



Annexure C

Date: 24.06.2026

Redemption Notice

2272

1. M/S Eatonn Food & Beverages Private Limited
Registered address:- The spring grace CHS , Flat- A/1101,
Plot-04, sector-20 , Raigarh ,
Maharashtra - 410218

(Borrower)

2276

2. Shri Vivek Mathur S/O Bhagwan Mathur
Dayal Residency ,
Near BBD College ,
Chinhath
Lucknow-227105

(Guarantor) /Mortgager

2275

3. Smt Reetika Mathur w/o Vivek Mathur
R/o- The spring grace CHS , Flat-A/1101,
Plot-04, sector-20 , Raigarh ,
Maharashtra - 410218

(guarantor)/Mortgager

2274

4. Smt. Vineeta mathur w/o Mr. Neeraj Kumar
& daughter of Bhagwan Bihari Mathur
R/o Dayal residency ,
near BBD College ,
Chinhath
Lucknow-227105

Guarantor

2273

5. M/s Nauchhandi Foods Pvt Ltd.
The spring grace CHS , Flat-A/1101,
Plot-04, sector-20 , Raigarh,
Maharashtra - 410218

Mortgager/guarantor

Dear sir/Madam

Reg: Notice for redemption in terms of the right vested with you under Section 13(8) of securitization and Reconstruction of Financial Assets and enforcement of security interest act, 2002 ("SARFAESI ACT") read with provision to rule 8(6) of the security interest (Enforcement) Rules, 2002 in A/C OF M/S Eatonn Food & Beverages Private Limited Branch: Vikas Nagar

As you are aware the authorized officer of the bank has issued a demand notice under section 13(2) of the SARFAESI ACT on 27.09.2024 as a measure for enforcement of security interest in the secured asset offered by you as security in the subject loan account .

ਪੰਜਾਬ ਐਂਡ ਸਿੰਧ ਬੈਂਕ

(ਭਾਰਤ ਸਰਕਾਰ ਕਾਊਪਕਰਮ)

ਸ਼ਾਖਾ - ਵਿਕਾਸਨਗਰ

ਲਖਨਊ, U.P.- 226022

ਈ-ਮੇਲ: L0778@psb.bank.in

ਮੋਬਾਇਲ ਨੰਬਰ: 9592925512

ੴ ਸ੍ਰੀ ਵਾਹਿਗੁਰੂ ਜੀ ਕੀ ਫਤਹਿ



PUNJAB & SIND BANK

(A Government Of India Undertaking)

Branch - Vikas Nagar

Lucknow, U.P.- 226022

E-mail : L0778@psb.bank.in

Mobile no. 9592925512

Subsequently, the authorized officer while taking further measure under section 13(4) of the act , took possession of the secured asset on 05.03.2025 & 02.04.2025

As you have failed to discharge your liabilities of the bank, therefore the undersigned as authorized officer, in exercise of its power under section 13(4) of the securitization and reconstruction and financial assets as security interest act, 2002 has decided to sell the properties secured assets as described below through E-auction for realization of debts due to the bank from above mentioned Borrowers and Guarantors .

Your attention is invited to the section 13(8) of securitization and reconstruction of financial assets and enforcement of Security Interest Act, rules 2002, read with provision to rule 8(6) of the security interest (Enforcement) rules , 2002 in respect of the time available (i.e.30 days) , to redeem the secured assets . kindly note that your right under section 13(8) will cease from the date of publication of notice for public auction or inviting quotations or tender from public or private treaty for transfer by way of lease, assignment or sale of secured asset.

Details of Sale Notice for sale of immovable property are as under:-

E-auction sale notice for sale of immovable asset under the securitization and reconstruction of financial assets and enforcement of security interest act, 2002 read with provision to rule 8(6) of the security interest (Enforcement) rules , 2002.

E AUCTION Date & Time : 30.07.2026 & 10.00 am to 5.00 pm

Date of inspection :

Last date of BID Submission:N/A

Name of borrower & Guarantor	BORROWER:- 1.M/S Eatonn Food & Beverages Private Limited (Borrower) 2. Shri Vivek Mathur S/O Bhagwan Mathur (mortgager /guarantor) 3. Smt Reetika Mathur w/o Vivek Mathur (guarantor/mortgager) 4. Smt.Vineeta mathur w/o Mr.Neeraj Kumar (guarantor) 5. M/s Nauchhandi Foods Pvt Ltd. (Mortgager/Guarantor)
Demand Notice Date & Amount Account Details	Demand Notice Date : 27.09.2024 , Amount Rs.35874450.09 Dr. as on 24.09.2024 + interest and future expenses w.e.f. 25.09.2024
Total O/S as on 31.05.2026	07781300000469- Rs.18,57,185.88 Dr 07781200001224- Rs.2,94,45,803.71 Dr. 07781200001353- Rs.1,23,76,628.18Dr Total O/s = Rs.4,36,79,617.77 Dr + legal expenses and other charges.

110

पंजाब एण्ड सिंध बैंक

(भारत सरकार का उपक्रम)

शाखा - विकासनगर

लखनऊ, U.P.- 226022

ई-मेल: L0778@psb.bank.in

मोबाइल नंबर: 9592925512

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PUNJAB & SIND BANK

(A Government Of India Undertaking)

Branch - Vikas Nagar

Lucknow, U.P.- 226022

E-mail : L0778@psb.bank.in

Mobile no. 9592925512

Details of Property	MRP (In Rs.)
1.The Springs CHS, Flat -A/1101, Plot No 4 Sec 20 Raigarh Maharashtra-410218	Rs.164.00 Lakhs
2.Lease Hold Plot No C-31 measuring 1836 sqr.mtrs.situated within the Industrial Area at Sandila -Phase -II vill-samodha , Tehsil Sandila District -Hardoi(U.P)-241204	Rs.289.00 Lakhs
3.Lease Hold Industrial Plot of Land No D-4 measuring 1000 sq mtrs situated within the Industrial Area at Sandila Phase II in Village Samodha Tehsil - Sandila ,District Hardoi , Uttar Pradesh-241204, belonging to M/s Nauchhandi Foods Pvt Ltd	Rs.85.00 lakhs
4. Plant and Machinery	Rs.252.00 lakhs
Grand Total	Rs790.00 lakhs

पंजाब एण्ड सिंध बैंक
PUNJAB & SIND BANK


प्राधिकृत अधिकारी / Authorised Officer

AUTHORISED OFFICER



SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

E-auction Sale Notice for Sale of immovable Assets under the securitization and reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with provision 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 Guarantors(s) that the below described immovable property mortgaged/charged to the secured Creditor, the constructive/Symbolic possession of which has been taken by the Authorized Officer of Punjab & Sind Bank, Secured Creditor, will be sold on "As is where is", "As is what is", and "Whatever there is" basis on **30.07.2026**, for recovery of **Rs.35874450.09 Dr. as on 24.09.2024 + interest and future expenses w.e.f. 25.09.2024** Due to Punjab & Sind Bank, Secured Creditor from 1.M/S Eatonn Food & Beverages Private Limited (borrower/Mortgager), 2. Shri Vivek Mathur S/O Bhagwan Mathur (guarantor/mortgager) 3. Smt Reetika Mathur w/o Vivek Mathur (guarantor/mortgager) 4. Smt.Vineeta mathur w/o Mr.Neeraj Kumar (guarantor) and 5. M/s Nauchhandi Foods Pvt Ltd.(Mortgager/guarantor).

The Reserve price will be Rs. 790 lacs and the earnest money deposit will be Rs. 79 lac.

Short description of the immovable property will known encumbrances :-

Details of Property	MRP (Rs.)	EMD (Rs.)
1.The Springs CHS,Flat -A/1101,Plot No 4 Sec 20 Raigarh Maharashtra-410218	Rs.164 Lakh	Rs.16.40 Lakh
2. Lease Hold Plot No C-31 measuring 1836 sqr.mtrs.situated within the Industrial Area at Sandila phase -II, vill Samodha, Tehsil Sandila District -Hardoi (U.P) 241204	Rs.289 Lakh	Rs.28.90 Lakh
3. Lease Hold Industrial Plot of Land No D-4 measuring 1000 sqr.mtrs situated within the Industrial Area at Sandila Phase II in Village Samodha Tehsil -Sandila, District Hardoi belonging to M/s Nauchhandi Foods Pvt Ltd	Rs.85 Lakh	Rs.8.50 Lakh
4. Plant and Machinery	Rs.252.00 Lakh	Rs.25.20 lakh
Grand Total	Rs.790 Lakhs	Rs.79.00 Lakh

The sale will be done by the undersigned through e-auction platform provided at the website <https://baanknet.com>. For detailed terms and conditions of the sale, please refer to the link provided in Punjab & Sind Bank, Secured Creditor's website i.e.<https://punjabandsindbank.co.in>

Date: 24.06.2026

Place: Lucknow

Authorized Officer
ਪੰਜਾਬ ਐਂਡ ਸਿੰਧ ਬੈਂਕ
PUNJAB & SIND BANK
Punjab and Sind Bank
ਪ੍ਰਾਥਿਕਤ ਅਧਿਕਾਰੀ / *Authorized Officer*

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ग्राम सेवा-जन सेवा



भारतीय डाक
एक रुपैया-सुख सेवा



भारतीय डाक
आफ सेंडा-सब रो

भारतीय ज्ञान

1997年12月15日

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Outlook

ETON FOODS Sale and Redemption Notice

From madhvendra Singh <madhvendra86@gmail.com>

Date Thu 25/06/2026 15:39

To MADHVENDRA SINGH|LUCKNOW RO|VIKAS NAGAR,LUCKNOW <Madhvendra.Singh@psb.bank.in>

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