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 (SALE OF IMMOVABLE PROPERTY THROUGH PRIVATE TREATY)

[Notice of Sale by Private Treaty under Rule 8 read with Rule 9 of Security Interest (Enforcement) Rules 2002]

Notice is hereby given to the public in general and to the borrower/co-borrower ("Borrowers") in particular that below described secured asset which is mortgaged to Hero Housing Finance Ltd ("Secured Creditor"), possession of which has been taken by the Authorised Officer will be sold on "As Is Where Is", "As Is What Is" And "Whatever There Is" basis by way of Private Treaty.

The sale by private treaty will take place any day after fifteen days (15 Days) from the date of this publication The details are more particularly mentioned herein below.

Loan Account No.	Name of Borrower(s)/ Co-Borrower(s)/ Guarantor(s)/ Legal Heir(s)/ Legal Rep.	Date of Demand Notice	Reserve Price (RP) / Earnest Money Deposit (EMD)	Type of Possession
HHFLAXHOU24000046925	RAHUL MISHRA, PINKI MISHRA	19-07-2025, Rs. 23,15,959/- as on 05-11-2026	Rs.11,25,000/- / Rs.1,12,500/-	Physical

Description of property: Flat No. FF-02 First Floor, Front LHS Portion Without Roof Rights Situated on Plot No. B-42, Khasra No-217, Having Area Measuring 450 Sq. Ft I.e 41.81 Sq. Mtrs, Rail Vihar Sahkari Awas Samiti Limited, Village Sadullabad, Tehsil Loni, District Ghaziabad, Uttar Pradesh- 201102, consisting of two bedrooms, one drawing room, one kitchen, two toilet/bathroom, and balcony. Bounded By: North: Flat No. Ff-04/ Other's Property, East: Flat No. FF-01/ Plot No. B-41, South: 30 Ft Wide Road, West: Plot No. B-43

HHFNSPHOU19000004440 // HHFNSPIPL19000004628	Bharat Prasad, Suchita Kashyap	13-05-2025, Rs. 17,66,516/- as on 05-11-2026	Rs.5,60,000/- / Rs.56,000/-	Physical

Description of property: Flat No. SF -03, Second Floor Rear Side, L.I.G., Plot No. B- 8, Khasra No. 234, Rail Vihar, Village- Sadullabad, Pargana And Tehsil Loni, Ghaziabad, Uttar Pradesh – 201102 (Covered Area Measuring 300 Sq. Ft. I.e. 27.86 Sq. Mtr.) Bounded by: North: Plot No. B- 7, East: Plot No. B -12, South: Plot No. B- 9 and 10, West: 30 Ft. wide road

HHFNSPHOU19000005138 // HHFNSPIPL19000005153	Vinod Kumar, Neha Kashyap, Satyam Son of Vinod Kumar	22/08/2023, Rs. 15,32,270/- as on 12-11-2026	Rs.9,40,000/- / Rs.94,000/-	Physical

Description of property: Flat No. FF-03, LIG, First Floor, Without Roof Rights, Rear Rhs, Consisting of One Drawing/ Dining Room, One Bedroom, One Toilet, & One Kitchen Having Covered Area Measuring 308 Sq. Ft. I.e. 28.61 Sq. Mtrs Situated on Plot No- F-101, Khasra No. 180/3, & 181, Block – F, SLF Ved Vihar, Village- Sadullabad, Pargana And Tehsil Loni, District- Ghaziabad, Uttar Pradesh- 201102. Bounded By: North: Other's Property, East: Plot No. F- 102, South: Front Unit FF-2/ 9 mtr wide road, West: Unit No. FF-4/ Plot No. F-100

HHFGAZHOU20000010199 // HHFNOILAP25000067854 // HHFNOIIPL25000067855	Kaptan Singh, Kaptan Singh Liberium Global Resources Pvt Ltd, Pinki Daughter of Brijpal & Wife of Kaptan Singh	20-11-2025, Rs. 16,48,828/- as on 12-11-2026	Rs.8,00,000/- / Rs.80,000/-	Physical

Description of property: Residential Flat Second Floor L.H.S Front Side Without Roof Right Having Area Measuring 39.78 Sq Yards I.E. 33.26 Sq Meter Which Is Constructed on Plot No A- 82, Khasra No-348 Rail Vihar Sehkari Awaas Samiti Limited Gram Sadullahbad Pargana And Tehsil Loni District Ghaziabad, Boundaries: East- Flat No A-83, West- Other Flat/plot No A-81, North- Road 30 Ft Wide', South- Other Flat/plot No A-85

Authorised Officer's Details: Name: Ershad Ali
Mob- 8802270415 **Email ID: ershad.ali@herohfl.com**
Private Treaty to be executed any day on or after 30/11/2026. **Purchaser Identified**

The undersigned as Authorized Officer of Hero Housing Finance Ltd. has taken over possession of the schedule property(ies) us/ 13(4) of the SARFAESI Act, 2002 all previous attempt to auction through inviting public bid failed. Hence, Public at large is being informed that the secured property(ies) as mentioned above are available for sale, through Private Treaty, as per the terms agreeable to HHFL for realisation of HHFL's dues on "AS IS WHERE IS BASIS" and "AS IS WHAT IS BASIS".

Standard terms & conditions for sale of property through Private Treaty are as under:

1. Sale through Private Treaty will be on "AS IS WHERE IS BASIS" and "AS IS WHAT IS BASIS". Thus, no public bid shall be invited. **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.**Such purchaser shall be required to deposit 25% of the sale consideration on the next working day of receipt of HHFL's acceptance of offer for purchase of property and the remaining amount within 15 days thereafter. **4.** The purchaser has to deposit 10% of the offered amount along with application which will be adjusted against 25% of the deposit to be made as per clause (2) above. **5.** Failure to remit the amount as required under clause (2) above, will cause forfeiture of amount already paid including 10% of the amount paid along with application. **6.** In case of non-acceptance of offer of purchase by HHFL, the amount of 10% paid along with the application will be refunded without any interest. **7.** The property is being sold with all the existing and future encumbrances whether known or unknown to HHFL. The Authorized Officer/ Secured Creditor shall not be responsible in any way for any third-party claims/ rights/ dues. **8.** The purchaser should conduct due diligence on all aspects related to the property (under sale through private treaty) to his/her satisfaction. The purchaser shall not be entitled to make any claim against the Authorized Officer/ Secured Creditor in this regard at a later date. **9.** The HHFL reserves the right to reject any offer of purchase without assigning any reason. **10.**In case of more than one offer, the HHFL will accept the highest offer and there shall not be any claim against HHFL from unsuccessful offerer. **11.** The interested parties may contact the Authorized Officer for further details/ clarifications and for submitting their application. **12.** The purchaser has to bear all stamp duty, registration fee, and other expenses, taxes, duties in respect of purchase of the property. **13.** Sale shall be in accordance with the provisions of SARFAESI Act/ Rules. **14.For property details and visit to property contact to Ershad Ali / 8802270415 / ershad.ali@herohfl.com // and Shekhar Singh/9711522275/ shekhar.singh@herohfl.com .**

15 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 Sale failing which the property shall be sold through Private Treaty and balance dues, if any, will be recovered with interest and cost from you as a Borrower(s).

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: 13-11-2026 **For Hero Housing Finance Ltd.**
Place: Delhi/NCR **Authorised officer**