

Encore Asset Reconstruction Company Private Limited (Encore ARC)
acting in its capacity as the Trustee of EARC -BANK- 035 -Trust
Encore ARC Corporate Office Address: 5th Floor, Plot No. 137, Sector 44, Gurugram
122002, Haryana

Public Notice for e-Auction

e-Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 ('SARFAESI Act') read with proviso to Rule 8 (6) of the Security Interest (Enforcement) Rules, 2002 ("Rules").

Notice is hereby given to the public in general and in particular to the Borrower(s) that the below described immovable properties mortgaged/charged to Aditya Birla Capital Ltd ("ABCL") (formerly 'Aditya Birla Finance Ltd.') to secure dues in the loan account since assigned to Encore ARC (Secured Creditor) acting in its capacity as the Trustee of **EARC - BANK- 035 - Trust**, the Possession of which has been taken by the Authorised Officer of Aditya Birla Capital Ltd will be sold on "As is where is", "As is what is", and "Whatever there is" basis on 17.11.2026 at 11:00 a.m., for recovery of outstanding dues of **Rs. 3,19,05,950 /-** (Rupees Three Crores Nineteen Lakhs Five Thousand Nine Hundred and Fifty Only) as on **30-09-2026** together with further interest from **01-10-2026** at contractual rate till recovery of outstanding amount and other costs, charges etc. due to the Encore ARC (Secured creditor), from Borrowers **1. M/s. Chelseas Textiles Private Limited, 2. Mr. Jeyaraghuraman Chockappan Reddy, 3.Mrs Hemalatha Jeyaraghuraman Reddy Y and 4.Mrs.Sumathi**

The description of the mortgaged immovable properties, the details of Reserve Price for the Secured Assets, the Earnest Money Deposit & Minimum Increment Amount in Bidding Process are as under:

Item Sr No.	Name of Account	Description of Property	Reserve Price (In Rs.)	Earnest Money Deposit (In Rs.)	Minimum Increment Amount in Bidding Process (In Rs.)
1	M/S. CHELSEA TEXTILES PRIVATE LIMITED, MR JEYARAGHURAMAN CHOCKAPPAN REDDY, MRS HEMALATHA	All that Piece and parcel of Vacant Land, bearing Plot Nos. 20, 21, 34 &35, Comprised in S.Nos.341/2, 339/1, 339/5, 399/6,340/28, 339/7, 340/28,341/1, 341/4,	56,70,000/- (Rupees Fifty Six Lakhs Seventy Thousand Only)	5,67,000/- (Rupees Five Lakhs Sixty Seven Thousand Only)	50,000/- (Rupees Fifty Thousand Only)

	JEYARAGHURAMAN REDDY & MRS SUMATHI	602/1, 339/2, 339/4 & 339/8, T.S.Nos. 32,96,97,98,99, 100, 101, 102, 108, 109, 110, 107 Part & 13/1, Ward No. G, Block Nos. 19& 24, measuring with an extent of 6300 Sq.Ft., (585.50 Sq.Mtr.), Situated at Sri Sathya Sai Nagar, Aruppukottai Village, Aruppukottai Taluk & Virudhunagar District and bounded on the North by : 23 Feet Wide East West Street South by : 23 Feet Wide East West Street East by : 23 Feet Wide South North Street West by : Plot Nos. 19& 36 Measuring East to West on the Northern Side : 60 Feet East to West on the Southern Side : 60Feet North to South on the Eastern Side : 105 Feet North to South on the Western Side : 105 Feet Situated within the Sub-Registration District of Aruppukottai and in the Registration District of Virudhunagar			
2	M/S. CHELSEA TEXTILES PRIVATE LIMITED, MR JEYARAGHURAMAN CHOCKAPPAN REDDY, MRS HEMALATHA JEYARAGHURAMAN REDDY & MRS	<u>ITEM 1 (Plot Nos. 11 to 16)</u> All that Piece and Parcel of Vacant land, bearing Plot Nos. 11 to 16, Comprised in S.No. 304/2, Patta No.3986 as per Patta New S.Nos. 304/2A1B & 2A1C measuring with an	1,99,00,000/- (Rupees One Crore Ninety Nine Lakhs Only)	19,90,000/- (Rupees Nineteen Lakhs Ninety Thousand Only)	50,000/- (Rupees Fifty Thousand Only)

	SUMATHI	extent of 26.80 Cents (11674.31 Sq.Ft.), Situated at ChinnaMuppanpatti Village, Virudhunagar Taluk & District and bounded on the North by : Land belongs to Mr. Ramachandran & others South by : 20 Feet wide common Passage, Land belongs to Mr.Chellasamy East by : 20 Feet Wide Common Passage West by : Land belongs to Mr.Kasirajan Measuring 11257.58 Sq.Ft., East to West on the Northern Side : 56 ½ Feet East to West on the Southern Side : 56 ½ Feet North to South on the Eastern Side : 199 ½ Feet North to South on the Western Side : 199 Feet Measuring 416.68 Sq.Ft., East to West on the Northern Side : 56 ½ Feet North to South on the Eastern Side : 14 ¾ Feet North to South on the Western Side : 58 Feet <u>ITEM II (Plot Nos. 17 to 23)</u> All that Piece and parcel of Vacant land, bearing Plot Nos. 17 to 23, Comprised in S.No. 304/2, Patta No. 3986 as per Patta New S.Nos.304/2A1B &			
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		304/2A1C measuring with an extent of 41.85 Cents (18233 ¼ Sq.Ft.,) Situating at ChinnaMuppanpatti Village, Virudhunagar Taluk & District and Bounded on the North by : Land belongs to Mr.Ramachandran & others South by : 20 Feet wide Common Passage, Land belongs to Mr.Chellasamy East by : Land belongs to Mrs.Karuppayammal West by : 20 Feet Wide Common Passage Measuring East to West on the Northern Side : 70 Feet East to West on the Southern Side : 68 Feet North to South on the Eastern Side : 271 Feet North to South on the Western Side : 257 ½ Feet Situating within the Sub- Registration District of Virudhunagar Joint II and in the Registration District of Virudhunagar.			
Date of Inspection of Secured Assets			30/10/2026 between 10:00 AM to 3:00 PM		
Last Date of Submission of online Bid			Before 3.00 PM on 16/11/2026		
Date & Time of e-Auction			17/11/2026 at 11.00 AM to 1:00 PM with unlimited extensions of 5 minutes each as per Terms & Conditions mentioned below. Auction Website: https://bankeauctions.com		

Terms and Conditions

- a. The e-auction sale of Secured Assets, which are under physical possession of Encore ARC after said assignment, is on “as is where is”, “as is what is”, “whatever there is” and “no recourse” basis for and on behalf of the Secured Creditor viz. Encore ARC.
- b. Bid document containing general terms and conditions of sale can be obtained from <https://bankeauctions.com> between **07/10/2026 to 16/11/2026**.
- c. The interested bidders may inspect the secured assets on 30/10/2026 between 10.00 am to 3.00 pm.
- d. For participating in online e-auction sale, Bid Offer form, copies of PAN Card, Board Resolution in case of Company and photo ID, address proof and other documents as detailed in Bid Document, are required to be submitted along with EMD, which is payable by way of RTGS/NEFT in the name of **EARC BANK 035 Trust, Account No. 50200096559225, HDFC Bank, Sector 29, Gurgaon, Haryana -122002, IFSC Code No. HDFC0001720** on or Before 3.00 PM on 16/11/2026. Once an Online Bid is submitted, same cannot be withdrawn. Further any EMD submitted by bidder will be required to send the UTR/Ref no of the RTGS/NEFT with a copy of cancelled cheque on the following email IDs i.e. nagaraju.bm@encorearc.com
- e. The secured assets shall be sold by the Authorised officer by way of **Electronic Public Auction on 17/11/2026** in the premises of Encore ARC at **5th Floor, Plot 137, Sector 44, Gurugram – 122 002, Haryana** through e-Auction Agency M/s.C1 India Pvt Ltd at their website/portal i.e. <https://bankeauctions.com> **between 11:00 AM to 1:00 PM** with auto extension clause, i.e. the end time of e-Auction will be extended by 5 minutes each time if valid bid is made within last 5 minutes before close of e-Auction.
- f. The EMD will not carry any interest.
- g. The bidders may participate in the e-auction from their own office/place of their choice. Internet connectivity shall have to be arranged by each bidder himself/itself. The Authorised Officer of Encore ARC (AO) and/or the service provider shall not be held responsible for the internet connectivity, network problems, system crash down, power failure etc;
- h. For details, help, procedure and online training on e-auction, prospective bidders may contact M/s.C1 India Pvt Ltd; Contact number Mr. Prabakaran M. +91-7418281709 email id tn@c1india.com and Support Team Email Id support@bankeauctions.com Contact Nos.: +917291981124 /25 /26
- i. The bidder will be required to submit the bid above the reserve price in the manner as mentioned in Bid Document along with the EMD amount. In case the bidder fails to submit the bid online, then the bid amount as mentioned by such bidder in Bid Offer form shall be treated as final bid from the respective bidder.

- j. The Authorised Officer reserves the right to accept or reject any/or all the bids or adjourn, postpone or cancel the auction without assigning any reasons thereof.
- k. The EMD of the successful bidder shall be retained towards part sale consideration and the EMD of unsuccessful bidders shall be refunded within 7 working days from the date of auction. The EMD shall not bear any interest. The successful bidder shall have to deposit 25% of the sale price, adjusting the EMD already paid, immediately upon declaration as highest bidder and balance 75% of the sale price within 15 days from the date of confirmation of sale or such extended period as agreed upon in writing by and solely at the discretion of the Authorised Officer of Encore ARC.
- l. The payment of all applicable Stamp duties, additional stamp duties, transfer charges, statutory dues, non statutory dues, GSTN, assessment charges, fees owing to anybody etc. shall be the sole responsibility of the successful bidder only.
- m. The intending bidders are advised to make their own independent enquiries regarding the other encumbrances, title of properties put to auction and claims / rights / dues affecting the property prior to submitting their bid. The Secured Assets are being sold with all the encumbrances known and / or unknown to Secured Creditor. The Secured Creditor shall not be responsible in any way for any third party claims/rights/dues.

In case the e-Auction date is declared public holiday then the date will be automatically extended to the very next working day.

Since Encore ARC is acting in its capacity as Trustee of EARC-Bank 035 -Trust only, any reference of its name in this Public Notice should be construed accordingly.

For detailed terms and conditions of the sale, please refer to the link provided in Encore ARC's website i.e. <https://www.encorearc.com> and <https://bankeauctions.com>

For any clarification/information, interested parties may contact the Authorised Officer of the Secured Creditor on Mr B M Nagaraju Mobile No. 83840 74164 and Mr. K.Nagendran Mobile No. 91762 91717/0124 4527200 or email at nagaraju.bm@encorearc.com, getintouch@encorearc.com

Date: 06-10-2026
Place: Chennai

B M Nagaraju
Authorised Officer
Encore Asset Reconstruction Company Private Limited