



इण्डियन ओवरसीज़ बैंक ,Indian Overseas Bank,
Gandhi Nagar Branch (0527)

383, Sector -16, Gh Road, Gandhi Nagar
Gujarat-382016

E-mail: iob0527@iob.in; Website: www.iob.in; Mob. 8925950527

Date: 01.07.2026

SALE NOTICE OF IMMOVABLE SECURED ASSETS
Issued under Rule 8(6) and 9(1) of the Security Interest (Enforcement) Rules 2002

To

M/s Ved Media Agencies Prop. Mr Sanjay Bhai K Goswami (Borrower and Mortgagor)

Add: 303, Shalin Complex , Sector -22, Gandhi Nagar -382022

Mrs. Harshaben Sanjay Goswami W/o Sh Sanjay Bhai K Goswami (Guarantor)

Add: 239/6 Anand Apartment , Sector -22, Gandhi Nagar

Sir / Madam,

1. This has reference to recovery actions initiated against you under the provisions of the SARFAESI Act 2002.
2. Please refer to the Possession notices dated **20.05.2025** issued to you regarding taking possession of the secured assets at more fully described in the schedule below and the publication of the said possession notice in **Financial Express (English & Gujarati)** on **23.05.2025** by the authorized officer for the purpose of realization of the secured assets in exercise of the powers conferred on the bank as Secured Creditor under the provisions of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 and the Rules there under.
3. You the above-named borrowers, mortgagors, guarantors have failed to pay the dues in full save and except payments amounting to **Rs. 15,59,471.06 with up-to-date interest and other legal charges** after issuance of demand notice dated **05.02.2025**. Hence it is proposed to sell the secured assets mentioned in the Schedule below on "as is where is" and "as it is what is" condition under Sec 13(4) of the Act read with Rules 8 & 9 of the Security Interest (Enforcement) Rules, 2002.
 - a. After appropriating the aforesaid repayments, the dues in the loan account as on **01.07.2026** is **Rs. 19,07,580.46 (Rupees Nineteen Lakhs Seven thousand Five Hundred Eighty and Forty Six Paise Only)** along with further interest at contractual rates and rests, besides costs / charges incurred till the date of repayment in full.
4. We hereby give you notice of **15** days that the below mentioned secured assets shall be sold by the undersigned on **23.07.2026** between **11.00** Hours and **13.00** Hours with auto extension of **10** minutes through e-auction using <https://baanknet.com> (Web portal).
5. A copy of the E-auction notice inviting offers for e-auction setting out the terms & conditions of sale such as particulars of the secured asset, the dues of the Bank, reserve

price, earnest money deposit, date and time fixed for inspection, last date for submission of offers and date, time of sale etc. is enclosed for your ready information. Please also be advised that the said sale notice will also be published in **Business Standard (English) and Divya Bhaskar (Gujarati)** shortly. A copy of the proposed paper publication is also enclosed.

Schedule of Secured Assets

S. No.	Address
1.	Commercial Shop No. 110, superbult up area admeasuring about 359 Sq Ft. and undivided proportionate share along with common amenities area admeasuring 13.25 Sq Mtrs in the scheme know as "Saundrya 444" land bearing Block No 27/B/1 to 27/B/39 area measuring 7560 Aq Mtrs of T.P Scheme No 9 & Final Plot No 57 admeasuring 6048 Sq Mtrs and Block No 29/1, Block 29/7 to 29/11 and Block No 29/169 to 29/62 area admeasuring 15644 Sq Mtrs of T P Scheme No 9 and F P No 58/1 area admeasuring 12512 Sq Mtrs total admeasuring 18560 Sq Mtrs situated at Vasna Hadmatiya, Gandhinagar in the name of Sanjaybhai Keshavgiri Goswami with boundaries hereunder as- Boundaries: East : Flat No B/101 West : Kh Road North : Shop No 111 South : Shop No 109

Yours faithfully,

Authorized officer

Enclosures:

1. E-auction notice containing terms and conditions
2. Proposed paper publication of E-auction notice



Good people to
grow with

**इण्डियन ओवरसीज़ बैंक ,Indian Overseas Bank,
Gandhi Nagar Branch (0527)**

**383, Sector -16, Gh Road, Gandhi Nagar
Gujarat-382016**

E-mail: iob0527@iob.in; Website: www.iob.in; Mob. 8925950527

Date: 01.07.2026

E-AUCTION SALE NOTICE

SALE OF IMMOVABLE PROPERTY MORTGAGED TO THE BANK UNDER THE SECURITIZATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002 READ WITH PROVISIO TO RULE 8 (6) OF THE SECURITY INTEREST (ENFORCEMENT) RULES, 2002

Whereas **M/s Ved Media Agencies Prop. Mr Sanjay Bhai K Goswami (Borrower and Mortgagor), Add: 303, Shalin Complex , Sector -22, Gandhi Nagar -382022 & Mrs. Harshaben Sanjay Goswami W/o Sh Sanjay Bhai K Goswami (Guarantor), Add: 239/6 Anand Apartment , Sector -22, Gandhi Nagar** have borrowed monies from Indian Overseas Bank against the mortgage of immovable properties more fully described in the schedule hereunder and upon classification of the account as NPA, the Bank has issued a demand notice under Section 13 (2) of the SARFAESI Act, 2002 (Act) on **05.02.2025** calling upon the borrower **M/s Ved Media Agencies Prop. Mr Sanjay Bhai K Goswami (Borrower and Mortgagor), Add: 303, Shalin Complex , Sector -22, Gandhi Nagar -382022** and guarantor **Mrs. Harshaben Sanjay Goswami W/o Sh Sanjay Bhai K Goswami (Guarantor), Add: 239/6 Anand Apartment , Sector -22, Gandhi Nagar** to pay the amount due to the Bank, being **Rs. 15,59,471.06 (Fifteen lakhs Fifty Nine Thousand Four Hundred Seventy One and Six Paise only)** with up-to-date interest and other legal charges after issuance of demand notice dated **05.02.2025** payable together with further interest at contractual rates and rests along with costs, charges etc., till date of repayment within 60 days from the date of receipt of the said notice.

Whereas the borrower ,mortgagors and guarantor having failed to pay the amount dues in full to the Bank as called for in the said demand notices, the Bank has taken **physical** possession of the secured assets more fully described in the schedule hereunder on **14.06.2026** under Section 13 (4) of the Act with the right to sell the same in "As is where is" and "As is what is" basis under Section 13(4) of the Act read with Rules 8 & 9 of the Security interest (Enforcement) Rules, 2002 for realization of Bank's dues. The dues to the bank as on the date of taking possession was intimated as **Rs. 18,89,643.46 (Rupees Eighteen Lakhs Eighty-Nine Thousands Six Hundred Forty Three and Forty Six Paise Only)** as on **14.06.2026** payable together with further interest at contractual rates and rests along with costs, charges etc. till date of repayment, after reckoning repayments, if any, since the date mentioned in the demand notice.

The dues of the borrower **M/s Ved Media Agencies Prop. Mr Sanjay Bhai K Goswami (Borrower and Mortgagor), Add: 303, Shalin Complex, Sector -22, Gandhi Nagar -382022** and guarantor **Mrs. Harshaben Sanjay Goswami W/o Sh Sanjay Bhai K Goswami (Guarantor), Add: 239/6 Anand Apartment, Sector -22, Gandhi Nagar** as on **01.07.2026** works out to **Rs. 19,07,580.46 (Rupees Nineteen Lakhs Seven Thousand Five Hundred Eighty and Forty-Six Paise Only)** payable together with further interest at contractual rates and rests along with cost, charges etc. till date of repayment, after reckoning repayments, if any, subsequent to the Bank issuing demand notice.

The undersigned in exercise of the powers conferred under Sec 13(4) of the said Act proposes to realize the Bank's dues by sale of the under mentioned properties.

Schedule of Secured Assets

Sr No.	Property details	Reserve Price	EMD Rs.
1	Commercial Shop No. 110, superbuilt up area admeasuring about 359 Sq Ft. and undivided proportionate share along with common amenities area admeasuring 13.25 Sq Mtrs in the scheme know as "Saundrya 444" land bearing Block No 27/B/1 to 27/B/39 area measuring 7560 Aq Mtrs of T.P Scheme No 9 & Final Plot No 57 admeasuring 6048 Sq Mtrs and Block No 29/1, Block 29/7 to 29/11 and Block No 29/169 to 29/62 area admeasuring 15644 Sq Mtrs of T P Scheme No 9 and F P No 58/1 area admeasuring 12512 Sq Mtrs total admeasuring 18560 Sq Mtrs situated at Vasna Hadmatiya, Gandhinagar in the name of Sanjaybhai Keshavgiri Goswami with boundaries hereunder as- Boundaries: East : Flat No B/101 West : Kh Road North : Shop No 111 South : Shop No 109	Rs. 17,54,000/- (Rupees Seventeen Lakhs Fifty-Four Thousand Only) + Multiplier of Rs. 10,000/- (Rupees Ten Thousand Only)	Rs. 1,75,400/- (Rupees One Lakhs Seventy-Five Thousand Four Hundred only)

Date and time of e-auction	23.07.2026 between 11:00 A.M. to 01:00 P.M. with auto extension of 10 minutes each till sale is completed.
Reserve Price	As mentioned in the above details (Property wise)
Earnest Money Deposit (EMD)	As mentioned in the above details (Property wise)
EMD Remittance	As mentioned in terms & conditions below
Bid Multiplier	Rs. 10,000/-
Inspection of Property	10.07.2026 Onwards between 02:00 PM to 04:00 PM
Submission of online application for bid with EMD	10.07.2026 onwards
Last date for submission of online application for BID with EMD	Up to the date & time of e-auction i.e. 23.07.2026
Known Encumbrance if any	NIL
*Outstanding dues Rs of Local Self Government (Property Tax, Water sewerage, Electricity Bills etc.)	Not Known

* Bank's Dues have priority over the Statutory dues.

Terms & Conditions

- The property (ies) will be sold by e-auction through the Bank's approved service provider <https://baanknet.com> under the supervision of the Authorized Officer of the Bank.
- E-auction bid document containing online e-auction bid form, declaration, general terms and conditions of online auction sale are available in <https://baanknet.com>.
- The intending Bidders /Purchasers are requested to register on portal <https://baanknet.com> using their email-id and mobile number. Further, they are requested to do the profile registration after completing e-KYC with Digi locker, photo verification using Selfie- KYC and

Earnest Money Deposit (EMD) amount as mentioned above shall be paid online through NEFT/RTGS/UPI mode through <https://baanknet.com> in bidders Global EMD Wallet account. Bidders, not depositing the required EMD online, will not be allowed to participate in the e-auction. Bids without EMD shall be rejected summarily. The Earnest Money Deposited shall not bear any interest. The amount of EMD paid by the successful bidder shall be adjusted towards the sale price.

The intending participants of e-auction may download copies of the Sale Notice, Terms & Conditions of e-auction, Help Manual on operational part of e-auction related to this e-auction web portal (<https://baanknet.com>).

The intending participants of e-auction may find the property details and auction details from below mentioned QR code on the e-auction related to this e-auction web portal (<https://baanknet.com>).



7. The submission of online application for bid with EMD shall start from **10.07.2026**.
8. Bidder's Global Wallet should have sufficient balance ($\geq$ EMD amount) at the time of bidding.
9. Online auction sale will start automatically on and at the time as mentioned above. Auction / bidding will initially be for a period of **120** Minutes with auto extension time of **10** minutes each till the sale is concluded.
10. 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 minimum increase in the bid amount must be of **Rs. 10,000/-** to the last higher bid of the bidders. **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.
The property shall be sold to the successful bidder. The successful bidder (purchaser) as declared by the Authorized Officer shall deposit 25% of the sale price (inclusive of the EMD) immediately on the same day and not later than the next working day in favor of "Indian **Overseas Bank Gandhinagar** Branch" to the credit of A/c No. **05270113035001** with Indian **Overseas Bank, Gandhinagar** Branch, **383, Sector -16, Gh Road, Gandhi Nagar ,Gujarat-382016**, Branch Code: **0527** IFSC Code: **IOBA0000527**.
11. The balance amount of sale price shall be paid within 15 days from the date of confirmation of auction sale. Failure to remit the entire amount of sale price within the stipulated period will result in forfeiture of deposit of 25% of the bid price to the secured creditor and forfeiture of all claims over the property by the purchaser and the property will be resold.
12. The sale certificate will be issued in the name of the successful bidder (purchaser) only, after payment of the entire sale price amount and other taxes/charges, if any.

13. The purchaser shall bear the charges/ fee payable for conveyance such as registration fee, stamp duty, etc. as applicable as per law.
14. The Authorized Officer has the absolute right to accept or reject any bid or postpone or cancel the sale, as the case may be without assigning any reason whatsoever.
15. The property is being sold on **"As is where is", "As is what is" and "Whatever there is"** basis. The Bank has disclosed only the known encumbrances, statutory liabilities, if any, as above and it is for the purchaser to make their own independent enquiries at their own costs before participating in the auction.
16. As regards the statutory dues stated above, Bank dues will have priority over statutory dues. Without prejudice to the above, statutory liability, if any, shall be borne by the purchaser and the Bank assumes no responsibility in this regard.
17. Sale is subject to confirmation by the secured creditor Bank.
18. The e-auction advertisement does not constitute and will not be deemed to constitute any commitment or any representation by the bank. The Authorized Officer/Secured Creditor shall not be responsible in any way for any third party claims / rights / dues.
19. *In compliance with Section 194 IA of the Income Tax Act, 1961 income tax @ 1% on the Reserve Price shall be deducted and paid under the PAN of the Purchaser. Since the Tax has been calculated only on the Reserve Price, the bidder shall bear the 1% income tax on the bid multiplier amount and the bank shall not take any responsibility for the same.
*In case of any sale/transfer of immovable property of Rupees Fifty lakhs and above, the transferee has to pay an amount equal to 1% of the consideration as Income Tax.
For verification about the title documents and inspection thereof, the intending bidders may contact Indian Overseas Bank, Gandhinagar Branch, 383, Sector -16, Gh Road, Gandhi Nagar Gujarat-382016, during office hours from 10.07.2026 Onwards upto 04:00 PM.
20. The intending bidders are advised to read the sale notice, terms and conditions of e-auction, help manual on operational part of e-auction and follow them strictly. In case of any difficulty or assistance is required before or during e-auction process, the bidder may contact authorized representative of e-auction service provider (<https://baanknet.com>), details of which are available on the e-Auction portal.
21. Once the e-Auction is closed, successful bidder shall be informed by the above referred service provider through SMS/e-mail in the mobile number/e-mail registered with the service provider. However, the sale is subject to confirmation by the secured creditor.
22. For any property related queries, **prospective bidders may contact Mr. Ashwani Kumar, Chief Manager on Mob. 8925950527 & Mrs. Rashmika Rameshbhai Parmar, Manager on Mob. 9727606174.**
Platform (<https://baanknet.com>) for e-auction will be provided by service provider M/S PSB Alliance PVT LTD having registered office at Unit 1, 3rd Floor, VIOS Commercial Tower, Near Wadala Truck Terminal, Wadala East. Mumbai-400 037 **(Contact Phone: 8291220220)**. The intending Bidders /Purchasers are required to participate in the e-auction process at e-auction Service Provider's website <https://baanknet.com>.

Date: 01.07.2026
Place: Gandhinagar

Authorized Officer
Indian Overseas Bank

 Good people to grow with	इण्डियन ओवरसीज़ बैंक ,Indian Overseas Bank, Gandhi Nagar Branch (0527) 383, Sector -16, Gh Road, Gandhi Nagar Gujarat-382016 E-mail: iob0527@iob.in; Website: www.iob.in; Mob. 8925950527
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Date: 01.07.2026

PUBLIC NOTICE FOR E Auction For SALE OF IMMOVABLE PROPERTIES

[Under Proviso to Rule 8(6) of Security Interest (Enforcement) Rules]

E-auction Sale Notice for Sale of Immovable Assets mortgage 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) 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 property mortgaged/charged to the Secured creditor, the **Constructive / Physical** possession of which has been taken by the Authorized Officer of Indian Overseas Bank, Secured Creditor, will be sold on "As is where is" "As is what is" and "Whatever there is" for realisation of Bank 's dues plus interest & costs as detailed hereunder and whereas consequent upon failure to repay the dues, the undersigned in exercise of power conferred under section 13(4) of said Act proposed to realize the Bank's dues by sale of the said properties. The sale will be done by the undersigned through e-auction platform provide at the Web Portal (<https://baanknet.com>) .

Name and Address of the Borrower :- M/s Ved Media Agencies Prop. Mr Sanjay Bhai K Goswami (Borrower and Mortgagor), Add: 303, Shalin Complex , Sector -22, Gandhi Nagar -382022 and guarantor Mrs. Harshaben Sanjay Goswami W/o Sh Sanjay Bhai K Goswami (Guarantor), Add: 239/6 Anand Apartment , Sector -22, Gandhi Nagar

Date of NPA: - 26.01.2025

Date of Demand Notice: - 05.02.2025

Due Claim in Demand Notice: - Rs. 15,59,471.06 with up-to-date interest and other legal charges

Date of possession Notice: - 14.06.2026

Due Claim in possession Notice: - Rs. 18,89,643.46 (Rupees Eighteen Lakhs Eighty-Nine Thousand Six Hundred Forty Three and Forty Six Paise Only) as on 14.06.2026 payable together with further interest at contractual rates and rests along with costs, charges etc.

Outstanding As on 01.07.2026: - Rs. 19,07,580.46 (Rupees Nineteen Lakhs Seven thousand Five Hundred Eighty and Forty Six Paise Only) payable together with further interest at contractual rates and rests along with costs, charges etc.

Other Dues: - Not Known [Local Self Government (Property Tax, Water sewerage, Electricity Bills etc)]

DESCRIPTION OF THE IMMOVABLE PROPERTY

S. No	Property details	Reserve Price	EMD	Types of Possession
	Commercial Shop No. 110, superbuilt up area admeasuring about 359 Sq Ft. and undivided proportionate share along with common amenities area admeasuring 13.25 Sq Mtrs in the scheme know as "Saundrya 444" land bearing Block No 27/B/1 to 27/B/39 area measuring 7560 Aq Mtrs of T.P Scheme No 9 & Final Plot No 57 admeasuring 6048 Sq Mtrs and Block No 29/1, Block 29/7 to 29/11 and Block No 29/169 to 29/62 area admeasuring 15644 Sq Mtrs of T P Scheme No 9 and F P No 58/1 area admeasuring 12512 Sq Mtrs total admeasuring 18560 Sq Mtrs situated at Vasna Hadmatiya, Gandhinagar in the name of Sanjaybhai Keshavgi Goswami with boundaries hereunder as- Boundaries: East : Flat No B/101 West : Kh Road North : Shop No 111 South : Shop No 109	Rs. 17,54,000/- (Rupees Seventeen Lakhs Fifty-Four Thousand Only) + Multiplier of Rs. 10,000/- (Rupees Ten Thousand Only)	Rs. 1,75,400/- (Rupees One Lakhs Seventy-Five Thousand Four Hundred only)	Physical

*Bid increase /multiplier amount **Rs. 10,000.**

Date & Time of E-Auction: 23.07.2026 between 11:00 A.M. to 01:00 P.M.

Property Inspection date & Time: On 10.07.2026 Onwards between 02:00 PM to 04:00 PM

Known Encumbrance, if any: Nil as per Bank's Knowledge

*Bank's dues have priority over the Statutory dues

23. For detailed terms and conditions of the sale, please refer to the link provided in secured Creditor's website i.e. www.iob.in & E-auction service provider's web portal: <https://baanknet.com>. For any property related queries, prospective bidders may contact **Mr. Ashwani Kumar, Chief Manager on Mob. 8925950527 & Mrs. Rashmika Rameshbhai Parmar, Manager on Mob. 9727606174.**

Date: 01.07.2026

Place: Gandhinagar

Authorized Officer
Indian Overseas Bank

For terms and conditions please visit www.iob.in & E-auction service provider's web portal: <https://baanknet.com>