No.4/22, 1st Floor, 4th Main, Tata Silk Farm, Basavanagudi, Bangalore 560 004 4. Mr. Hardesh Kumar (Guarantor) S/o. Mr. Puckraj Jain, 3rd Floor, 62/A, 4th Cross, N R Colony, Bangalore 560 050	All that piece and parcel of property converted into non-agricultural for residential purpose being Site No. P27, comprised in Singanayakanahalli Village Panchayath, Katha No. 253/190/237 measuring 5,440 sq ft situated Ananthapura village, Yelahanka Hobli, Bangalore North Taluk, which is under the limits of Yelahanka Town Municipality, together with all appurtenances. Measuring: East to West 68 feet and North to South – 80 feet, in all measuring 5440 sq ft And bounded on the East by : Road & measuring on that side 80 feet, West by : Plot No. 153 & measuring on that side 80 feet, North by : Plot No. P 29 and measuring on that side 68 feet South by : Plot No. P 26 and measuring on that side 68 feet Owned by Mr. Prithiviraj Bhagrecha <b>NOTE:</b> 1.Raja Kaluve is located on the western side of this property. Hence, as per National Green Tribunal, no building is allowed to be constructed along the 35 meter length of the Raja Kaluve, 2.Rupees Ten lakhs (10 lakhs) is due for maintenance for the said property which has not been paid. The same is required to be paid by the successful bidder.	Rs. 4,58,63,143.53/- (Rupees Four Crores Fifty Eight Lakhs Sixty Three Thousand One Hundred and Forty Three and Paise Fifty Three only) as on 31.07.2018 together with further interest, penal interest, cost and charges thereon till the date of payment.  Demand Notice dated 29.08.2018	14.03.2024 From 11.00 AM To 04.00 PM	Reserve Price Rs.1,44,70,000/- (Rupees One Crore Forty Four Lakhs Seventy Thousand only)  E M D R s . Rs.14,47,000/- ( Rupees Fourteen Lakhs Forty Seven Thousand only)  Increment of Rs. 1,00,000/- Rupees One Lakh	22.03.2024 10.00 am to 11.00 am	20.03.2024 by 4.00 pm	Rajesh Antony, Mob: 9387885144 <a href="mailto:rajesh.antony@hdfcbank.com">rajesh.antony@hdfcbank.com</a>

**TERMS & CONDITIONS:** 1. The e-Auction is being held on "AS IS WHERE IS, AS IS WHAT IS, WHATEVER IS THERE IS AND WITHOUT RECOURSE BASIS" 2. The interested bidders shall submit their EMD details and documents through Web Portal: <https://hdfcbank.auctiontiger.net> (the user ID & Password can be obtained free of cost by registering name with <https://hdfcbank.auctiontiger.net>) through Login ID & Password. The EMD shall be payable through RTGS in the following Account:57500000904261, Name of the Account : HDFC BANKD LTD DFSD Transitory account (Branch: Worli Sandoz House, Mumbai), IFSC Code: HDFC0000240 latest by 4.00 P.M on or before the dates mentioned in the table above. Please note that the Cheques shall not be accepted as EMD amount. 3. To the best of knowledge and information of the Authorized Officer, there is no encumbrance i.e. statutory dues like property taxes, society dues etc as per Bank's record on the property. The Bank however shall not be responsible for any present/past/future outstanding non-statutory dues /statutory dues/encumbrances/tax arrears, if any. The intending bidders should make their own independent inquiries regarding the encumbrances, title of property/ies & to inspect & satisfy themselves. **Property can be inspected strictly on the above mentioned date and time.** 4. The intended bidders who have deposited the EMD and require assistance in creating Login ID & Password, uploading data, submitting bid, training on e-bidding process etc., may contact our service provider M/s. e-procurement Technologies Ltd Helpline No's: 9265562821, Mr Ram Sharma Mobile: 8000023297, Help Line e-mail ID: [ramprasad@auctiontiger.net](mailto:ramprasad@auctiontiger.net) and for any property related query may contact the Authorized officer as mentioned above in office hours during the working days. 5. The highest bid shall be subject to approval of HDFC Bank Limited. Authorized Officer reserves the right to accept/ reject all or any of the offers/ bids so received, or cancel the auction/sale without assigning any reasons whatsoever. His decision shall be final & binding. 6. (FOR DETAILED TERM AND CONDITIONS PLEASE REFER TO OUR WEBSITE <https://hdfcbank.com> and <https://hdfcbank.auctiontiger.net>)

#### STATUTORY 15 DAYS SALE NOTICE UNDER RULE 8(6) OF THE SARFAESI ACT, 2002

This may also be treated as notice under rule 8(6) & under rule 9(1) of Security Interest (Enforcement) Rules, 2002 to borrowers/ and Guarantors of the above said loan about the holding of E-Auction Sale on the above mentioned date.

Date:06.03.2024

Place: Bangalore

Authorized Officer - Rajesh Antony, Mob:9387885144,

For any further clarification and communication, please contact

HDFC Bank Ltd.Department For Special Operations No.7 &amp; 7/1, Essel Chamber, Lalbhag Road, Richmond Circle, Bangalore- 560 027, Karnataka