Rising Costs and Slowing Sales Push Smartphone Cos to Cut Jobs

Staffing cos estimate 15% drop in commercial and corporate roles

Subhrojit Mallick

New Delhi: Smartphone brands are trimming marketing, offline sales and general administrative support teams as rising input costs and slowing overall sales push companies to cut costs and focus on profitability, industry experts said.

Staffing firms estimate up to 15% drop in commercial and corporate roles in recent months as brands shed administrative overhead built during the high-volume growth phases of previous years even as sustained premiumisation continues to support overall market value.

The headcount rationalisation is happening mainly in companies that rely on low-margin, high-volume entry-level segments, where sales have declined 8-10% over the last one year, according to Randstad India.

"As consumer footfalls lean heavily toward premium models and online/omnichannel platforms, large, localised marketing and field activation teams are being streamlined," Yeshab Giri, chief commercial officer for operational talent solutions at Randstad India, told ET. "We estimate that corporate and commercial headcounts have been optimised by roughly 12% to 15% over the last two quarters."

The impact is mostly on non-core and localised corporate functions such as traditional marketing, regional field-force operations, offline retail channel management, and general administrative support.

An industry analyst said companies are reducing sales, admin and general overhead expenses as the smartphone market moves toward significant brand consolidation.

"The consolidation has resulted in severe jobcuts, such as the complete elimination of the offline expansion team at OnePlus — some 60 employees — leaving executives

who were aggressively planning major expansions just months prior suddenly looking for work," the analyst said.

Staffing experts said Realme has also delegated management of state operations to distributor agents, and has asked over 50 area business managers to join the payroll of their agents. Field force operators from Xiaomi and Transsion are also impacted and many are looking for jobs, they said.

A Transsion spokesperson, however, denied reducing headcount. "In response to the current dynamic market environment, we are actively strengthening our on-ground teams and expanding our marketing capabilities to deepen consumer connect across India," the person said.

OnePlus, Realme and Xiaomi did not respond to emails seeking comments until press time on Friday.

TeamLease said smartphone brands are cutting back on frontline workforce, specifically third-party contract staff and promoter networks by 5-15% in certain regions where sales have slowed down.

"This reduction is driven by a lower tolerance for underperforming retail counters," said Balasubramanian A, senior vice president and business head at TeamLease. "While brands previously tolerated up to 15% underperformance during good times, that threshold has now dropped to single digits due to the broader market slowdown."

Industry executives said the headcount reduction comes amidst a calibrated alignment with market realities and is not a systemic collapse of the electronics ecosystem.

Brands are adopting leaner structures where employees take on significantly broader and fractional roles.

"We are routinely seeing product marketing professionals absorb brand communications portfolios, while regional sales leads are being mandated to manage multi-territory zones or bridge both online and offline distribution channels simultaneously," Randstad's Giri said.

There is a financial correction happening for incoming talent streams with variable pay components tied to much tighter performance metrics, he said, adding that the aggressive 40-50% salary hikes that characterised lateral hiring two years ago have corrected downwards by 15-20%.

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SCHEDULE OF THE SECURED ASSETS

Lot. No.	Name of the Branch / Name of the Account / Name & addresses of the Borrower/Guarantors Account	Description of the Immovable Properties Mortgaged/ Owner's Name [mortgagers of property(ies)]	A) Dt. Of Demand Notice u/s 13(2) of SARFESI ACT 2002 / B) Outstanding Amount as on_____ / C) Possession Date u/s 13(4) of SARFESI ACT 2002 / D) Nature of Possession Symbolic/Physical/Constructive	A) Reserve Price Amount in Rs. / B) EMD / C) Bid Increase Amount	Date/ Time of E-Auction	Details of the encumbrances known to the secured creditors
32.	PNB -AWAS VIKAS **Jamaluddin S/o Faiyad Ahmad** R/o H no 453, Bijli Ghar No 2, Khawash Gyan, Khurja Bulandshahar UP 203131	One Residential Plot measuring area 49.34 Sqmtr situated at Pungabiyan Tehsil : Khurja Distt : Bulandshahar through Gift Deed which is executed by Sabra W/o Jamaluddin in the favor of Jamaluddin S/o Faiyad Ahmad Bounded as under: East: Gali 06 feet wide West: House Najmul Nisha North: Darwaja Gali 06 feet wide South: Plot Aafiz Akhtar **Property Details as per Title Deed*******	A) 29.01.2025 B) Rs. 7,84,295.57 / plus Further Interest C) 24.04.2025 D) Symbolic Possession	A) Rs. 11,14,000/- B) Rs. 1,11,400/- C) Rs. 10,000/-	08.06.2026 11:00 AM to 04:00 PM	NA
33.	PNB-OBC-Sikandraraod **Mohammad Irfan S/o Sirajuddin** R/o H no 100, Bazar Medhodas 1, Sikandraraod Bulandshahar UP 203205	One residential House , Jharkhandi Nai Abadi , Gata no 2121, Area measuring 62.11 Sqmtr in the name of Mohd Irfan and Mrs Akila (Covered under Doc No Bahino 1, Jild no 10286, Page 167/186 Document no 6120 dtd 20.06.2022 Bounded as under : East: Home Tehlna Bano West: Plot Yasmeen North: Gali 7 Feet South: Home Mohammad Ahmad *****Property Details as per title deed******	A) 19.11.2024 B) Rs 17,79,960.75 + Further Interest C) 03.04.2025 D)Symbolic Possession	A) Rs. 28,00,000/- B) Rs. 2,80,000/- C) Rs. 10000/-	08.06.2026 11:00 AM to 04:00 PM	NA
34.	PNB-OBC-BULANDSHAHAR **Kamlesh Devi W/o Sukhpal Singh** R/o Ward no 6, Avanti nagar Shoor, Bulandshahr, Uttar Pradesh 203001	One residential house , area measuring 83.65 Sqmtr or 100.00 Sqyards , situated at Maukhera , Pargana baran , Tehsil & District Bulandshahr in the name of Smt Kamlesh Devi W/o Sukhpal Singh Boundries as below: East: Rasta 8 feet Wide West: House Gajendra North: House Lekhraj South: House Sushila *****Property details as per title deed.**	A) 01.08.2024 B) Rs. 10,12,768.35 + Int. wef 31.07.2024 C) 03.04.2025 D) Symbolic Possession	A) Rs. 24,78,000/- B) Rs. 2,47,800/- C) Rs. 10,000/-	08.06.2026 11:00 AM to 04:00 PM	NA
35.	PNB-UBI BULANDSHAHR **Sh Tejram S/o Sh Mishri** R/o Vill+ PO- Sarai, Ghasi, Distt- Bulandshahr	Vacant Aabadi plot, admeasuring 197.00 sq meters, out of Khet No. 345 situated at village Sarai Ghasi, Pargana & Tehsil Sikandraraod, Distt- Bulandshahr in the name of Sh Tejram S/o Sh Mishri Bounded as below: EAST: Dharmi ke ne of Sri Jaipal WEST: Rasste NORTH: House of Sri Kanchhi SOUTH: Khet of Sri Hulas	A) 03.03.2023 B) Rs 8,74,028.14 + Int. wef. 01.02.2023 C) 26.07.2023 D) Symbolic Possession	A) Rs. 7,62,000/- B) Rs 76,200/- C) Rs. 10,000/-	08.06.2026 11:00 AM to 04:00 PM	NA
36.	PNB-KHURJAMAIN **M/s Solanki Traders Proprietor Smt Vishesh Solanki** situated at 453, Burj Usman Khan, Khurja Distt-Bulandshahar UP 203131	EQM of Non Agricultural plot with teenshade at from bhoomi no 1543 kaeba bahar chungi e kandraraod road khurja Distt Bulandshahar 203131, registered at bahino 1 , ji dino 10973 , pages 1-34 sr no 9954 dtd 06.09.201 Bounded as under: East: Khet of Omprakash West: Rasta 15 ft wide North: Plot Rashid & Shahzad South: Plot Anguri Devi ***Property Details as per Title Deed**	A) 23.05.2022 B) Rs 10,70,534.79 + Int. wef. 01.05.2022 C) 27.09.2022 D) Symbolic Possession	A) Rs. 12,47,000/- B) Rs. 1,24,700/- C) Rs. 10,000/-	08.06.2026 11:00 AM to 04:00 PM	NA
37.	PNB UBI **Sh Jutikar S/o Sh Ali Shah** R/o House no 504, Sarai Dhari, Bulandshahar UP	Equitable Mortgage of Land & building of residential plot situated at House no 504, Sarai Dhari, Bulandshahar UP measuring 83.65 SQM and standing in the name of Smt Seema Parveen Boundaries as under: E - House of Afroze W - Plot of Munna Khan N - House of Jumma & Liyakat S - Gali 12 ft wide	A) 02.02.2012 B) Rs. 2,17,252/- + interest wef 18.01.2012 C) 18.04.2012 D) Symbolic Possession	A) Rs. 25,62,000/- B) Rs. 2,56,200/- C) Rs. 10000/-	08.06.2026 11:00 AM to 04:00 PM	NA
38.	PNB - Barai **M/s Tomar Building Material**, Proprietor-Sh. Hemant Kumar S/o Sh. Sukhveer Singh, Vikas Colony, Behind IDN Inter College Guiadhi, Distt. Bulandshahr, U.P.	Residential House Constructed on Plot measuring area 72.51 sqmtr. Situated at Moh. New Aabadi Vikas Colony, Kasba Guiadhi, Pargana Agota, Tehsil & Distt. Bulandshahr, U.P. 203408 bounded by E- House of Kunwar Sen, W-Rasta 14'0", N-H/o Sh Pawan Yadav, S-Rasta 14'0" Owned by Sh. Sukhveer Singh S/o Sh. Angad Singh	A) 29.08.2017 B) Rs. 11,33,931/- with further interest & cost w.e.f. 01.05.15 C) 03.03.2018 D) (Symbolic Possession)	A) Rs. 31,43,000/- B) Rs. 3,14,300/- C) Rs. 10,000/-	08.06.2026 11:00 AM to 04:00 PM	NA
39.	PNB-YAMUNAPURAM **Shri Shupendra Shukla S/o Dharmnath** R/o 121B, II-E, Sector-2, Kamna Vaishali, Ghaziabad-201010	Residential Flat no. IIE- 121 B Area 28.74 Sq Mtr. Situated in Kamna Vaishali, Ghaziabad 201010 in the name of Shri Shupendra Shukla S/o Dharmnath	A) 12.10.2023 B) Rs 19,11,779.00 + interest THEREON C) 30.04.2024 D)Symbolic Possession	A) Rs. 21,25,000/- B) Rs. 2,12,500/- C) Rs. 10000/-	08.06.2026 11:00 AM to 04:00 PM	NA
40.	PNB CIVIL LINES **Sh. Rahul Gupta S/O Sh Ram Prakash Gupta** R/o 200/260, Kothiyat Police Line Road Tehsil gali Behind Hotel Raj Darbar Bulandshahr, UP – 203001	One Residential House Double Storied Municipal No 256/20 measuring area 32.62 Sq mtr situated at Mohalla Kothiyat Pargana Baran Distt Bulandshahr registered as under:- Original Sale deed executed by Sh. Sriram s/o Sh. Nandram R/O 132 Mohalla Hans Vihar Bulandshahr in favour Smt Omwati W/o Sh Ramprakash Gupta R/O HNo. 223 civil lines kothiyat Bulandshahr PIN 203001 registered in the office of Sub-Registrar Bulandshahr, in Book No 1 , Jild No. 5965 at Pages 38-72, Serial No.3956 Dated 25/06/2014. Boundaries as under: E - 1.82 Meter wide Rasta W - House Rajendra & Prakash N - House Bhagwan Das S - House Pramod Saxena and Others	A) 14.07.2025 B) Rs. 3,82,780.00/- +interest wef 30.06.2025+incidental expenses, costs C) 29.10.2025 D) Symbolic Possession	A) Rs. 17,98,000/- B) Rs. 1,79,800/- C) Rs. 10000/-	08.06.2026 11:00 AM to 04:00 PM	NA
41.	PNB KALINADI **M/s Cakerusk bakery Prop Zakir Ali** r/o Moh 116, ward 1 Khurja Pargana & Tehsil Khurja District Bulandshahr	One Residential Plot having area 81.12 Sq. Mtr. situated in Moh. Panjabiyan, Khurja, Pargana & Tehsil Khurja, District Bulandshahr in the name of Smt Rukhsana w/o Shri Zakir Ali Boundries as below: East: House Of Hamseda Begum West: Road 6 Ft Wide North: House of Babua South: Road 18 ft wide *****Property details as per title deed***	A) 18.02.2024 B) Rs 10,30,999.00 +int. wef 01.02.2024 C) 02.09.2024 D) Symbolic Possession	A) Rs. 13,54,000/- B) Rs. 1,35,400/- C) Rs. 10,000/-	08.06.2026 11:00 AM to 04:00 PM	NA
42.	PNB BAHJOI **Shindal Singh S/o Sh Hoti Ram** R/o 38, Nagaliya Kather, Sambhal, Majhola, Uttar Pradesh 202410	One kita Residential plot measuring area 123.95 Sq Yards 103.64 Sq Mt situated at Bahjoi Bahar Chungi, Tehsil Chandausi, Distt. Sambhal in the name of Indal Singh S/o Sh Horam Singh Bounded as below: EAST: Plot Mridul WEST: House Girish etc NORTH: Property Mridul etc SOUTH: Road 24 feet wide *****Property as per mortgage Deed*****	A) 06.10.2025 B) Rs 9,88,708.52 as on 30.09.2025 with further interest. C) 17.12.2025 D) Symbolic Possession	A) Rs. 36,08,000/- B) Rs. 3,60,800/- C) Rs. 10,000/-	23.06.2026 11:00 AM to 04:00 PM	NA
43.	PNB NABINAGAR **Suraj Singh S/o Jai pal Singh** R/o 172, New Garwa Akbarpur Majra Bhud Chandpur Distt Bulandshahar UP 203001	One residential single storey house (Now H no 218, Khasra no 195) measuring area 83.66 SqM situated at Chandpur Pargana Baran Distt Bulandshahr in the name of Suraj Singh S/o Ja pal Singh Bounded as below: EAST: House Deepar Malik WEST: Rasta 15 Feet wide NORTH: House Buddhpal SOUTH: Plot Khilad *****Property details as per title deed*****	A) 01.08.2025 B) Rs. 10,01,482.53 as on 31.07.2025 C) 26.11.2025 D) Symbolic Possession	A) Rs. 24,68,000/- B) Rs. 2,46,800/- C) Rs. 10,000/-	23.06.2026 11:00 AM to 04:00 PM	NA

TERMS AND CONDITIONS The sale shall be subject to the Terms & Conditions prescribed in the Security Interest (Enforcement) Rules 2002 and to the following further conditions: 1.The properties are being sold on "AS IS WHERE IS BASIS" and "AS IS WHAT IS BASIS" and "WHATEVER THERE IS BASIS"
2.The particulars of Secured Assets specified in the Schedule hereinabove have been stated to the best of the information of the Authorised Officer, but the Authorised Officer shall not be answerable for any error, misstatement or omission in this proclamation.
3.The Sale will be done by the undersigned through e-auction platform provided at the Website https://Baanknet.com on 08.06.2026 & 23.06.2026 @ 11:00 AM 4. For detailed term and conditions of the sale, please refer https://Baanknet.com & www.pnbindia.in.

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

DATE: 21.06.2026, PLACE: BULANDSHAHR

AUTHORIZED OFFICER, SECURED CREDITOR, PUNJAB NATIONAL BANK, CIRCLE SASTRA CENTER, BULANDSHAHR

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SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

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 Rule 8(6) and Rule 9(1) of the Security Interest (Enforcement) Rules, 2002. Notice is hereby given to the public in general and in particular to the Borrower(s), Guarantor(s) and Mortgagor(s) that the below described immovable property(ies) mortgaged/charged to the Secured Creditor, the symbolic/physical possession of which has been taken by the Authorized Officer of the Bank/Secured Creditor, will be sold on "As is where is", "As is what is" and "Whatever there is" basis on the date as mentioned in the table herein below, for recovery of dues due to the Bank/Secured Creditor from the respective borrower(s), guarantor(s) and mortgagor(s). The Reserve Price and Earnest Money Deposit will be as mentioned in the table below against the respective properties.

SCHEDULE OF THE SECURED ASSETS

Lot. No.	Name of the Branch / Name of the Account / Name & addresses of the Borrower/Guarantors Account	Description of the Immovable Properties Mortgaged/ Owner's Name [mortgagers of property(ies)] & BAANKNET Property ID	A) Dt. Of Demand Notice u/s 13(2) of SARFESI ACT 2002 / B) Outstanding Amount as on_____ / C) Possession Date u/s 13(4) of SARFESI ACT 2002 / D) Nature of Possession Symbolic/Physical/Constructive	A) Reserve Price Amount in Rs. / B) EMD (Last Date & Time) / C) Bid Increase Amount	Date/ Time of E-Auction	Details of the encumbrances known to the secured creditors
1.	**Branch: ARMB Bulandshahr** **Account:** M/s Sun Light Batteries through Prop. Sh. Jai Bhagwan Sharma S/o Mahesh Chand Sharma **(Borrower/Mortgagor)** **Address:** 748, Mohalla Khalwana, Near Devi Mandir, Sikandrabad, Distt. Bulandshahr, U.P. - 203205 Smt. Alka Sharma W/o Sh. Jai Bhagwan Sharma **(Mortgagor/Guarantor) Address:** 748, Mohalla Khalwana, Near Devi Mandir, Sikandrabad, Distt. Bulandshahr, U.P. – 203205	All that part and parcel of the property consisting of Khasra No. 1687M, Khataunl No. 473, Mohalla Khalwana near Devi Mandir, Sikandrabad, Distt. Bulandshahr measuring 88.00 Sq. Mtr. within the Sub Registrar of Sikandrabad, Distt. Bulandshahr, U.P., in the name of Sh. Jai Bhagwan Sharma & Smt. Alka Sharma. **Boundaries:** East: House of Laxman Singh, West: 6 Ft. wide road, North: 8 Ft. wide road, South: House of Jai Bhagwan Sharma **(Under Symbolic Possession) Property ID: PUNBOBCSKD1**	A) 11.04.2018 B) Rs. 36,31,648/- as on 31.03.2018 plus further interest w.e.f. 01.04.2018 + other costs and expenses. C) 21.12.2018 D) Symbolic Possession	A) Rs. 20,40,000/- B) Rs. 2,04,000/- (05.06.2026 / 10:00 A.M.) C) Rs. 25,000/-	08.06.2026 From 11:00 A.M. to 04:00 P.M.	Not Known
2.	**Branch: ARMB Bulandshahr** **Account:** Dharampal Singh **(Borrower(s) / Guarantor(s)** Sh. Dharampal Singh S/o Sh. Shyodan Singh **(Borrower/Mortgagor)** **Address:** House No. 217, Chauk 3, Thana Shikarpur, Distt. Bulandshahr - 203395. 2nd Add.: Murti Vihar Near M.K. Coaching Centre, Shikarpur, Distt. Bulandshahr - 203395 Smt. Anjoo W/o Sh. Dharampal Singh **(Borrower/Guarantor) Address:** House No. 217, Chauk 3, Thana Shikarpur, Distt. Bulandshahr - 203395, Sh. Jagpal Singh S/o Sh. Shodan Singh **(Borrower/Guarantor) Address:** House No. 217, Chauk 3, Thana Shikarpur, Distt. Bulandshahr - 203395. 2nd Add.: House No. 745, Chauzur, Ahraulr, Distt. Aligarh - 202280 3rd Add.: House No. 180, Chaupur Nouj, Ahraulr, Distt. Aligarh - 202280	A residential house measuring area 251.57 Sq. Mtrs. situated at Mohalla Murti Vihar, Kasba Shikarpur in the name of Sh. Dharampal Singh S/o Sh. Shyodan Singh. **Boundaries:** East - Rasta, West - Plot of Dinesh Chand & Others, North - Xnot Vinod Kumar South - Rasta. **(Under Symbolic Possession), Property ID: PUNBYAMUNAPURAM6**	A) 02.06.2021 B) Rs. 56,38,420.24 + interest w.e.f 01.06.2021 + other costs and expenses. C) 13.01.2022 D) Symbolic Possession	A) Rs. 1,56,34,000/- B) Rs. 15,64,000/- (05.06.2026 / 10:00 A.M.) C) Rs. 50,000/-	08.06.2026 From 11:00 A.M. to 04:00 P.M.	Not Known
3.	**Branch: ARMB Bulandshahr** **Account:** M/s New Stara Ceramic Tradors through its Prop. Smt. Noorani W/o Sh. Hamid Khan **(Borrower(s) / Guarantor(s):** Smt. Noorani W/o Sh. Hamid Khan **(Proprietor)** Address: R/o 137, Punjabian, Khurja, Bulandshahr, U.P. - 203131 Smt. Safikan W/o Late Sh. Abdul Waheed Khan **(Guarantor/Mortgagor)** Address: R/o 137, Punjabian, Khurja, Bulandshahr, U.P. - 203131 Smt. Sitara Begum W/o Late Sh. Abdul Waheed Khan **(Guarantor/Mortgagor) Address:** R/o 137, Punjabian, Khurja, Bulandshahr, U.P - 203131 Sh. Hamid Khan S/o Late Sh. Abdul Waheed Khan **(Guarantor/Mortgagor)** Address: R/o 137, Punjabian, Khurja, Bulandshahr, U.P. - 203131 Sh. Rashid Khan S/o Late Sh. Abdul Waheed Khan **(Guarantor/Mortgagor) Address:** R/o 137, Punjabian, Khurja, Bulandshahr, U.P. - 203131 Sh. Avid Khan S/o Late Sh. Abdul Waheed Khan **(Guarantor/Mortgagor)** Address: R/o 137, Punjabian, Khurja, Bulandshahr, U.P - 203131 Sh. Imran Khan S/o Late Sh. Abdul Waheed Khan **(Guarantor/Mortgagor) Address:** R/o 137, Punjabian, Khurja, Bulandshahr, U.P. - 203131 Sh. Amir Khan S/o Late Sh. Abdul Waheed Khan **(Guarantor/Mortgagor)** Address: R/o 137, Punjabian, Khurja, Bulandshahr, U.P. - 203131	One constructed factory upon this plot, part of Khet No. 2893, total measuring area 430 Sq. Mtr., situated at Kasba Khurja under Municipal Limits (now known as Moh. Khaweshgyan), Pargana & Tehsil Khurja, Distt. Bulandshahr in the name of: Smt. Safikan W/o Late Sh. Abdul Waheed Khan, Smt. Sitara Begum W/o Late Sh. Abdul Waheed Khan, Sh. Hamid Khan S/o Late Sh. Abdul Waheed Khan, Sh. Shahid Khan S/o Late Sh. Abdul Waheed Khan, Sh. Rashid Khan S/o Late Sh. Abdul Waheed Khan, Sh. Avid Khan S/o Late Sh. Abdul Waheed Khan, Sh. Imran Khan S/o Late Sh. Abdul Waheed Khan, Sh. Amir Khan S/o Late Sh. Abdul Waheed Khan. **Boundaries as per Sale Deed:** East - Rasta West - Property of Abdul Wahid North - Property of Kamna Ansari South - Property of Abdul Wahid **(Under Symbolic Possession), Property ID: PUNBKHURJAMAINRD1**	A) 26.03.2024 B) Rs. 42,81,498.02 + interest w.e.f. 19.03.2024 + other costs and expenses. C) 13.08.2024 D) Symbolic Possession	A) Rs. 79,14,000/- B) Rs. 7,91,000/- (05.06.2026 / 10:00 A.M.) C) Rs. 50,000/-	08.06.2026 From 11:00 A.M. to 04:00 P.M.	Not Known
4.	**Branch: ARMB Bulandshahr** **Account:** M/s Abhaya Enterprises **(Borrower(s) / Guarantor(s):** Sh. Dushyant Kumar S/o Sh. Achay Singh (Borrower/Mortgagor) Address: Vill. Achheja Ghat, Post Hatmabad, Bulandshahr - 203001. Mohd. Saleem S/o Kalua **(Guarantor)** Address: H. No. 649, Burj Usman, Khurja, Bulandshahr - 203131.	Property measuring 1265 Sq. Mtrs., part of Khasra No. 771 situated at Vill. Accheja Ghat, Post Hatmabad, Distt. Bulandshahr registered vide sale deed registered with Sub Registrar Bahi No. 1, Jild No. 9056, Page No. 237-276, Sr. No. 5156 dated 06.10.2017 in the name of Sh. Dushyant Kumar S/o Sh. Achay Singh Boundaries: East - Khet of Gajendra, West - Chak Road North - Link Marg South - Khet of seller **(Under Symbolic Possession) Property ID: PUNBYAMNAPURAM12**	A) 10.06.2022 B) Rs. 22,67,574/- + further interest + other costs and expenses. C) 24.07.2023 D) Symbolic Possession	A) Rs. 82,40,000/- B) Rs. 8,24,000/- (05.06.2026 / 10:00 A.M.) C)Rs. 25,000/-	08.06.2026 From 11:00 A.M. to 04:00 P.M.	Not Known

TERMS AND CONDITIONS The sale shall be subject to the Terms & Conditions prescribed in the Security Interest (Enforcement) Rules 2002 and to the following further conditions:
1.The properties are being sold on "AS IS WHERE IS BASIS" and "AS IS WHAT IS BASIS" and **"WHATEVER THERE IS BASIS"**
2.The particulars of Secured Assets specified in the Schedule hereinabove have been stated to the best of the information of the Authorised Officer, but the Authorised Officer shall not be answerable for any error, misstatement or omission in this proclamation.
3.The Sale will be done by the undersigned through e-auction platform provided at the Website https://Baanknet.com on 08.06.2026 @ 11:00 AM 4. For detailed term and conditions of the sale, please refer https://Baanknet.com & www.pnbindia.in.

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

DATE: 21.05.2026, PLACE: BULANDSHAHR

Sd/-, Authorized Officer, Punjab National Bank