



HERO HOUSING FINANCE LIMITED

Regd. Office: 09, Community Centre, Basant Lok, Vasant Vihar, New Delhi - 110057,
Branch Office: Shop No D-41 and 42, Third Floor, Signature Galleria,
Near Mahavir Turning, Old NH- 08, Ankleshwar, Gujarat- 393001

PUBLIC NOTICE (E - AUCTION) FOR SALE OF IMMOVABLE PROPERTY [UNDER RULE 8(6) OF THE SECURITY INTEREST (ENFORCEMENT) RULES, 2002]

NOTICE FOR SALE OF IMMOVABLE PROPERTY MORTGAGED WITH HERO HOUSING FINANCE LIMITED (SECURED CREDITOR) UNDER THE SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002.

Notice is hereby given to the public in general and in particular to the borrower(s) and guarantor(s) or their legal heirs/ representatives that the below described immovable properties mortgaged/charged to the Secured Creditor, the possession of which has been taken by the **Authorized Officer of Hero Housing Finance Limited (secured creditor), will be sold on 13.11.2026 (E-Auction Date)** on **"AS IS WHERE IS", "AS IS WHAT IS" and "WHATEVER THERE IS"** basis for recovery of outstanding dues from below mentioned Borrowers, Co- Borrowers or Guarantors. The Reserve Price and the Earnest Money Deposit is mentioned below. The EMD should be made through Demand Draft/RTGS/NEFT for participating in the Public E-Auction along with the Bid Form which shall be submitted **to the Authorised Officer of the Hero Housing Finance Ltd On or before 12.11.2026 till 5 PM at Branch Office: Shop No D-41 and 42, Third Floor, Signature Galleria, Near Mahavir Turning, Old NH- 08, Ankleshwar, Gujarat- 393001**

Loan Account No.	Name of the Borrower(s)/ Co-Borrower(s)/ Guarantor(s)/ Legal Heir/Legal Rep	Date of Demand Notice/ Amount as on date	Type of Possession (Under Constructive/ Physical)	Reserve Price	Earnest Money
HHFAKWHOU 23000032959, HHFAKWIPL 23000032963	Mewada Jaykishan Ambarambhai, Snehalben Jaykishanbhai Mevada	19-05-2026, Rs. 18,49,361/- as on 08-10-2026	Physical	Rs. 16,25,000/-	Rs. 1,62,500/-

Description of property: All that piece and parcels of Residential Plot/Land bearing Plot No. 40/B admeasuring 58.45 Sq. Meters construction Adm. 46.76 Sq. Meters undivided share in the land of Road & COP, scheme known as " GAYTRI SOCIETY", Situate at Revenue Survey No.267+268, 269+270, City Survey No.2165, of Moje Village Tarsali, Taluka: Mangrol, District: Surat in the State of Gujrat, With Common Amenities Written in Title Document, Property Bounded By: East: Adj. Common Road, West: Adj Margin after Plot No 39/B, North: Adj Plot No 40/A, South: Adj. Common Road

HHFAKWHOU 25000062959, HHFAKWIPL 25000062970	FARHAAN AHMAD, AFREEN BANO	19-05-2026, Rs. 14,11,865/- as on 08-10-2026	Physical	Rs. 13,20,000/-	Rs. 1,32,000/-
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Description of property: All that piece and parcel of Immovable Property being non-agricultural plot of land in Mauje: Jitali, Bharuch lying being land bearing Block/ R.S. no. 788, after Promulgation Survey no. 17, admeasuring 8600.00 Sq. Mtrs., Known as "STAR LAKE CITY" Paikki Plot no. 65 admeasuring 51.70 Sq. Mtrs., i.e. 556.29 Sq. Fts., Undivided Share of Road and Common Plot admeasuring 31.59 Sq. Mtrs., Total Taxable Land admeasuring 83.29 Sq. Mtrs., at Registration District & Sub- District Ankleshwar District Bharuch Property Bounded By: North By: Land of Survey Number, South By: Society 6.00 Mtrs Road, East By: Plot No. 66, West By: Plot No. 64

Terms and condition:
The E-auction will take place through portal <https://bankeauctions.com> on 13.11.2026 (E-Auction Date) After 11:00 AM onwards with limited extension of 10 minutes each.
The Intending Purchasers / Bidders are required to deposit EMD amount either through RTGS / NEFT or by way of Demand Draft/RTGS/NEFT favouring the "HERO HOUSING FINANCE LTD." The EMD amount will be return to the unsuccessful bidders after conclusion of the E-auction.

TERMS AND CONDITIONS OF THE E-AUCTION:
(1) E-Auction is being held on "As is where is Basis" & "As is what is Basis" & "whatever there is Basis" & "Without recourse Basis" and will be conducted "online". (2) Bid increment amount shall be Rs 15,000 (Fifteen Thousand Only) for Reserve Price till 25 lakhs, Rs 25,000 (Twenty-Five Thousand Only) for Reserve Price above 25 Lakhs till 50 lakh, Rs 50,000 (Fifty Thousand Only) for Reserve Price above 50 Lakh till 1 crore, Rs 1,00,000 (1 Lakh Only) for Reserve price Beyond 1 Crore. (3) The E-Auction will be conducted through M/s. C-1 India Pvt Ltd through Mr. Dharani Krishna- 9948182222 (Helpline No(s): Support Landline No. +91 124 4302020/2021/ 2022/ 2023/ 2024, Support Mobile Nos.: +917291981124 /25 /26 and E-mail on support@bankeauctions.com /andhra@c1india.com) at their web portal <https://bankeauctions.com>. (4) There is no encumbrance on the property which is in the knowledge of Secured Creditors. However, the intending bidders should make their own independent enquires regarding the encumbrances, title of property put on auction and claims/ rights/ dues/ affecting the property, prior to submitting their bids. In this regard, the E-Auction advertisement does not constitute and will not be deemed to constitute ant commitment or any representation of Hero Housing Finance Limited. (5) The Authorized Officer / Secured Creditor shall not be responsible in any way for any third-party claims/ rights/ dues. The sale shall be subject to rules/ conditions/ prescribed under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002. The other terms and conditions of the E-Auction are published in the following website: www.herohousingfinance.com. (6) For property details and visit to property contact to Mr. Jariwala Gaurang Sureshbhai / jariwala.sureshbhai@herohf.com/ 9099710771 and Shekhar Singh/ 9711522275/ shekhar.singh@herohf.com. (7) The prospective bidders can inspect the property on 06-11-2026 between 11.00 A.M to 2.00 P.M with prior appointment.

30 DAYS SALE NOTICE TO THE BORROWER/GUARANTOR/MORTGAGOR

The above-mentioned Borrower/Mortgagor/guarantors are hereby noticed to pay the sum as mentioned in Demand Notice under section 13(2) with as on date interest and expenses before the date of Auction failing which the property shall be auctioned and balance dues, if any, will be recovered with interest and cost from you.

For detailed terms and conditions of the sale, please refer to the link provided in **https://uat.herohomefinance.in/hero_housing/other-notice** on Hero Housing Finance Limited (Secured Creditor's) website i.e www.herohousingfinance.com

FOR HERO HOUSING FINANCE LIMITED

AUTHORISED OFFICER

DATE : 09-10-2026

Jariwala Gaurang Sureshbhai, Mob- 9099710771

PLACE : Ankalwshawar

E mail ID: jariwala.sureshbhai@herohfl.com