



SAM Department, Circle Office, II Floor, Market Road, Ernakulam – 682011
Tel: 0484 2384641/646 email: coekmsamd@pnb.co.in

26-05-2026

M/s White Shop Advertising 36, 136 Sajju Building Lissy Hospital Road Ernakulam-682018	Mr. Harinath C Proprietor M/s White Shop Advertising Hartham, Thalappilly Road Binanipuram P O Edayar, Ernakulam- 683502
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Dear Sir,

Sub: Sale of Secured Assets charged to the banks under the Securitization and Reconstruction of financial Assets and Enforcement of Security Interest Act, 2002, read with Rule 9(1) of the Security of Interest (Enforcement) Rules, 2002.

With reference to the above subject, you are hereby called upon to pay the outstanding dues amounting to Rs 22,44,334.12/- as on 31/01/2026 with further interest, Cost and charges as applicable thereafter, within 15 days and get release of the aforesaid assets from the Bank failing which the secured assets will be auctioned on 16/06/2026, the copy of which is enclosed for your information.

Thanking you,

Yours faithfully,

AUTHORISED OFFICER
PUNJAB NATIONAL BANK

CC: The Branch Head, 038110-ERNAKULAM for information please



RULES, 2002.

Borrower / Mortgage:

M/s White Shop Advertising 36,136 Sajju Building Lissy Hospital Road Ernakulam-682018	Mr. Harinath C Proprietor M/s White Shop Advertising Haritham, Thappilly Road Binaniapuram P O Edayar, Ernakulam- 683502
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Sr no	Name of Borrower/*Guarantor	Name of Mortgagors owner(s)	Description of Mortgaged Properties	Date of Details of Encumbances known to the secured creditor	Date of Notice under Section 13(2) of SARFAESI ACT	Date of Notice under Section 13(4) of SARFAESI ACT	Reserve Price	EMD
1	Mr. Harinath C Proprietor M/s White Shop Adversing Hartham, Thalappilly Road Binaniapuram P O Edayar, Ernakulam-683502	Mr. Harinath C Proprietor M/s White Shop Adversing Hartham, Thalappilly Road Binaniapuram P O Edayar, Ernakulam-683502	All that part and parcel of property consisting of 2.02ares (5 cents) of land with residential building there in comprised in Sy No.50/8 of Kadungallur Village, Paravur Taluk, Ernakulam District belonging to Mr. Harinath C.	NA	03/04/2023	24/07/2023	26.00 lacs	2.60 lacs
Total: Rs 26.00 Lacs								
Last Date for Depositing EMD					Before 4PM on 16/06/2026			
Inspection of Property with Prior Appointment with Authorized Officer					Before 16/06/2026			
Date of e auction and Time of E auction					Date 16/06/2026 From 11.00 AM to 05.00 PM			
BID MULTIPLIER (Minimum incremental Bid Value)					Rs 10,000.00 (Ten thousand only)			

TERMS AND CONDITIONS OF E-AUCTION SALE

1. The sale shall be subject to the Terms & Conditions prescribed in the Security Interest (Enforcement) Rules 2002 and to the following further conditions.
The auction sale will be "online through e-auction" portal <https://www.Baanknet.com>
The intending Bidders/ Purchasers are requested to register on portal (<https://Baanknet.com>) using their email-id and mobile number. The process of eKYC is to be done through Digilocker. Once the e-KYC is done, the intending Bidders/ Purchasers may transfer the EMD amount to their e-Wallet using online/challan mode before the e-Auction Date and time in the portal. The registration, verification of e-KYC, transfer of EMD in wallet and linking of wallet amount to Property must be completed well in advance before auction.
Earnest Money Deposit (EMD) amount as mentioned above shall be paid online/challan mode and will be credited in bidders e-Wallet. Bidders, not depositing the required EMD online, will not be allowed to participate in the e-auction. The Earnest Money Deposited shall not bear any interest.
2. Platform (<https://Baanknet.com>) for e-Auction will be provided by e Auction service provider M/s PSB Alliance Pvt. Ltd. having its Registered office at Unit 1, 3rd Floor, VIOS Commercial Tower, Near Wadala Truck Terminal, Wadala East. Mumbaï-400037 (Helpdesk Number +91 8291220220, Email Id: support.baanknet@psballiance.com). The intending Bidders/ Purchasers are required to participate in the e-Auction process at e-Auction Service Provider's website <https://Baanknet.com> This Service Provider will also provide online demonstration/ training on e-Auction on the portal.
The Sale Notice containing the General Terms and Conditions of Sale is available / published in the following websites/ web page portal.
(i) <https://Baanknet.com>
(ii) <http://www.pnbIndia.in>
3. The intending participants of e-auction may download free of cost, copies of the Sale Notice, Terms & Conditions of e-auction, Help Manual on operational part of e-Auction related to this e-Auction from e-auction portal (<https://Baanknet.com>).
Bidder's e-Wallet should have sufficient balance (>=EMD amount) at the time of bidding.
During the e-auction, bidders will be allowed to offer higher bid in inter-se bidding over and above the last bid quoted and the increase in the bid amount must be of increment amount mentioned. 10 minutes time will be allowed to bidders to quote successive higher bid and if no higher bid is offered by any bidder after the expiry of 10 minutes to the last highest bid, the e-auction shall be closed.
It is the responsibility of intending Bidders(s) to properly read the Sale Notice, Terms & conditions of e-auction, Help Manual on operational part of e-Auction and follow them strictly.
In case of any difficulty or need of assistance before or during e-Auction process, bidder may contact authorized representative of our e-Auction Service Provider M/s PSB Alliance Pvt. Ltd. Details of which are available on the Baanknet(eBkay) portal.
4. After finalization of e-Auction by the Authorized Officer, only successful bidder will be informed by our above referred service provider through SMS/ email. (On mobile no/ email address given by them/ registered with the service provider).
5. The secured asset will not be sold below the reserve price.
The successful bidder shall have to deposit 25% (twenty five percent) of the bid amount, less EMD amount deposited, on the same day or not later than the next working day and the remaining amount shall be paid within 15 days from the date of auction in the form of Banker's Cheque/ Demand Draft issued by a Scheduled Commercial Bank drawn in favor of "The Authorized Officer, Punjab National Bank, E-Auction Account, Payable at Ernakulam. In case of failure to deposit the amounts as above within the stipulated time, the amount deposited by successful bidder will be forfeited to the Bank and Authorized Officer shall have the liberty to conduct a fresh auction/ sale of the property & the defaulting bidder shall not have any claim over the forfeited amount and the property.
6. Payment of sale consideration by the successful bidder to the bank will be subject to TDS under Section 194-1A of Income Tax Act 1961 and TDS is to be made by the successful bidder only at the time of deposit of remaining 75 % of the bid amount/full deposit of BID amount.
7. The Authorized Officer reserves the right to accept all bids, if not found acceptable or to postpone/cancel/adjoin/discontinue or vary the terms of the auction at any time without assigning any



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reason whatsoever and his decision in this regard shall be final.
16. The sale certificate shall be issued in the favour of successful bidder on deposit of full bid amount as per the provisions of the act.
17. The properties are being sold on "AS IS WHERE IS BASIS" and "AS IS WHAT IS BASIS" and "WHATEVER THERE IS BASIS".
18. 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.
19. It shall be the responsibility of the bidders to inspect and satisfy themselves about the asset and specification before submitting the bid. The bidder inspects the property in consultation with the dealing official as per the details provide.

20. All statutory dues/attendant charges/other dues including registration charges, stamp duty, taxes etc. shall have to be borne by the purchaser.
21. The Authorized Officer or the Bank shall not be responsible for any charge, lien, encumbrances, or any other dues to the Government or anyone else in respect of properties (E-Auctioned) not known to the bank. The Intending Bidder is advised to make their own independent inquiries regarding the encumbrances on the property including statutory liabilities, arrears of property tax, electricity dues etc.
22. The bidder should ensure proper internet connectivity, power back-up etc. The Bank shall not be liable for any disruption due to internet failure, power failure or technical reasons or reasons/contingencies affecting the e-auctions.
23. It is open to the Bank to appoint a representative and make self-bid and participate in the auction.

For detailed term and conditions of the sale, please refer <https://Baanknet.com&www.pnbindia.in>.

Date:26-05-2026
Place: Ernakulam

Authorized Officer
Punjab National Bank
Secured Creditor