



HDFC BANK

HDFC BANK LTD

Branch : No.56/3, 1st Floor, MSRK Tower, Bharathi Park 2nd Cross, Saibaba Colony, Coimbatore - 641 011.

Tel : (0422) - 4301152, 4301153, 4301154. CIN L65920MH1994PLC080618, Website: www.hdfcbank.com

E-AUCTION SALE NOTICE - (Sale Through E-Bidding Only) [For immovable property / secured asset (s)]

The Authorised Officer of HDFC Bank Limited (erstwhile HDFC Limited having amalgamated with HDFC Bank Limited by virtue of a Scheme of Amalgamation approved by Hon'ble NCLT-Mumbai vide order dated 17th March 2023) (HDFC) issues 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) Rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor(s) indicated in Column (A) that the below described immovable property(ies) described in Column (C) mortgaged/charged to the Secured Creditor, the constructive / physical possession of which has been taken as described in column (D) by the Authorised Officer of HDFC Bank Ltd Secured Creditor, will be sold on "As is where is", "As is what is", and "Whatever there is" Condition and with encumbrances if any basis as per the details mentioned below :

Notice is hereby given to Borrower / Mortgagor(s) as the case may be, indicated in Column (A) under Rule 8(6) of the Security Interest (Enforcement) Rules 2002

Earnest Money Deposit (EMD) amount shall be deposited by the bidders through Demand Draft in Favour of "HDFC Bank Limited" payable at par and shall be submitted at No.56/3, 1st Floor, MSRK Tower, Bharathi Park, 2nd Cross, Saibaba Colony, Coimbatore - 641 011

For detailed terms and conditions of the sale, please refer to the link provided in HDFC Bank Ltd Secured Creditor's website i.e. www.hdfcbank.com or visit at Branch : No.56/3, 1st Floor, MSRK Tower, Bharathi Park 2nd Cross, Saibaba Colony, Coimbatore - 641 011.

S. No	Name/s of Borrower(s) and Address	Outstanding dues to be recovered (Secured Debt) (Rs.) *	Description of the Immovable Property (C)	Type of Possession (D)	Reserve Price (Rs.) (E)	Earnest money deposit (Rs.) (F)	Date(s) & Time Opening Tender(s) (G)
(A)	(B)	(B)	(C)	(D)	(E)	(F)	(G)
1.	Mr Mahesdevan M S (Borrower) S/o. Subramanjan, Mrs Vithiya (Co-Borrower) W/o. Subramanjan Muthusamy Mr Subramanjan Muthusamy (Co-Borrower) S/o. Muthusamy No.2-71, Middle Veethi, Pillaiyalayam, Tiruchirappalli- 621210 (address common for all above)	Rs.33,95,298/- as on 30.06.2025 *	All part and parcel of land being situated at Coimbatore Registration District, Periyanaickenpalayam Sub Registration District, Coimbatore North Taluk, Patta No.2896, Kurudampalayam Village, lands in S.F. Nos. 549/1 & 549/3 combined together as layout and divided as House sites in the name of "Green Filed", in this Site No.33 to an extent of 2430 Sq.ft. or 5 Cents 252 Sq.ft. out of which Site No.33 Southern Side Portion, with following boundaries and measurements: Boundaries: North of - Site No.34, South of - Site No. 33 Northern Side Portion, East of - Lands in S.F. No.549/3, West of - 30 feet wide South-North layout road. In this at centre: East-West both sides - 54 ft, South-North both sides - 22.6 ft. Total measurements of 1215 Sq.ft. or 112.877 Sq.mtr. or 2 Cent 344 Sq.ft., along with building constructed thereon, including common pathway rights. Site No.33 regularized as per approval of Kurudampalayam Panchayat Forum Special Officer, Block Development Officer vide Na.Ka.No.627/2018/ A1 (DTC/P/0171883/2017) dated 20.09.2018. Property is in S.F. No.549/3. Property comes under Kurudampalayam Village Panchayat limits & jurisdiction.	Physical Possession	Rs.37,50,000/-	Rs. 3,75,000/-	21.08.2025 (Thursday) at 11.00 am to 11.30 am
				Bid Increment amount : Rs.20,000/-			
Location : GPS No.11.101070, 76.919727			Land : 1215 sq.ft.	Contact : Ramanathan, Mobile No.8754009540			
2.	Mr Ganesan B Mrs Angalajarajeshwari No.2/384, Panakarathotta Street, Veerapandi, Tiruppur-641605 Also at: Mr Ganesan B Lakshmi Narayana Traders, 29, Amarjothi Garden, Uthukuli Road,Tiruppur-641601	Rs.37,11,708/- as on 30.06.2025 *	PART - A All the part and parcel of land and building situated at Tiruppur Registration District, Palladam Sub Registration District, comes under Pongalur Panchayat Union and limits of South Avinashipalayam Village Panchayat Board, Patta No. 1009 & 987, lands to a total extent of Punjai Acre 6.03, in S.F. No. 196/1A (PunjaiHec 1.06.5 (Punjai Acre2.23)) and in S.F. No. 196/2 (PunjaiHec 1.37.5 (Punjai Acre 3.40)) pooled together as Housing Layout and named as "Palaniandavar Nagar-I", in that Site No. 88, with following boundaries and measurements: Boundaries: North of - Site No. 83, South of - 23 feet vide East West Layout Road, East of - Site No. 87, West of - Site No. 89, Measurements: at centre : East-West both side - 24 ft., North-South both side - 50 ft. Total measurements of 1200 Sq. ft or 111.48 Sq.mtr, including easementary rights, common pathway etc.	Physical Possession	Rs.20,00,000/-	Rs. 2,00,000/-	21.08.2025 (Thursday) at 12.00 Noon to 12.30 pm
				Bid Increment amount : Rs.20,000/-			
Location : GPS No.11.101070, 76.919727			Land : 1215 sq.ft.	Contact : Ramanathan, Mobile No.8754009540			
PART - B All the part and parcel of land and building situated at Tiruppur Registration District, Palladam Sub Registration District, comes under Pongalur Panchayat Union and limits of South Avinashipalayam Village Panchayat Board, Patta No. 1009 & 987, lands to a total extent of Punjai Acre 6.03, in S.F. No. 196/1A (PunjaiHec 1.06.5 (Punjai Acre2.23)) and in S.F. No. 196/2 (PunjaiHec 1.37.5 (Punjai Acre 3.40)) pooled together as Housing Layout and named as "Palaniandavar Nagar-I", in that Site No.89, with following boundaries and measurements: Boundaries: North of - Site No. 82, South of - 23 feet wide East West Layout Road, East of - Site No. 88, West of - Lands in S.F. No.198, Measurements: at centre : East-West both side - 24 ft., North-South both side - 50 ft. Total measurements of 1200 Sq. ft or 111.48 Sq.mtr, including common pathway rights etc. Both Part- A & Part- B together totaling to an admeasurement of 2400 Sq.ft. or 222.967 Sq.mtr, along building thereon, including common pathway rights etc. Patta No.1009.							
Location : GPS No.10.954549, 77.406870			Land : 2400 sq.ft.	Contact : Karthick, Mobile No.8870130701			
3.	Mr Ganesan B Mrs Angalajarajeshwari S/o. Senthil P, Mr Senthil P. (Co-Borrower) S/o. Pownnagiri, 186, Pudhu Thottam, 2nd Street, Nethaji Nagar Tiruppur-641604 (address common for both)	Rs.27,31,130/- as on 30.06.2025 *	All the part and parcel of land with building situated at Tiruppur Registration District, Thottipalayam Sub-Registration District, Tiruppur Taluk, Nachipalayam Village, S.F. No.27/2A, 29/1, 29/2, 29/3, 29/4, 29/5, 29/6, 29/7, 29/8, 30, 34, 35, 36/2, 37/1, 37/3, 38, 40, 43, 45/2- full extent, S.F. No. 33/2, 39, 33/1, 28, 31/1- part extent of lands had been laid out into house sites and the said layout named as "SRI JAYLAKSHMI NAGAR" approved by Government vide NA/Va/Selo.122/2018 Regularised Layout No.97/2018 named it as, "Sri Thirumal Nagar" Plot No.28 Western Portion, Plot No. 29, with following boundaries and measurements: Plot No. 28 Western Side Portion Boundaries: North of - Site No.973 part, West of - 30 feet wide South-North layout road, North of - Site No.979, South of - 40 feet wide East-West layout road. In this at Centre: East-West on the North - 17 ft., East-West on the South - 27 ft., North-South on the East - 51 ft., North-South on the West - 50 ft. Admeasuring 1136 sq.feet (105.53 sq.meter) of land and building thereon present and future, with all other rights to use the common pathway etc. As per present subdivision the property situated in S.F.No.38/1 Patta No.989.	Physical Possession	Rs.22,75,000/-	Rs. 2,27,500/-	21.08.2025 (Thursday) at 01.00 pm to 01.30 pm
				Bid Increment amount : Rs.20,000/-			
Location : GPS No.11.082460, 77.457059			Land : 1136 sq.ft.	Contact : Jeeva, Mobile No.9789711611			
4.	Mr P Manikandan S/o. Ponraj, No.495/1, Muruganan Street, Pudhupalayam, Gobichettipalayam, Erode-638476 Also at: Eastman Exports Global Clothing, No.652/1 A Part SriLakshmi Nagar, Pitchampalayampudur, Tiruppur-641603	Rs.27,32,519/- as on 30.06.2025 *	All the part and parcel of land situated at Erode District, Gobichettipalayam Registration District, Gobichettipalayam II Joint Sub Registration Office, Gobichettipalayam Taluk, Gugalur A Village, lands to a larger extent of PunjaiHec 5.59.5 in S.F. No. 954/3 in this Punjai Acre 3.30 pooled together as layout as per approval of Salem Town Planning Assistant Director vide Na.Ka.No.7247/2017 Se.Ma.3, as per regularisation of unapproved layout plan Ma.Va/Selo.122/2018 Regularised Layout No.97/2018 named it as, "Sri Thirumal Nagar" Plot No.28 Western Portion, Plot No. 29, with following boundaries and measurements: Plot No. 28 Western Side Portion Boundaries: North of - Plot No. 25, 26, South of - 23 feet wide East-West Layout Road, East of - Plot No. 29, West of - Plot No. 28 Eastern Side Portion. Measurements: at centre: East-West Both sides - 2 ft, North-South on the Both sides - 60 ft. Total measurements of 120 Sq. ft. Plot No. 29 Boundaries: North of - Plot No. 24, 25, South of - 23 feet wide East-West Layout Road, East of - Plot No. 30, West of - Plot No. 28. Measurements: at centre : East-West Both sides - 25 ft., North-South on the Both sides - 60 ft. Total measurements of 1500 Sq. ft. Total admeasurement of 1620 Sq. ft or 150.50 Sq.mtr., along with building constructed thereon present and future, including easementary rights, common pathway rights etc., New S.F. No. 954/3 is subdivided as S.F. No.954/3A.	Physical Possession	Rs.23,60,000/-	Rs. 2,36,000/-	21.08.2025 (Thursday) at 02.00 pm to 02.30 pm
				Bid Increment amount : Rs.20,000/-			
Location : GPS No.11.4509878, 77.50051			Land : 1020 sq.ft.	Contact : Nagaraj, Mobile No.7358945777			
5.	Mrs Tamil Selvi R LDK 12, Kaveri Nagar, Mettur Dam, Salem - 636401 Also at: Pup School, Porakottal, Nagavalli Union, Salem - 636454	Rs.33,11,203/- as on 30.06.2025 *	All the part and parcel of land with building situated at Salem West Registration District, Mecheri Sub-Registration District, Mettur Taluk, Pottaneri Village, Patta No.1334, S.F.No.127/2, New S.F. No.127/2B, Old Door No.185/6-3, New Door No.9/293, with following boundaries and measurements. Measurements: East-West on the Northern side - 60 ft., East-West on the Southern side - 60 ft., North-South on the Western side - 15 ¾ ft., North-South on the Eastern side - 15 ¼ ft. Total measurements 945 Sq. ft or 87.79 Sq. mtr. On the Southern side land above the mentioned Pottaneri Village, Patta No.1334, S.F. No.127/3, New S.F. No.127/3B, with the following boundaries and measurements. Measurements: East-West on the Northern side - 60 ft., East-West on the Southern side - 60 ft., North-South on the Western side - 29 ¼ ft., North-South on the Eastern side - 29 ¼ ft. Total measurements 1755 Sq. ft or 163.04 Sq. mtr, in these Two lands having total extent of 2700 Sq.ft. or 250.83 Sq.mtr, land with building construction thereon. Boundaries: North of - Ambika Land, South of - 20 ft wide common pathway, West of - Leemaroose Land, East of - Poongodi Land. Within this two Lands having the following linear measurements. East-West on the Northern side - 60 ft., East-West on the Southern side - 60 ft., North-South on the Western side - 45 ft., North-South on the Eastern side - 45 ft. Total measurements 2700 Sq. ft or 250.83 Sq. mtr, with building construction thereon.	Physical Possession	Rs.28,25,000/-	Rs. 2,82,500/-	21.08.2025 (Thursday) at 03.00 pm to 03.30 pm
				Bid Increment amount : Rs.20,000/-			
Location : GPS No.11.821664, 77.906019			Land : 2700 sq.ft.	Contact : Dineshkumar, Mobile No.9655573798			
6.	Dr Ramkumar Samikannu Mrs Sri Vaishnavi Medicals No.1/90 H, Mallapadi Village Main Road, Krishnagiri-635104 Also at: Dr Ramkumar Samikannu S/o. Samikannu, Mrs Vaishnavi W/o. Ramkumar Samikannu No.98A, Chennappaanikanur, Uthangarai Post, Reddipatti, Pudhur, Krishnagiri-635207 (address common for both)	Rs.39,40,009/- as on 30.06.2025 *	All the part and parcel of land situated at Krishnagiri District, Uthangarai Registration District, Uthangarai, Chennappaanikanur Village, Patta No.581, Old S.F. No. 28/18, New S.F. No. 26/181A, Present S.F. No. 26/181A/1, for this present subdivision S.F. No. 26/18 Punjai Acre 0.4.88,with following boundaries and measurements: Boundaries: North of - Chinnaraj's Land, South of - Elupakkattappati Village's limits, East of - Panchayat Road, West of - Setu land. In middle Punjai Acre 0.12 Cent land, East-West both sides 42 ft South-North both sides 27 ft, total 42 X 27 = 1134 Sq.ft with RCC tharsu house for this EB Connection No.509 in front portion with two shops. East-West both sides 22 ft South-North both sides 11 ft, total 22 X 11 = 242 Sq.ft with RCC tharsu house for this EB Connection No. 259, Door No. 98A - 22 X 17 Cement Sheet Cattle Farm. Property comes under limits and jurisdiction of Uthangarai Panchayath Union and Chennappaanikanur Village Panchayath.	Physical Possession	Rs.82,10,000/-	Rs. 8,21,000/-	21.08.2025 (Thursday) at 04.00 pm to 04.30 pm
				Bid Increment amount : Rs.50,000/-			
Location : GPS No.12.26384, 78.55117			Land : 5227 sq.ft.	Contact : Dineshkumar, Mobile No.9655573798			
7.	Mr Raja Rajagopal, (Borrower) S/o. Rajagopal, 99 O, Anna Nagar, 5th Street, Kumarasampettai, Dharmapuri - 636701 Also at: Government High School, Bedarathali, Indur, Dharmapuri -636803.	Rs.27,42,113/- as on 30.06.2025 *	All the part and parcel of land with Semi-finished building situated at Dharmapuri Registration District, Dharmapuri District, Dharmapuri Sub-Registration District, VellegoundanPalayam Village, S.F.No.548 comprised P.A.4.23 in this Re-Survey No.548/2 comprised P.Hec.0.02.0, now Nattham S.F.No.548/2L comprised of 222 sq.meter (Patta.No.2805) (Old S.F. No.548/2), in this Door.No.2/1052, 2/1052/1, 2/1054, 2/1054/1, RCC Tharsu building within the following boundaries and measurements. Boundaries: North - 16 feet wide common road, South - Krishnan Arumugam property, East - Periyasamy's property, West - R.Sathyavani's property. In this at Centre: East-West on the North & South - 25 ft., North-South on the East & West - 40 ft. Admeasuring 1000 sq.feet (92.90 sq.meter) of land with Semi-finished and Ground Floor Tharsu building 943.25 Sq.ft. (87.63 Sq.mtr), First Floor 136.50 Sq.ft (12.68 Sq.mtr) and Second Floor Tharsu room 224.25 Sq.ft (20.83 Sq.mtr) along with 49 Sq.ft (4.55 Sq.mtr) Shed, all other rights including, all fixtures, to use the common pathway, easementary rights etc. EB connection Nos.002-00-2911, 2912, 2913, 2914, 3680. Property comes under Elakkiampatti Panchayat, Dharmapuri Union's limits.	Physical Possession	Rs.40,51,000/-	Rs. 4,05,100/-	21.08.2025 (Thursday) at 05.00 pm to 05.30 pm
				Bid Increment amount : Rs.20,000/-			
Location : GPS No.12.124320, 78.152055			Land : 1000 sq.ft.	Contact : Dineshkumar, Mobile No.9655573798			

● On any bank working day & hours prior appointment to be taken for inspection the property.

● EMD amount submission on or before 20.08.2025 (Wednesday) before 2.00 P.M

* together with further interest from 01.07.2025 @ 18% p.a. as applicable, incidental expenses, costs, charges etc. incurred up to the date of payment and / or realisation thereof.

Note : The sale notice is published on 19.07.2025 in "The Hindu".

TERMS & CONDITIONS OF SALE:

1. The particulars in respect of the Immovable Property / Secured Asset specified hereinabove have been stated to the best of the information and knowledge of the Authorised Officer / HDFC

2. However, the Authorised Officer / HDFC shall not be responsible for any error, misstatement or omission in the said particulars. The Bidders are therefore requested in their own interest, to satisfy themselves with regard to the above and all other relevant details / material information pertaining to the abovementioned Immovable Property / Secured Asset, before submitting the bids.

3. Statutory dues like property taxes / cess and transfer charges, arrears of electricity dues, arrears of water charges and other charges known and unknown in respect to the secured assets being sold, shall be ascertained by the Bidder beforehand and the payment of the same shall be the responsibility of the buyer of Secured Assets.

4. Wherever applicable, it is the responsibility of buyer of Secured Assets to deduct tax at source (TDS) @ of 1% of the total sell consideration on behalf of the resident owner (seller) on the transfer of immovable property having consideration equal to Rs.50 Lacs and above and deposit the same with appropriate authority u/s 194 I/A of Income Tax Act.

5. Sale is strictly subject to the Terms, Conditions and Disclaimers stipulated in the prescribed E-Auction Bid Document, Offer Acceptance Letter, Public Notice, terms and conditions mentioned hereinbelow and any other related documents.

6. Secured Asset is available for inspection based on prior appointment .

7. E-Auction Bid Document can be obtained from the Authorized Officer of HDFC Bank Limited having its office at No.56/3, 1st Floor, MSRK Tower, Bharathi Park, 2nd Cross, Saibaba Colony, Coimbatore - 641 011, on any working day during office hours

8. For any assistance related to inspection of the property, or for obtaining the E-Auction Bid Document and for any other queries, please get in contact Telephone Number 0422-4301152 , 153 & 154.

9. Earnest Money Deposit (EMD) amount as mentioned above shall be deposited by the bidders through Demand Draft in Favour of "HDFC Bank Limited" payable at par in sealed envelope and shall be submitted at No.56/3, 1st Floor, MSRK Tower, Bharathi Park, 2nd Cross, Saibaba Colony, Coimbatore - 641 011, on or before 20.08.2025 (Wednesday).

10. The offer amount (to be above Reserve Price and bidders shall improve their offers in multiples of Bid incremental amount indicated above.

11. E-Auction Bid Document duly filled in along with the details of payment of EMD shall be submitted at No.56/3, 1st Floor, MSRK Tower, Bharathi Park, 2nd Cross, Saibaba Colony, Coimbatore - 641 011, on any working day during office hours.

12. The last date of submission of bids in prescribed e-auction Bid Documents with all necessary documents and EMD in stipulated manner on or before a day prior to the date of opening the tender mentioned above in column (G)

13. Incomplete E-Auction Bid Document or bids with inadequate EMD amount or bids received after the date indicated at Sr. No 9 hereinabove shall be treated as invalid.

14. Conditional offers shall be treated as invalid.

15. E-Procurement Technologies Ltd., would be assisting the Authorized Officer in conducting the auction through an e-bidding process.

16. Upon receipt of Bid with the necessary documents as mentioned therein and in the sale notice within the stipulated date and time mentioned above , a password/ user ID will be provided by E-Procurement Technologies Ltd to eligible bidders / prospective purchasers to participate in the online auction at https://hdfcbanktd.auctiontng.net.

17. Necessary trainings will be provided by E-Procurement Technologies Ltd for the purpose.

18. The auction by way of e-bidding will be conducted on the date and time indicated in Column (G).

19. The Immovable Property / Secured Asset shall not be sold below the Reserve Price.

20. On sale of the property the purchaser shall not have any claim of whatsoever nature against HDFC or its Authorised Officer.

21. The e-bidding would commence and end at the time indicated in Column (G) above. However, if a bid is received 5 minutes prior to the closing time indicated therein, it would get extended by five minutes every time a bid is offered. The auction would end if there is no bid for a period exceeding five minutes.

22. It shall be at the discretion of the Authorised officer to cancel the auction proceeding for any reason and return the EMD submitted and HDFC will not entertain any claim or representation in that regard from the bidders.

23. The Authorized officer has the absolute right to accept or reject the highest and / or all Bid(s) or postpone or cancel the sale, as the case may be without assigning any reasons thereof and also to modify any of the terms and condition of this sale without prior notice.

24. The sale shall be conferred on the highest bidder subject to confirmation by Secured Creditor i.e. HDFC

25. EMD of successful bidder shall be adjusted and for all other unsuccessful bidders, the same shall be refunded within 10 days from the date of Auction. The Earnest Money Deposit will not carry any interest.

26. Along with Bid Documents the Bidders(s) should also attach his/her photo identity proof such as copy of the passport, election commission card, ration card, driving license, copy of the PAN card issued by the Income Tax department etc. and the proof of residence countersigned by the bidder herself/himself.

27. The successful bidder shall be required to pay 25% of the offer amount (including the amount of EMD) immediately i.e. on the same day or not later than next working day, as the case may be/as per the amended provisions of Rule 9(3) of the Security Interest (Enforcement) Rules, 2002) on confirmation of offer acceptance by HDFC, failing which the EMD amount remitted will stand forfeited. The balance 75% of offer amount shall be paid within 15 days of confirmation of sale by the Authorised officer. If the balance amount is not remitted within stipulated time the amount of 25% will stand forfeited as per the amended provisions of Rule 9(4) of the Security Interest (Enforcement) Rules, 2002.

NOTE: To the best of knowledge and information of the Authorized Officer of HDFC, there are no encumbrances in respect of the above immovable properties / Secured Assets.

Bidding in the last minute and second should be avoided in bidders' own interest. Neither HDFC nor the service provider shall be responsible for any lapses / failure (Internet failure, Power failure etc.) on the part of the vendor.

In order to ward-off such contingent situation bidders are requested to make all the necessary arrangements / alternatives such as back-up power supply or whatever required so that they are able to participate in the auction successfully.

CAUTION NOTE: Bidders at large are hereby informed that HDFC and its Authorized Officer does not deal in cash transaction with respect to Immovable Property mentioned in the Auction sale notice.

The name and contact details of the agency / broker, if any, authorized by HDFC to deal with sale of Immovable property can be obtained only from the office of HDFC at the address mentioned above.

Date : 18-07-2025
Place : Coimbatore

AUTHORISED OFFICER
HDFC Bank Limited

Regd. Office: HDFC Bank House, Senapati Bapat Marg, Lower Parel (West), Mumbai - 400 013

