HERO HOUSING FINANCE LIMITED

Registered Office: 34, Community Centre, Basant Lok, Vasant Vihar, New Delhi-110057.
Branch Office: 5th Floor, Alpha Centre,150-151,North Usman Road,T-Nagar,Chennai-600017 - HO

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 **30-11-2026** (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 **28-11-2026** till 5 PM at **Branch Office:** 5th Floor, Alpha Centre,150-151,North Usman Road,T-Nagar,Chennai-600017 - HO

Loan Account No.	Name of Borrower(s)/ Co-Borrower(s)/ Guarantor(s) /Legal Heir(s)/ Legal Rep.	Date of Demand Notice / Amount as on date	Type of Possession (Under Constructive / Physical)	Reserve Price / Earnest Money
HHFCOIHOU24000053511	MRS RAJALAKSHMI D/o MOORTHI, MR VELMURUGAN K	12-05-2026, Rs.8,04,604/- as on 23-10-2026	Constructive	Rs.10,30,000/- Rs.1,03,000/-

Description of property: Description of Property as per Doc. No. 11988/2024

Coimbatore North Registration District, Annur Sub Registration District, Annur Taluk, Masakkoundan Chettipalayam Village, in the following survey fields:S.F. No. 565/3A – Dry land, Extent P.no. 0.55 1/2 cent; S.F. No. 565/3E1 – Dry land, Extent P.no. 0.21 cent; S.F. No. 565/3E2 – Dry land, Extent P.no. 0.16 cent; S.F. No. 565/3E3 – Dry land, Extent P.no. 0.30 1/2 cent; S.F. No. 565/3E4 – Dry land, Extent P.no. 0.36 cent; S.F. No. 565/4A – Dry land, Extent P.no. 0.37 cent; S.F. No. 565/4B – Dry land, Extent P.no. 0.31 cent; S.F. No. 565/4C – Dry land, Extent P.no. 0.17 cent; S.F. No. 565/5A – Dry land, Extent P.no. 0.49 1/2 cent; S.F. No. 565/6A – Dry land, Extent P.no. 0.32 cent; S.F. No. 565/6B – Dry land, Extent P.no. 0.19 3/4 cent.

The total extent of the above fields, in aggregate, is P.no. 3.45-1/4 (Three Acres and Forty Five and One Quarter Cents). This land has been laid out into house sites under the name "Gokulam Garden", and technical approval has been obtained from the Joint Director of Town and Country Planning, Coimbatore Region, vide M.V/(Ko. M) No. 79/2020.

Within the said layout, to the east of Site No. 42 and to the north (upper side) of Site No. 43, there are two distinct house sites with separate boundaries and separate measurements as detailed below:

(A)Site to the East of Site No. 42 — Boundaries & Measurements - North of 10.0 metre wide north east layout road. East of Remaining portion of Site No. 42.South of S.F. No. 565/3B dry land. West of Site to the north of Site No. 43.

Within this:North eastern northern side – 9 feet; North eastern southern side – 9 feet; South western eastern side – 51 feet; South western western side – 51 feet. Extent: 459 square feet (house site).

(B) Site to the North (Upper Side) of Site No. 43 — Boundaries & Measurements

North of 10.0 metre wide north east layout road. East of Site to the east of Site No. 42. South of S.F. No. 565/3B dry land. West of Site to the east of Site No. 43. Within this: North eastern northern side – 7 feet; North eastern southern side – 7 feet; South western eastern side – 51 1/2 feet; South western western side – 51 feet. Extent: 358 square feet (house site). Combined Extent of the above two-house sites: 817 square feet (or 1 cent and 381 square feet, or 75.90 square metres). The sites carry along with them the common right of way over all roads left in the said layout, to go and come by foot and with vehicles, together with all common Easementary rights. As per the present sub division, the above house site falls in S.F. No. 565/3A1A. The property is within Masakkoundan Chettipalayam Village Panchayat and Annur Union.

Terms and condition: The E-auction will take place through portal on **30-11-2026** (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 1crore, 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 **Shekhar Singh/9711522275/ shekhar.singh@herohfl.com. / Poosaloju Venkatramana / 9030107989 / assetdisposal@herohfl.com, 7.**The prospective bidders can inspect the property on **23-11-2026** 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**

Date: 28/10/2026 **For Hero Housing Finance Ltd. Authorised officer**
Place: Coimbatore **Poosaloju Venkatramana / 9030107989 / assetdisposal@herohfl.com**