



ARM BRANCH MADURAI

COVERING LETTER TO SALE NOTICE

Ref.: ARM MDU 1442 SN M/s. ARUVEE DIARY AND FOODS P LTD_2025-2026 GK

Date: 24/03/2026

To

1. M/s Aruvee Dairy and Foods private Limited
2nd floor, No.265, Meenakshi Towers,
Madurai Main Road, Andipatti,
Theni Dist.
2. Mr. Ashok Kumar (Director)
S/o Mr. Selvaraj,
2/54, Middle street, kothapatti PO
Andipatti, Theni Dist, Mob: 8940331881.
3. Mrs. Mathumila G (Director)
W/o Mr. Ashok Kumar,
2/54 Middle street, Kothapatti,
Andipatti, Theni dist, Pin-625512
Mob: 9698591881.
4. Mrs. Kanagamani (Guarantor)
W/o Selvaraj,
2/54, Middle street, Kothapatti,
Andipatti, Theni dist, Pin- 625512
Mob: 8072221798.

Dear Sir / Madam,

Sub : Notice under Section 13(4) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with Rule 8(6) of the Security Interest (Enforcement) Rules, 2002.

As you are aware, I, on behalf of **Canara Bank, Periyakulam Branch** have taken constructive possession of the assets described in Schedule of Sale Notice annexed hereto in terms of Section 13(4) of the subject Act in connection with outstanding dues payable by you to our **Canara Bank, ARM Branch, Madurai**.

The undersigned proposes to sell the assets more fully described in the Schedule of Sale Notice.



Hence, in terms of the provisions of the subject Act and Rules made thereunder, I am herewith sending the Sale Notice containing terms and conditions of the sale.

This is without prejudice to any other rights available to the Bank under the subject Act / or any other law in force.

Yours faithfully,

कृते केनरा बैंक / For CANARA BANK

Authorised Officer,
Canara Bank, नगर आरएम ब्रांच, मदुरै.
Authorized Officer
Nagar A.R.M. branch, Madurai.



ENCLOSURE – SALE NOTICE



**ARM BRANCH MADURAI
SALE NOTICE**

E-Auction Sale Notice for Sale of Movable and Immovable Properties 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) that the below described immovable properties mortgaged/charged to the Secured Creditor, the constructive possession of which has been taken by the Authorised Officer of Periyakulam Branch of the Canara Bank, will be sold on "As is where is", "As is what is" and " Whatever there is" on **21/04/2026** for recovery of **Rs. 1,07,61,034.29** (Rupees One Crore Seven Lakh Sixty One Thousand Thirty Four and Paise Twenty Nine Only) as on **28/02/2026** with further interest from **01/03/2026** + cost due to the ARM Branch, Madurai of Canara Bank from **M/s Aruvee Dairy and Foods private Limited represented by Mr.Ashok Kumar (Director), Mrs.Mathumila G (Director) and Mrs.Kanagamani (Guarantor).**

The Reserve price for **Property No.1** will be **Rs.1,49,85,000/-** (Rupees One Crore Forty Nine Lakh Eighty Five Thousand only).

The Earnest money deposit for **Property No.1** will be **Rs.14,98,500/-** (Rupees Fourteen Lakhs Ninety Eight Thousand Five Hundred Only).

The Reserve price for **Property No.2** will be **Rs.30,35,000/-** (Rupees Thirty Lakhs Thirty Five Thousand Only).

The Earnest money deposit for **Property No.2** will be **Rs.3,03,500/-** (Rupees Three Lakhs Three Thousand Five Hundred Only).

The Reserve price for **Property No.3** will be **Rs.18,70,000/-** (Rupees Eighteen Lakhs Seventy Thousand Only).

The Earnest money deposit for **Property No.3** will be **Rs.1,87,000/-** (Rupees One Lakh Eighty Seven Thousand Only).

The Earnest Money Deposit shall be deposited on or before **4.00 p.m. of 20/04/2026.**

Details and full description of the Movable & Immovable properties:

Property No.1(Immovable)

All piece and parcel of land and building situated there in,Theni District, Periyakuam Registration District, Periyakulam Joint No.2 Sub-District, Periyakulam Taluk, Jayamangalam Village bearing Patta No.6070 comprised in S.No.1632/1 measuring 1.78 acres (0.72.0 ares) which is equivalent of Vacant site where a commercial building situates in wardNo.8, Erumalainayakanpatti bearing Door No.80-2 of Assessment No. 1163 bounded on



North – Land of Mookkaiah in S.No 1633/1A, land of Shyam Sundar in S.No 1633/1B & common cart-Track in S.No 1632/1.

East – Lands of V.E. Kaja & Hyder Ali in S.No 1633/2A.

South – Land of Chokkalingam Chettiar in S.Nos 1632/2 & 1632/3.

West – Land of Manuvel in S.No 1653/1, Land of Chinnamadan in S.No 1654/2 and Panchayat union road in 1653/2.

Within these boundaries measuring 1.78 acres (77,608 Sq.ft) of vacant site and R.C.C roofed ground & first floor commercial building constructed in the above said vacant site with entrance, doors, windows & superstructures and the said building is installed with power supply connection under S.C.No .05-524-004-1845 and right of 20 feet width north-south cart-track which leading to main Road in S.No 1633/2A with other customary and conventional right.

Name of the title holder: M/s Aruvee Dairy and Foods private Limited (Represented by Directors Mr.Ashok Kumar & Mrs.Mathumila G).

Property No.2 (Immovables):

All piece and parcel of land and building situated there in,Theni district, Periyakulam Registration district, Andipatti Taluk, Andipatti Sub-District, Kothapatti Village comprised in S.No 12/1 measuring 1.10 acres (0.44.5 ares) of land which are converted as house site plots leaving space for the purpose of road, pathway & other public amenities, out of this extent **2,592 Sq.ft of** Vacant site out of 1.10 acres on the north in middle where a house property situates in Ward No .3, kothapatti bearing Door No. 20/E of House assessment No.560 bounded on

North – Vacant sites of Vendors

East – 10 feet width North – South Common pathway

South – Vacant site of K. Ramakrishnan

West – 10 feet width North-South common Pathway

Within these boundaries measuring east-west on the north 36 feet, on the south 36 feet, north-south on the west 74 feet, on the east 70 feet totally 2,592 Sq.ft (240.81 Sq.Mtr) of vacant site and **R.C.C roofed ground floor & first floor residential building constructed** in the above said vacant site with entrance, doors, windows & superstructures and the said house is installed with power supply connection under S.C.No.05-532-003-1267 and right of common pathway with other customary and conventional right.

Name of the title holder: Mrs.Kanagamani W/o Selvaraj.

Property No.3 (Immovables)(Vacant Site):

All piece and parcel of land situated there in, Theni District, Periyakulam Registration District, Andipatti Taluk, andipatti Sub-District, Thimmarasanayakanur Village comprised in S.No. 2091/1, as per sub-division bearing Patta No: 8609, S.No: 2091/1A measuring **23 ½ cents** of land out of 32 cents on the west in northern extremity bounded on

North -- Road

East – Agricultural Cart – Track

South – Land of Anusuya

West – Lands of Alamelu Ammal & others



Within these boundaries measuring 23 ½ cents of land and right of pathway with other customary and conventional right.

Name of the title holder: Mr. Ashok Kumar S/o Mr. Selvaraj.

For detailed terms and conditions of the sale please refer the website "<https://baanknet.com/>" or may contact Chief Manager, Canara Bank, ARM Branch, Madurai. (Ph. No. 0452-2335348, Cell No.94890 46509 during office hours on any working day).

Date : 24/03/2026

Place : Madurai

कृते केनरा बैंक For CANARA BANK
अधिकृत अधिकारी Authorized Officer
ए आर एम शाखा / ARM Branch, Madurai.
Authorized Officer
Canara Bank

DETAILED TERMS AND CONDITIONS OF THE SALE NOTICE DATED 24/03/2026

1	Name and Address of the Secured Creditor	Canara Bank, ARM Branch, St. Mary's Campus, Circle Office, First Floor, East Veli Street, Madurai - 625 001.
2	Name and Address of the Borrower (s)/ Guarantor(s)	1. M/s Aruvee Dairy and Foods private Limited 2nd floor, No.265, Meenakshi Towers, Madurai Main Road, Andipatti, Theni. 2. Mr. Ashok Kumar (Director) S/o Mr. Selvaraj, 2/54, Middle street, kothapatti PO, Andipatti, Theni, Mob : 8940331881. 3. Mrs. Mathumila G (Director) W/o Mr. Ashok Kumar, 2/54 Middle street, Kothapatti, Andipatti, Theni 625512, Mob : 9698591881. 4. Mrs. Kanagamani (Guarantor) W/o Selvaraj, 2/54, Middle street, Kothapatti, Andipatti, Theni 625512, Mob: 8072221798.
3	Total liabilities as on 28/02/2026	Rs. 1,07,61,034.29 (Rupees One Crore Seven Lakh Sixty One Thousand Thirty Four and Paise Twenty Nine Only) as on 28/02/2026 with further interest from 01/03/2026 + cost.
4a)	Mode of Auction :	E-Auction
b)	Details of Auction service provider :	M/s PSB Alliance (BAANKNET), Mobile : 8291220220 Email : support.BAANKNET@psballiance.com
c)	Date & Time of Auction :	21/04/2026 & 12.00 p.m. to 01.00 p.m.
d)	Portal of E-Auction :	https://baanknet.com/
5a)	Reserve Price	The Reserve price for Property No.1 will be Rs.1,49,85,000/- (Rupees One Crore Forty Nine Lakh Eighty Five Thousand only).
b)	EMD & last date of deposit of EMD:	The Earnest money deposit for Property No.1 will be Rs.14,98,500/- (Rupees Fourteen Lakhs Ninety Eight Thousand Five Hundred Only). The Reserve price for Property No.2 will be Rs.30,35,000/- (Rupees Thirty Lakhs Thirty Five Thousand Only). The Earnest money deposit for Property No.2 will be Rs.3,03,500/- (Rupees Three Lakhs Three Thousand Five Hundred Only). The Reserve price for Property No.3 will be Rs.18,70,000/- (Rupees Eighteen Lakhs Seventy Thousand Only). The Earnest money deposit for Property No.3 will be Rs.1,87,000/- (Rupees One Lakh Eighty Seven Thousand Only). The Earnest Money Deposit shall be deposited on or before 4.00 p.m. of 20/04/2026.
6	Other terms and conditions:	



a)	Auction/bidding shall be only through "Online Electronic Bidding" through the website https://baanknet.com/ . Bidders are advised to go through the website for detailed terms before taking part in the e-auction sale proceedings.
b)	The property can be inspected, with prior appointment of Authorised Officer, ARM Branch, Madurai.
c)	The property will be sold for the price which is more than the Reserve Price and the participating bidders may improve their offer further during auction process.
d)	EMD amount of 10% of the Reserve Price is to be deposited in E-Wallet of M/s PSB Alliance Private Limited (BAANKNET) portal directly or by generating the Challan therein to deposit the EMD through RTGS/NEFT in the account details as mentioned in the said challan on or before 4.00 p.m. of 20/04/2026 .
e)	Intending bidders shall hold a valid digital signature certificate and e-mail address. For details with regard to digital signature please contact the service provider M/s PSB Alliance (BAANKNET), Mobile : 8291220220 Email : support.BAANKNET@psballiance.com
f)	After payment of the EMD amount through M/s PSB Alliance Private Limited (BAANKNET) portal directly or by generating the Challan, the intending bidders should submit a copy of the following documents/details on or before 4.30 p.m. of 20/04/2026 to Canara Bank, ARM Branch, Madurai by hand or by email. i) Photocopies of PAN Card, ID Proof and Address proof. However, successful bidder would have to produce these documents in original to the Bank at the time of making payment of balance amount of 25% of bid amount. ii) Bidders Name, Contact No., Address, E Mail Id.
g)	The intending bidders should register their names at portal https://baanknet.com/ and get their User ID and password free of cost. Prospective bidder may avail online training on E- auction from the service provider M/s PSB Alliance (BAANKNET), Mobile : 8291220220 Email : support.BAANKNET@psballiance.com
h)	EMD deposited by the unsuccessful bidder shall be refunded to them. The EMD shall not carry any interest.
i)	Auction would commence at Reserve Price, as mentioned above. Bidders shall improve their offers in multiplies of: Rs. 1,00,000/- (Rupees One Lakhs only) for Property No.1 Rs. 1,00,000/- (Rupees One Lakhs only) for Property No.2 Rs. 50,000/- (Rupees Fifty Thousand only) for Property No.3 The bidder who submits the highest bid (above the Reserve price) on closure of 'Online' auction shall be declared as successful bidder. Sale shall be confirmed in favour of the successful bidder, subject to confirmation of the same by the secured creditor.
j)	The successful bidder shall deposit 25% of the sale price (inclusive of EMD already paid), immediately or on the next working day on declaring him/her as the successful bidder and the balance within 15 days from the date of confirmation of sale by the secured creditor. If the successful bidder fails to pay the sale price, the deposit made by him/her shall be forfeited by the Authorised Officer without any notice and property shall forthwith be put up for sale again.
k)	For sale proceeds of Rs. 50.00 lakhs (Rupees Fifty lakhs) and above, the successful bidder will have to deduct TDS at the rate 1% on the Sale proceeds and submit the original receipt of TDS certificate to the Bank.
l)	All charges for conveyance, stamp duty/GST, registration charges, etc., as applicable shall be borne by the successful bidder only.
m)	Authorised Officer reserves the right to postpone/cancel or vary the terms and conditions of the e-auction at any time without assigning any reason thereof.



- n) For further details contact **Authorised Officer, Canara Bank, ARM Branch, Madurai** (Ph. No. 0452-2335348, Cell No.94890 46509) E-mail id : cb6291@canarabank.com or the service provider
M/s PSB Alliance (BAANKNET), Mobile : 8291220220
Email : support.BAANKNET@psballiance.com

SPECIAL INSTRUCTION/CAUTION

Bidding in the last minutes/seconds should be avoided by the bidders in their own interest. Neither Canara Bank nor the Service Provider will be responsible for any lapses/failure (Internet failure, Power failure, etc.) on the part of the bidder or vendor in such cases. In order to ward off such contingent situation, bidders are requested to make all the necessary arrangements/alternatives such as back-up, power supply and whatever else required so that they are able to circumvent such situation and are able to participate in the auction successfully.

Date : 24/03/2026
Place : Madurai

कृते केनरा बैंक / For CANARA BANK
अधिकृत अधिकारी Authorized Officer
ए आर एन ब्रांच, मदुरै / ARM Branch, Madurai.
Canara Bank
