Sitaara

FIRST AUCTION SALE NOTICE

(Under Section 13(4) of the SARFAESI Act, 2002 read with Rule 8(5), Rule 8(6) & Rule 9 of the Security Interest (Enforcement) Rules, 2002)

Date: 09-10-2026

To:

1. **Mrs. Seema Bai, Husband: Mr. Dilip** **Borrower**

   Address 1: Near Doulanakhurd Ram Mandir, Dhar Kachorada, Madhya Pradesh - 454001

   Address 2: House No. 28, Survey No. 263, Village: Dholna Khurd, Gram Panchayat: Nogawa Khurd, Badnawar, District: Dhar, Madhya Pradesh |

2. **Mr. Dilip, Father: Mr. Bhadar Singh Ji** **Co-Borrower**

   Address 1: Near Doulanakhurd Ram Mandir, Dhar Kachorada, Madhya Pradesh - 454001
   Address 2: House No. 28, Survey No. 263, Village: Dholna Khurd, Gram Panchayat: Nogawa Khurd, Badnawar, District: Dhar, Madhya Pradesh |

3. **Mr. Bherulal, Father: Mr. Hindu** **Guarantor**
   Address 1: Village Dholana, Dholanakhurd, Dhar Kachorada, Madhya Pradesh - 454001

Subject: Statutory 30 Days First Auction Sale & Redemption Notice for Sale of Secured Asset under SARFAESI Act, 2002

Dear Sir/Madam,

This is to inform you that you had availed credit facilities from **Sitaara Housing Finance Ltd. (Formerly Known As Sewa Grih Rin Ltd.)** under Loan Account No. **L1GP000005001523** and in consideration thereof you had created security interest by way of mortgage/charge over the immovable property described herein below in favour of the Secured Creditor to secure repayment of the loan together with interest, costs and other charges.

Due to continuous default in repayment of the loan installments and other dues as per the agreed terms and conditions of the loan agreement, your loan account has been classified as a **Non-Performing Asset (NPA)** in accordance with the guidelines issued by the Reserve Bank of India.

Subsequently, the Secured Creditor issued a Demand Notice dated **29-Jan-25** under Section 13(2) of the SARFAESI Act, 2002, calling upon you to discharge the entire outstanding liability within 60 days from the date of the said notice. However, despite service of the said demand notice, you failed to repay the outstanding dues within the stipulated period

SITAARA HOUSING

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Accordingly, the Authorized Officer of the Secured Creditor has taken **Physical Possession** of the secured asset on **08-Jul-26** under Section 13(4) of the SARFAESI Act, 2002 read with Rule 8 of the Security Interest (Enforcement) Rules, 2002, and the Possession Notice was duly served upon you through affixation on the secured asset as per the statutory provisions.

As the outstanding dues remain unpaid, the Secured Creditor has decided to realize the secured debt by way of sale of the secured asset.

Therefore, **NOTICE IS HEREBY GIVEN** to the Borrower(s), Guarantor(s) and the public at large that the undersigned being the Authorized Officer hereby gives a Statutory 30 Days First Auction Sale Notice in terms of Rule 8(6) of the Security Interest (Enforcement) Rules, 2002, that the secured asset described below shall be sold by way of E-Auction on the date mentioned herein, for recovery of the outstanding dues.

The sale shall be conducted on **"AS IS WHERE IS", "AS IS WHAT IS", "WHATEVER THERE IS" and "WITHOUT RECOURSE BASIS"**.

RIGHT OF REDEMPTION

Please take notice that in accordance with Section 13(8) of the SARFAESI Act, 2002, the Borrower / Guarantor shall have the statutory right to redeem the secured asset by paying the entire outstanding dues along with applicable interest, costs, charges and expenses incurred by the Secured Creditor at any time before the date of publication of the Sale Certificate or completion of the sale. Upon payment of the entire dues, the sale proceedings shall be withdrawn in accordance with the provisions of the Act

DETAILS OF BORROWER AND LOAN ACCOUNT

Name of Borrower: Mrs. Seema Bai, Husband: Mr. Dilip

Co-Borrower: Mr. Dilip, Father: Mr. Bhadar Singh Ji

Guarantor: Mr. Bheru lal, Father: Mr. Hindu

Loan Account Number: **L1GP000005001523**
Outstanding Amount: Rs. **7,34,499.88/-** as on **31-12-2024** together with further interest, penal interest, costs and other charges thereon till the date of realization.

DETAILS OF THE SECURED ASSET

Description of Property:

Address: House No. 28, Survey No. 263, Village: Dholna Khurd, Gram Panchayat: Nogawa Khurd, Badnawar, District: Dhar, Madhya Pradesh.

SITAARA HOUSING FINANCE LTD.

SITAARA HOUSING FINANCE LIMITED
(Formerly known as SEWA Grih Rin Limited)
Regd. off.
1st Floor, 216/C-12, Old No. C-12, Plot No. 13-B
Guru Nanak Pura, Laxmi Nagar, Delhi – 110092
Phone: +91 11 4352 1832
GST: 07AAQCS0870H1Z2

Corporate Office (Corp. off.)
Shree Sawan Knowledge Park
D-507, 2nd Floor, ITC Industrial Area, MIDC Industrial Area, Turbhe, Navi Mumbai, Maharashtra – 400705
GST: 27AAQCS0870H1Z0

Website sgrlimited.in **CIN**U65923DL2011PLC222491
Toll Free 1800 11 3909
Email contact@sgrlimited.in

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East	:	Rameshwar Choudhary
West	:	Road
North	:	House of Karan
South	:	House of Nandi Bai

The area of the mortgaged property plot is **1,485 Square Feet.**

Nature of Possession: Symbolic Possession taken under Section 13(4) of the SARFAESI Act.

SALE DETAILS

Reserve Price: **Rs. 1930500/-**

Earnest Money Deposit (EMD): **Rs. 193050/-**

Bid Increment Amount: **Rs.10,000/-**

Date of Auction / E-Auction: **12-11-2026**

Time of Auction: 11: 00 AM TO 02:00 PM Auto extension time 5 min
Last Date for Submission of EMD and Documents: **11-11-2026** Property Inspection Date: **10-11-2026** between 6:00 PM

The Reserve Price of the property has been fixed based on the valuation report obtained from an approved valuer, in compliance with Rule 8(5) of the Security Interest (Enforcement) Rules, 2002.

TERMS AND CONDITIONS OF SALE

1. The sale shall be conducted in accordance with the provisions of the SARFAESI Act, 2002 and the Security Interest (Enforcement) Rules, 2002.
2. The secured asset shall be sold on "AS IS WHERE IS", "AS IS WHAT IS", "WHATEVER THERE IS" and "WITHOUT RECOURSE BASIS".
3. The intending bidders are advised to conduct independent verification and due diligence of the property including title, encumbrances and statutory liabilities before participating in the auction.
4. The Secured Creditor shall not be responsible for any encumbrances, statutory liabilities, property taxes, electricity dues, society dues or any other charges related to the property.
5. The successful bidder shall deposit 25% of the sale price (including EMD) immediately on the date of auction or within the time permitted by the Authorized Officer.
6. The balance 75% of the sale consideration shall be paid within 15 days of confirmation of sale or within such extended period as may be permitted in accordance with Rule 9 of the Security Interest (Enforcement) Rules, 2002.
7. In case of failure to deposit the balance amount within the stipulated period, the amount already deposited shall be liable to forfeiture and the property shall be resold.
8. Upon receipt of the full sale consideration, the Sale Certificate shall be issued in favour of the successful bidder in accordance with Rule 9(6) of the Security Interest (Enforcement) Rules,

Sitaara

2002.

9. The Authorized Officer reserves the right to accept or reject any bid or cancel the auction without assigning any reason.

This 30 Days Statutory Auction Sale Notice is being issued to the Borrower(s) and Guarantor(s) in compliance with Rule 8(6) of the Security Interest (Enforcement) Rules, 2002 and is also being published for the information of the general public.

You are hereby called upon to pay the entire outstanding dues immediately to avoid the sale of the secured asset.

Authorized Officer

For Sitaara Housing Finance Ltd. (Formerly Known as Sewa Grih Rin Ltd) First Floor, 216/C-12 (Old No. C-12), Plot No. 13-B, Guru Nanakpura, Laxmi Nagar, Delhi - 110092