HERO HOUSING FINANCE LIMITED

Registered Office: 34, Community Centre, Basant Lok, Vasant Vihar, New Delhi-110057.
Branch Office: 2nd Floor, A-6, Sector-4, Noida, Gautam Buddha Nagar, Uttar Pradesh-201301

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 **09-12-2026** (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 **08-12-2026** till 5 PM at **Branch Office:** 2nd Floor, A-6, Sector-4, Noida, Gautam Buddha Nagar, Uttar Pradesh-201301

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
HHFNSP HOU2000 0007739	Rajan Kumar, Rajan Kumar Shrishti Hosiery, Sunaina Devi, Naresh Kumar	13/10/2025, Rs. 11,13,778/- as on 02-11-2026	Physical	Rs.10,00,000/- / Rs.1,00,000/-

Description of property: Residential Flat No Ff-2 First Floor Front Side LIG LHS Without Roof Right Having Covered Area Measuring 286 Sq Ft I.e 26.57 Sq Meter Situated on Plot No B-164 Kahsra No 233 Residential Colony Rail Vihar Sehkari Samiti Limited Gram Sadullahabad Pargana And Tehsil Loni District Ghaziabad. Bounded By: North: Plot No B -163, East: Shop No. 31, South: Plot No B -165, West: Rasta 30 Ft.

HHFLAX HOU2100 0016644	Neeraj Kumar Sharma, Priyanka Sharma, Pushpender Kumar	13/10/2025, Rs. 11,60,072/- as on 03-11-2026	Physical	Rs.10,00,000/- / Rs.1,00,000/-

Description of property: Flat No FF-4 First Floor Rear Rhs Without Roof Rights LIG Plot No A-33 Khasra No 212 Area 360 Sq Ft. I.e 33.44 Sq. Meters Situated At Rail Vihar Sahakari Awas Samiti Ltd Hadbast Gram Sadullabad Tehsil Loni District Ghaziabad. Bounded by: North: Front Unit/Road 40 Ft. Wide, East: Other Unit/Plot No- A-34, South: Other Plot, West: Plot No A- 32

HHFNOIHOU 22000025734	Arun Son of Radha Kishan, Hemlata Pandey	17-12-2025, Rs. 17,34,901/- as on 03-11-2026	Physical	Rs.20,00,000/- / Rs.2,00,000/-

Description of property: Residential Flat No SF-01 Second Floor Front Rhs With Roof Plot No A-151 Khasra No 349 Having Area Measuring 568 Sq Ft I.e. 52.76 Sq Meter Situated Rail Vihar Sahkari Aawas Samiti Limited Hasbast Gram Sadullabad Loni Ghaziabad Uttar Pradesh, Boundary of Plot No A-151, East: Plot No A-152, West: Plot No A-150, North: Road 30 Ft Wide, South: Plot No A-40

Terms and condition: The E-auction will take place through portal on **09-12-2026** (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. / Ershad Ali / 8802270415 / ershad.ali@herohfl.com, 7.**The prospective bidders can inspect the property on **02-12-2026** 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: 05/11/2026 **For Hero Housing Finance Ltd. Authorised officer**
Place: Delhi/NCR **Ershad Ali / 8802270415 / ershad.ali@herohfl.com**