

REGD. A/D\DASTI\AFFIXATION\BEAT OF DRUM

SALE PROCLAMATION

OFFICE OF THE RECOVERY OFFICER-II

IN THE DEBTS RECOVERY TRIBUNAL, JABALPUR

**2nd & 3rd Floor, Sanchar Vikas Bhawan (BSNL Building), Residency Road,
Near Head Post Office, South Civil Lines, Jabalpur (M.P.) 482001**

Case No.:RC 285/2019 in O.A. No.995/2018

E-Auction No.149 /2026

**PROCLAMATION OF SALE UNDER RULES 38, 52(2) OF SECOND
SCHEDULE TO THE INCOME TAX ACT, 1961 READ WITH THE RECOVERY
OF DEBTS DUE TO BANKS AND FINANCIAL INSTITUTIONS ACT, 1993**

BANK OF BARODA

Vs

M/S LIFE GUARD FOOD & DRINKS

To,

Certificate Debtor No. :-

- (1) M/s. Life Guard Food & Drinks,
Through its Proprietor Smt. Pooja Sharma
At: 25, Industrial Area, Berchha Road, Shajapur (MP)
(2) Smt. Pooja Sharma w/o Rajkumar Sharma
(3) Rajkumar Sharma s/o Radhakishan Sharma
(2) & (3) R/o: 84, RNT Marg, Neembadi, Shajapur - 465001 (MP)**

Whereas you have failed to pay the sum of **Rs.1,26,82,411.00 (Rupees One Crore Twenty Six Lakh Eighty Two Thousand Four Hundred Eleven only)** payable by you/him in respect of Recovery Certificate in **O.A. No. 995/2018** issued by the Presiding Officer, Debts Recovery Tribunal, Jabalpur with interest at **11.00% p.a.** with simple Interest from **20-08-2018** and costs payable as per recovery certificate till realization.

And whereas the undersigned has ordered the sale of properties mentioned in the Schedule below in satisfaction of the said certificate.

Notice is hereby given that in absence of any order of postponement, the said property shall be sold on **19-08-2026** between 12:00 PM to 01:00 noon, with extension of 5 minutes duration after 01:00 noon, if required by e-auction and bidding shall take place through "On line Electronic Bidding" through **Website:https://baanknet.com**

The sale will be of the property of the certificate debtors above named as mentioned in the schedule below and the liabilities and claims attaching to the said property, so far as those have been ascertained, are those specified in the schedule.

The property will be put up for the sale specified in the schedule. If the amount to be realized is satisfied by the sale of a portion of the property, the sale shall be immediately stopped with respect to the remainder. The sale also be stopped if, before any lot is knocked down, the amount mentioned in the said certificate, interest costs (including cost of the sale) are tendered to the officer conducting the sale or proof is given to his satisfaction that the amount of such certificate, interest and costs have been paid to the undersigned.

The particulars specified in the annexed schedule have been stated to the best of the information of the undersigned as provided by the certificate holder bank, but the undersigned shall not be answerable for any error, mis-statement or omission in this proclamation.

No officer or other person, having any duty to perform in connection with sale, however, either directly or indirectly bid for, acquire or attempt to acquire any interest

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in the property sold. The sale shall be subject to the conditions prescribed in Second Schedule of the Income Tax Act, 1961 and the rules made there under and to the further following conditions: -

1. The reserve price below which the properties (mentioned below) shall not be sold is for Property is **for Prop. No.1 Rs.31,50,000.00 (Rupees Thirty One Lakh Fifty Thousand only); Prop. No.2 Rs.37,30,000.00 (Rupees Thirty Seven Lakh Thirty Thousand only);**.
2. The amount by which the biddings are to be increased shall be **for Property is for Prop. No.1 Rs.32,000.00 (Rupees Thirty One Thousand only); Prop. No.2 Rs.38,000.00 (Rupees Thirty Eight Thousand only);** in the event of any dispute arising as to the amount of bid, or as to the bidder, the lot shall at once be again put up to auction.
3. The highest bidder shall be declared to be the purchaser of auctioned property provided that the amount bid by him/her is not less than the reserve price. It shall be in the discretion of the undersigned to decline/acceptance of the highest bid when the price offered appears so clearly inadequate as to make it inadvisable to do so.
4. The intending bidders should register the participation with the service provider well in advance and get user ID and password for participating in E-auction. It can be procured only when the requisite earnest money is deposited in prescribed mode below.
5. 10% of the upset/reserve price i.e., EMD shall be deposited latest by till 05:00 PM on **17-08-2026** in Wallet Bank Asset Auction Network (BAANKNET) <https://baanknet.com> EMD deposited thereafter shall not be considered for participation in the e- auction.
6. In addition to above, the copy of PAN Card, Address Proof and Identity Proof, E-mail ID, Mobile Number, in case of the company, copy of board resolution passed by the Board of Directors of the company or any other document confirming representation/attorney of the company and the Receipt/Counter File of such deposit should reach to the said service provider through e-auction website by uploading softcopies on or before till 05:00 PM on **17-08-2026** and also hard copies alongwith EMDs deposit receipts should reach at the **Office of Recovery Officer, DRT, Jabalpur, by 17-08-2026**. It is also held that earnest money of unsuccessful bidders shall be returned back in the respective accounts of such bidders through the same mode of payment.

7. Prospective bidder may avail online training from service provider:

Name of Auction Agency	Bank Asset Auction Network (BAANKNET)
Helpline Nos.	+91- 82912 20220
Helpline Email Address	support.baanknet@psballiance.com
Bank Officer	Mr. Ashish Kalra, AGM, Mob. No. 9810553775
Date and Time for property inspection	03-08-2026 between 12.00 PM and 4.00 PM

8. EMD once deposited shall not be allowed to withdraw until the proposed bidder is declared unsuccessful.
9. The highest bidder shall have to deposit **25% of his/her/their final bid amount** after adjustment of EMD already paid in **Wallet Bank Asset Auction Network (BAANKNET)** <https://baanknet.com> by immediate next bank working day, Online through RTGS/NEFT **Account no. 7890303849** in the name of Recovery Officer, E-auction account, DRT Jabalpur with **INDIAN BANK, CIVIL LINES BRANCH, JABALPUR.(IFSC Code:IDIB000C627)**. If the next day is Holiday or Sunday, then on next first office day.



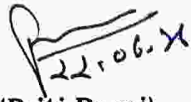
Handwritten signature and date: 24.06.26

10. The highest bidder shall deposit the balance 75% of sale consideration amount on or before 15th day from the date of sale of the property. If the 15th day is Sunday or other Holiday, then on immediate first bank working day through RTGS/NEFT **Account no. 7890303849** in the name of Recovery Officer, E-auction account, DRT Jabalpur with **INDIAN BANK, CIVIL LINES BRANCH, JABALPUR.(IFSC Code:IDIB000C627)**. In addition to the above the purchaser shall also deposit Poundage fee @ 1% of the sale amount plus Rs.10/- for each property in the said account.
11. In case of default of payment within the prescribed period, the deposit, after defraying the expenses of the sale, may, if the undersigned thinks fit, shall be forfeited to the Government and the defaulting purchaser shall forfeit all claims to the property or to any part of the sum for which it may subsequently be sold. The property shall be resold, after the issue of fresh proclamation of sale.
12. The property is being sold on **"AS IS WHERE IS AND NO COMPLAINT BASIS"**.
13. The Recovery Officer reserves the absolute right to accept or reject any or bids if found unreasonable or to postpone or cancel the e-auction at anytime without assigning any reason.

No. of lots	Description of the property to be sold with the names of the co-owners where the property belongs to defaulter and any other person as co-owners.	Revenue assessed upon the property or any part thereof	Details of any other encumbrance to which property is liable	Claims, if any, which have been put forward to the property, and any other known particulars bearing on its nature and value.
1.	2.	3.	4.	5.
	(1) Land and Building on Leasehold Land having Plot No. 25 situated at Industrial Area, Berchha Road, Tehsil & District: Shajapur (M.P.) Area of Land 7425 Sq.ft. and Constructed Area 5680 Sq.ft., Property in the name of M/s. Lifeguard Foods & Drinks through its Proprietor Smt. Pooja Sharma. (2) Industrial Land having Khasra No. 163, situated at Village: Bayda, Patwari Halka No.51, Tehsil & District: Shajapur (M.P.) Area admeasuring 22500 Sq.ft., Property in the name of Smt. Pooja Sharma W/o Shri Rajkumar Sharma.	Not known	Not known	Not Known

Issued under my hand and seal on the 22-06-2026, at Jabalpur.




(Priti Desai)
Recovery Officer I
DRT JABALPUR
 Ms Priti Desai
 Recovery Officer-I
 Debts Recovery Tribunal
 Govt. of India, Ministry of Finance
 Jabalpur (M.P. & C.G. States)