

BY RPAD/SPEED POST.

Date: 08th October 2026

To,

1. **BHAVIKA JEWELLERS (Borrower)**
Dukan No. 2, Bohara Bakhhal Choraha,
Ratlam, Madhya Pradesh – 457001.
2. **SHOBHANA SONI (Co-Applicant & Mortgagor)**
Dukan No. 2, Bohara Bakhhal Choraha,
Ratlam, Madhya Pradesh – 457001.

Also At:

Residential House of Survey No. 597/10,
At Aadarsh Kalyan Nagar, Ratlam,
Madhya Pradesh – 457001.

3. **JEEVAN SONI (Co-Applicant & Mortgagor)**
Dukan No. 2, Bohara Bakhhal Choraha,
Ratlam, Madhya Pradesh – 457001.

Also At:

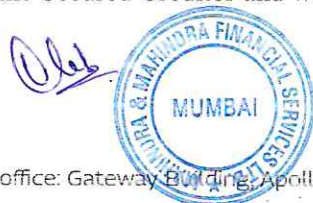
Residential House of Survey No. 597/10,
At Aadarsh Kalyan Nagar, Ratlam,
Madhya Pradesh – 457001.

**SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES
UNDER RULE 8(6) READ WITH RULE 9(1) OF SARFAESI ACT**

E-Auction Sale Notice for Sale of Immovable Assets under the Securitisation 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 Guarantor (s) that the below described immovable property mortgaged to the Secured Creditor, the possession of which has been taken on **30th July, 2025** by the Authorized Officer of **Mahindra & Mahindra Financial Services Limited** being the Secured Creditor and will be sold on “As is where is”, “As is what is”, and “Whatever

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there is" on 29th October 2026 for recovery Rs.33,69,493.06/- (Rupees Thirty-Three Lakh Sixty-Nine Thousand Four Hundred Ninety-Three and Six Paise only) due to the Secured Creditor ("Mahindra and Mahindra Financial Services Limited") from BHAVIKA JEWELLERS (Borrower), SHOBHANA SONI (Co-Applicant & Mortgagor) & JEEVAN SONI (Co-Applicant & Mortgagor).

1	Name of the Borrower & Mortgagor	BHAVIKA JEWELLERS (Borrower), SHOBHANA SONI (Co-Applicant & Mortgagor) & JEEVAN SONI (Co-Applicant & Mortgagor)
2	Name of the Secured Creditor / Lender	Mahindra & Mahindra Financial Services Ltd
3	Date; Time & Venue of Auction	29 th October 2026 at 10:00 AM to 04.00 PM The E-Auction will be online through below portal. The interested bidders can participate E-Auction through Web Portal: https://www.bankeauctions.com (the user ID & Password can be obtained free of cost by registering name with https://www.bankeauctions.com)
4	The secured debt for the recovery of which the secured assets are being put for auction sale	Demand Notice dated- 14.01.2025 ; Amount Due: Rs.33,69,493.06/- (Rupees Thirty-Three Lakh Sixty-Nine Thousand Four Hundred Ninety-Three and Six Paise only) as on 10 th January 2025; Date of Possession: 30.07.2025 .
5	Reserve Price	Rs.18,00,000/- (Rupees Eighteen Lakh Only)
6	Earnest Money Deposit ("EMD")	Rs.1,80,000/- (Rupees One Lakh Eighty Thousand Only) The EMD shall be payable through Online Payment mode NEFT/RTGS or Through Demand Draft on or before Last date of receipt of BID 28th October 2026 .
7	Bid Incremental Amount	Rs.10,000/- (Rupees Ten Thousand Only)
8	Date & Time of inspection of property for intending purchaser	19.10.2026 to 23.10.2026 Between 11:00 AM to 5:00 PM
9	Contact Person Name, Number & Email-Id	MR. MANISH KUSHWAHA +91 8602019804 MANISH.KUSHWAHA@MAHINDRAFINANCE.COM MR. ARIF KHAN +91 9822548464 ARIF.KHAN@MAHINDRAFINANCE.COM MR. VARAD BHARNUKE +91 8097185044. VARAD.BHARNUKE@MAHINDRAFINANCE.COM



DESCRIPTION OF IMMOVABLE PROPERTIES

ITEM NO-I – All that piece and parcel of Residential House Built on Plot on the land of Survey No. 597/10, At Aadarsh Kalyan Nagar, Ratlam.

Total Area: 656.25 Sq. Ft. (60.88 Sq. Mtr.)

Bounded as Follows:

On or towards East by : House of Kamlabai;

On or towards West by : Road of Colony;

On or towards South by : Plot of Kailashibai;

On or towards North by : House of Ashok Rathor.

TERMS & CONDITIONS:

- (1) The properties is being sold on “As is where is”, “As is what is” and “Whatever there is” as such sale is without any kind of warranties and indemnities.
- (2) The EMD amount of 10% of the Reserve Price to be deposited on or before **28th October 2026**. The EMD amount has to be paid through Online Payment mode “NEFT/RTGS” or Through Demand Draft payable at **Mumbai** and favouring “**Mahindra and Mahindra Financial Services Ltd**” drawn on any nationalized or scheduled bank on or before Last date of receipt of BID.
- (3) Bids are invited for the lot together with Bid Price clearly mentioned.
- (4) The EMD deposit shall be adjusted in the case of successful bidder, and for others will be refunded within 7 days after opening of the bids. The earnest money deposit will not carry any interest.
- (5) Bids so received by the Authorized Officer shall be opened in presence of all the bidders on **29th October 2026 on prescribed time**. The E-Auction Sale will be online through e-auction portal. The Authorized Officer after opening the bids shall also make an auction and the bidders are entitled to participate in the auction and the highest bidder in the auction shall be declared as the purchaser.
- (6) The successful Purchaser/s shall deposit 25% of the sale price (adjusting the EMD already paid), immediately or latest before closing hours of the next working day after the acceptance of bid price by the Authorized Officer in respect of the sale, failing which the earnest deposit shall be forfeited.
- (7) The balance 75% Sale price amount should be paid by the purchaser to the authorized officer on or before 5 days of confirmation of sale of the immovable property or within such extended period as may be agreed upon in writing by and between the purchaser and the secured creditor, in any case not exceeding 1 month. In case of failure to deposit the balance amount within the prescribed period, the amount deposited shall be forfeited.
- (8) The successful purchaser would bear the Charges/fees payable for conveyance such as stamp duty, registration fee, etc., as applicable as per law for the immovable properties.
- (9) To the best of the knowledge and information of the Authorized Officer no encumbrances exists on the property
- (10) The Purchaser shall bear all the applicable charges, levies, taxes, duties if any payable on demand on such properties which is exclusive of the sale price.
- (11) The purchaser shall be solely responsible for getting all the requisite licenses, permissions, approvals/clearances, compliances, registrations etc. for the property to be transferred in his/its name, at his/its own cost and expense.



(12) The purchaser shall make his own arrangement for getting required consents, permissions, approvals, power connection, water and other facilities and payment of arrears of rates & taxes of the said property and shall meet all the costs of whatever nature to be incurred in that behalf. Lender shall not be liable to pay any arrears of charges and costs/expenses by whatever name known or called, if any, in respect of the same. The purchaser shall make own inquiries about arrears of dues for supply of power, water, duties, cess, levies, imposts, taxes, penalties etc. and other facilities, if any, and it shall be borne and paid by the purchaser alone.

(13) The Authorized Officer is not bound to accept the highest offer and has the absolute right to accept or reject any or all offer (s) or adjourn/postpone/cancel the Bid without assigning the reason thereof.

(14) The sale is subject to conditions prescribed in the SARFAESI Act/Rules, 2002.

(15) The E-Auction Sale will be online through e-auction portal. The interested bidders are advised to go through the detailed terms and conditions of auction available on the website of <https://www.bankeauctions.com> & www.mahindrafinance.com before submitting their bids and taking part in e-auction.

(16) It shall be the responsibility of the bidders to inspect and satisfy themselves about the Property and specification before submitting the bid.

(17) The interested bidders shall submit their EMD details and documents through Web Portal: <https://www.bankeauctions.com> (the user ID & Password can be obtained free of cost by registering name with <https://www.bankeauctions.com>) through Login ID & Password.

(18) Interested bidders may avail support / online training on E-Auction from **M/s. C1 India Pvt Ltd** Contact No: 7291981124 / 7291981125 / 7291981126. Contact Person **Mr. Balaji Mannur**, Mob No: 07977701080, e-mail-Id: Mannur.govindarajan@c1india.com and for any query in relation to Property, they may contact Authorised Officer, Email Id: Mr. Arif Khan, Mob No. +91 9822548464, Email Id: ARIF.KHAN@mahindrafinance.com. MR. MANISH KUSHWAHA, Mob No +91 8602019804. Email Id: MANISH.KUSHWAH@MAHINDRAFINANCE.COM, Mr. Varad Bharnuke, Mob No. 8097185044, Email Id: varad.bharnuke@mahindrafinance.com.

For detailed terms and conditions of sale, please visit: <https://www.mahindrafinance.com/sme-loans/auction-sarfaesi>

Yours Faithfully,



Authorised Signatory
Mahindra and Mahindra Financial Services Limited