यूनियन बैंक ऑफ इंडिया
भारत सरकार का उपक्रम

Union Bank of India
A Government of India Undertaking

**Asset Recovery Branch, Delhi**
**603B, 6th Floor, Tower 3, Konnectus Tower, Bhavbhuti Marg, New Delhi-110001**
**Email - UBIN0554723@unionbankofindia.bank.in**

**Ref: OR: ARB - DEL: LK : 938: 2026-27** **Date: 20-11-2026**

**By Regd. Post / Courier**

To:

Borrower: -

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| M/s. Aravali Printers & Publishers Pvt Ltd<br>W-30, Okhla Industrial Area,<br>Phase-2, New Delhi-110020. | Also, at: -<br>A-129, Okhla Industrial Area,<br>Phase-2, New Delhi-110020.<br><br>W-29, Okhla Industrial Area,<br>Phase-2, New Delhi-110020.<br><br>B-8/4, Site-IV,<br>Sahibabad Industrial Area,<br>Ghaziabad, Uttar Pradesh<br>201005.<br><br>B-66, Site-IV,<br>Sahibabad Industrial Area,<br>Ghaziabad, Uttar Pradesh<br>201005. |
| Directors/Guarantors | |
| Legal Heirs of Late Sh. Madan Lal Goel<br>(Since Deceased)<br>A-5, East Krishna Nagar,<br>Shahdara, Delhi-110051 | Mr. Vijay Goel<br>A-5, East Krishna Nagar,<br>Shahdara, Delhi-110051 |
| Legal Heirs of Late Sh. Subhash Chand Goel<br>(Since Deceased)<br>A-5, East Krishna Nagar,<br>Shahdara, Delhi-110051 | Mr. Suresh Chand Goel<br>A-5, East Krishna Nagar,<br>Shahdara, Delhi-110051 |
| M/s. Ekta Traders Pvt Ltd<br>A-6, East Krishna Nagar,<br>New Delhi-110051 | |

Dear Sir/Madam,

**Sub: Notice of 15 days for sale of immovable secured assets under Rule 8 and 9 of the Security Interest (Enforcement) Rules, 2002.**

1. Union Bank of India, Asset Recovery Branch, 603B, 6th Floor, Tower 3, Konnectus Tower, Bhavbhuti Marg, New Delhi-110001, the secured creditor, caused a demand notice dated 14-11-2025 under Section 13(2) of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002, calling upon you to pay the dues within the time stipulated therein. Since you failed to comply with the said notice within the period stipulated, the Authorised Officer, has taken constructive possession of the immovable secured assets under Section 13(4) of the Act read with Rule 8 of Security Interest (Enforcement) Rules, 2002 on 05-02-2026.

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2. As you have failed to clear the dues of the secured creditor, the scheduled immovable secured assets that have been taken possession of by the Authorised Officer, will be sold by holding public E-auction on 10-12-2026 at 12.00 Noon to 5.00 PM by inviting Bids from the public through online mode http://www.baanknet.com

3. The Reserve Price will be ₹ 16,22,00,000/- (Rupees Sixteen Crore Twenty-Two Lakhs Only).

4. For detailed Terms and Conditions of the sale, please refer to the link provided in https://www.unionbankofindia.bank.in/auction-property/viewauction-property.aspx and the same is also enclosed herewith.

Yours faithfully,

कृते यूनियन बैंक ऑफ इंडिया
For Union Bank of India

AUTHORISED OFFICER
FOR UNION BANK OF INDIA

Place : **New Delhi**
Date : 20-11-2026

Encl: Sale Notice

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[Appendix - IV-A]

[See proviso to rule 8 (6)]

## Sale notice for sale of immovable properties

E-Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) of the Security Interest (Enforcement) Rules, 2002 Notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor (s) that the below described immovable property mortgaged/charged to the Secured Creditor, the Constructive possession of which has been taken by the Authorised Officer of Secured Creditor-Union Bank of India, will be sold on "As is where is", "As is what is", and "Whatever there is" on 10-12-2026, for recovery of ₹ 13,97,63,680.29 (Rupees Thirteen Crores Ninety-Seven Lakhs Sixty-Three Thousand Six Hundred Eighty and Paise Twenty-Nine Only) as on 30-09-2025 and interest and other cost thereon minus recoveries if any due to Secured Creditor, Union Bank of India from Ms. Aravali Printers & Publishers Pvt Ltd (Borrower) & Mr. Madan Lal Goel, Mr. Vijay Goel, Mr. Subhash Chand Goel, Mr. Suresh Chand Goel and M/s. Ekta Traders Pvt Ltd (Guarantors). The reserve price will be ₹ 16,22,00,000/- (Rupees Sixteen Crore Twenty-Two Lakhs Only) and the earnest money deposit will be ₹ 1,62,20,000/- (Rupees One Crore Sixty-Two Lakhs & Twenty Thousand Only).

**Description of Immovable Property**

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| Four storey Industrial building at industrial plot no 129, Block-A, Okhla Industrial Area, Phase-2, Delhi owned by M/s Aravali Printers & Publishers Pvt. Ltd. having plot area of 1226.50 Sq. yards bounded as under: -<br><br>North: -Plot No 128,<br>East: -Road,<br>South: -Plot No 130,<br>West: - Service Lane |

List of Encumbrances:

a) Nil

For detailed terms and conditions of the sale, please refer to the link provided in https://www.unionbankofindia.bank.in/auction-property/viewauction-property.aspx and the same is also enclosed herewith.

कृते यूनियन बैंक ऑफ इंडिया
For Union Bank of India

AUTHORISED OFFICER
FOR UNION BANK OF INDIA

Place : **New Delhi**
Date : 20-11-2026

Encl: Terms of sale

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## TERMS AND CONDITIONS OF SALE OF IMMOVABLE SECURED ASSETS

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| 1. Name and address of the Borrower, Co-Applicant and Guarantor | **(Borrower)**<br>1. M/s. Aravali Printers & Publishers Pvt Ltd<br>○ W-30, Okhla Industrial Area, Phase-2, New Delhi-110020.<br>○ A-129, Okhla Industrial Area, Phase-2, New Delhi-110020.<br>○ W-29, Okhla Industrial Area, Phase-2, New Delhi-110020.<br>○ B-8/4, Site-IV, Sahibabad Industrial Area, Ghaziabad, Uttar Pradesh 201005.<br>○ B-66, Site-IV, Sahibabad Industrial Area, Ghaziabad, Uttar Pradesh 201005.<br><br>**(Directors/Guarantors)**<br><br>1. Sh. Madan Lal Goel (Now Deceased)<br>A-5, East Krishna Nagar, Shahdara, Delhi-110051<br>2. Mr. Vijay Goel<br>A-5, East Krishna Nagar, Shahdara, Delhi-110051<br>3. Sh. Subhash Chand Goel (Now Deceased)<br>A-5, East Krishna Nagar, Shahdara, Delhi-110051<br>4. Mr. Suresh Chand Goel<br>A-5, East Krishna Nagar, Shahdara, Delhi-110051<br>5. 5. M/s. Ekta Traders Pvt Ltd<br>A-6, East Krishna Nagar, Shahdara, Delhi-110051 |
| **2.** Name and address of the Secured Creditor: | Union Bank of India,<br>Asset Recovery Branch,<br>603B, 6th Floor, Tower 3, Konnectus Tower, Bhavbhuti Marg, New Delhi-110001 |
| 3.Description of immovable secured assets to be Sold:<br><br>Four storey Industrial building at industrial plot no 129, Block-A, Okhla Industrial Area, Phase-2, Delhi owned by M/s Aravali Printers & Publishers Pvt. Ltd. having plot area of 1226.50 Sq. yards bounded as under: -<br><br>North: -Plot No 128,<br>East: -Road,<br>South: -Plot No 130,<br>West: - Service Lane | |
| **4.**The details of encumbrances, if any known to the Secured Creditor | "As is where is", As is what is" and "Whatever there is" |
| **5.** Details of Stay / Status Quo/ Litigation pending against the property, if any, known to the secured creditor in Courts/Tribunals etc. | Subject to outcome of following cases:<br>• SA 82 / 2026 DRT-II, Delhi<br>• SA 380 / 2026 DRT-II, Delhi<br>• SA 410 / 2026 DRT-I, Delhi<br>• W.P (C) 11334/2026 in Delhi High court |



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| **6.** Last date for submission of EMD | EMD shall be deposited and Linked/Map the EMD amount with the Property ID before Start Time of Auction as per clause 7 below.<br>It is advisable to deposit and Link / Map the EMD amount with the property ID well in advance to avoid any technical glitch. |
| **7.** Date & Time of auction | 10-12-2026 from 12:00 Noon to 05:00 PM (with 10 minutes unlimited auto extensions) E-auction website- https://baanknet.com |
| **8.**The secured debt for the recovery of which the immovable secured asset is to be sold: | ₹ 13,97,63,680.29 (Rupees Thirteen Crores Ninety-Seven Lakhs Sixty-Three Thousand Six Hundred Eighty and Paise Twenty-Nine Only) as on 30-09-2025 and interest and other cost thereon minus recoveries if any. |
| **9.1** Reserve price for the properties below which the immovable property may not be sold: | ₹ 16,22,00,000/- (Rupees Sixteen Crore Twenty-Two Lakhs Only) |
| **9.2** EMD Payable | ₹ 1,62,20,000/- (Rupees One Crore Sixty-Two Lakhs & Twenty Thousand Only). |

**10. 1. Registration**

The Online E-Auction will be held through web portal/website https://baanknet.com on the date and time mentioned above with unlimited extension of 10 minutes. The intending bidders / purchasers required to register through https://baanknet.com (Buyer Registration - link provided in the home page of the website) by using their mobile number and valid email-id. The intending bidders / purchasers further required to upload KYC documents and Bank Details. The intending bidders / purchasers can be guided by the Buyer Manual provided in the home page of the website.

**10. 2. KYC Verification**

While registering as buyer/bidder, the intending bidder / purchaser are required to upload KYC documents and Bank account details. Further, for approval of the KYC documents the bidder/ purchasers should have "Digi Locker" facility. Registration formalities shall be completed well in advance.

**10. 3. EMD Payment**

On completion of KYC verification, the intending bidders / purchasers may login and make the EMD payment, for EMD payment intending bidder/purchasers can be guided by the buyer manual provided therein after login as buyer. Payment can be made through payment gateway and also by way of creating challans and deposit the amount in the wallet. The payment shall be ensured well in advance before the stipulated time. If the required EMD amount is not held in the buyer Wallet, the intending bidders / purchasers will not be allowed to bid the property.

**10.4 Bidding**

The bidder has to select the property for which offer is submitted from the list mentioned in the above website and/ or bidder can directly enter Property ID (as mentioned in https://ibapi.in). The property will be visible in 'Live Auctions' on www.baanknet.com one day prior to the date of auction.

**10. 5. Help Desk**

- For queries contact Number: 8291220220 & email ID support.BAANKNET@psballiance.com
- For Registration and Login and Bidding Rules visit Buyer Manual link provided in the home page of https://baanknet.com



For auction related queries e-mail- UBIN0554723@unionbankofindia.bank.in or contact Union Bank of India, Asset Recovery Branch, 603B, 6th Floor, Tower 3, Konnectus Tower, Bhavbhuti Marg, New Delhi-110001. Authorised Officer- Mr. Lakshya Khatri, Chief Manager, M- 9982000301.

**10.6 Steps Involved**

- Register on https://baanknet.com using mobile number and email ID.
- Upload requisite KYC Documents.
- Pay EMD amount by Payment Gateways and also by Generate challan and transfer EMD amount to bidder's EMD Wallet.
- Link/ Map the EMD amount with the property ID from the wallet of the bidder/ purchaser ID
- Submission of bid shall be through Online mode on the auction date and time.
- In case of successful Bid, the balance bid amount to be paid as per the terms as mentioned hereunder.

Bidders are advised to go through the website: https://baanknet.com and https://www.unionbankofindia.bank.in/auction-property/viewauction-property.aspx for detailed terms and conditions of Auction Sale before submitting their bids and taking part in the E-Auction sale proceedings. Successful bidder will be intimated through e-mail by PSB Alliance Pvt. Ltd after the closing of the e-Bidding Process.

**11.** The intending bidders may, if they choose, after taking prior appointment from the Authorised Officer, inspect the immovable/movable secured assets to be sold before the date of E-Auction.
It shall be the sole responsibility of the bidders to inspect and satisfy themselves about the secured assets and specification before submitting the bid. On participation by any person or corporate it shall be deemed that the bidders have fully satisfied themselves as to the property /assets and claims/ dues affecting the property under Sale in all respects.

**12.** (a) In case of bidding, the bid increment shall not be less than Rs 5,00,000/- in excess of highest bid amount or the immediate preceding bid, as the case may be with multiple increment value of Rs 5,00,000/-.
(b) Invariably, the first bid of the property/ies will be Reserve Price + one Increment. This amount will be the minimum bid amount to participate in bidding process.

**13.** The sale will be confirmed in favour of the highest bidder and the confirmation of sale shall be subject to the confirmation by the Secured Creditor.

**14.** Bids once made shall not be cancelled or withdrawn. The failure on the part of bidder to comply with any of the terms and conditions of e-auction, mentioned herein will result in forfeiture of the amount paid by the bidder.

**15.** The successful bidder so declared by the Authorised Officer shall deposit 25% of the Sale Price (inclusive of EMD), immediately on the sale day or not later than next working day with the Bank in the **Account Bearing Number 547201980050000 of the Union Bank of India, Asset Recovery Branch Through IFSC - UBIN0554723** and the balance 75% of the Sale Price on or before 15th day of confirmation of Sale or within such extended period as agreed upon in writing between the secured creditor and the purchaser, in any case not exceeding 3 months. In the event of failure to tender 25% (15%+EMD) of the sale price as per the terms of Sale by the successful bidder, the EMD so deposited by the bidder shall be forfeited to secured creditor and the bid accepted shall stand cancelled automatically and the defaulting bidder shall neither have claim on the property nor on any part of the sum for which it may be subsequently sold. In default of payment of balance amount of purchase price before 15 days from the date of confirmation of sale by the Secured Creditor or such extended period as may be mutually agreed upon between the secured creditor and the purchaser (not exceeding 3 months) the amount already deposited by the auction purchaser shall be forfeited and the property shall forthwith be sold again and the



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| defaulting purchaser shall neither have claim on the property nor on any part of the sum for which it may be subsequently sold. |
| **16.** The Authorised Officer may, where the property sold is subject to any encumbrances, if he thinks fit, allow the purchaser to deposit with him the money required to discharge the encumbrances and any interest due thereon together with such additional amount that may be sufficient to meet the contingencies or further costs, expenses and interest as may be determined by him.<br>On such deposit of money for discharge of encumbrances, the Authorised Officer may issue or cause the purchaser to issue the notices to the persons interested in or entitled to the money deposited with him and take steps to make the payment accordingly. |
| **17.** On confirmation of sale by the secured creditor and if the terms of payment have been complied with by the successful bidder, the Authorised Officer shall issue a certificate of sale of immovable property in favour of the purchaser in Appendix-V to the Security Interest (Enforcement) Rules, 2002 |
| **18.** Legal charges for registration of sale certificate, stamp duty, registration charges and other incidental charges as applicable shall be borne by the successful bidder only. |
| **19.** As per provision of Section 194-IA of Income Tax Act, 1961, TDS @ 1 % will be applicable on the sale proceeds or stamp duty value of such property, whichever is higher, where either sale proceeds or stamp duty value is Rs. 50,00,000/-(Rupees fifty lakhs) and above. The successful bidder/ purchaser shall deduct the TDS from the sale price and deposit the same with the Income Tax Department quoting Bank's name and PAN as a seller and submit the original receipt of the TDS certificate to the Bank (Applicable for immovable property, other than Agricultural land). In case of movable/plant & machinery/stocks/goods etc. GST charges will be applicable as per the prescribed norms over & above the sale price. |
| **20.** The Authorised Officer will deliver the property on the basis of constructive possession taken on 05.02.2026 as is where is basis to the purchaser free from encumbrances, known to the Secured Creditor on deposit of money by the purchaser towards the discharge of such encumbrances. |
| **21.** The certificate of sale will be issued specifically mentioning whether the purchaser has purchased the immovable/movable secured assets free from any encumbrances known to the secured creditor or not. No request for change of name in the sale certificate other than the person who submitted the bid/participated in the auction shall be entertained. |
| **22.** The unsuccessful Bidders who have deposited EMD shall be entitled to have the same refunded without any interest immediately after the confirmation of sale by the Authorised Officer in favour of successful bidder. The unsuccessful bidder is required to place request for refund with https://baanknet.com The bidders will not be entitled to claim any interest, costs, expenses and any other charges (if any). |
| **23.** Bank, the Secured Creditor, reserves the right to accept / reject the highest bid without assigning any reason thereof or to cancel the sale. |
| **24.** In case any dispute arises as to the validity of the bid(s), amount of bid, EMD or as to the eligibility of the bidder, authority of the person representing the bidder, the interpretation and decision of the Bank shall be final. In such an eventuality, the Bank shall in its sole discretion be entitled to call off the sale and put the property to sale once again on any date and at such time as may be decided by the Bank |
| **25.** The bank/service provider for e-auction shall not have any liability towards bidders for any interruption or delay or technical snag in access to the site irrespective of the causes. |



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| **26.** The above movable/immovable secured assets will be sold in **"As is where is", "As is What is" and "whatever there is"** condition. |
| **27.** The entire sale consideration shall be exclusively available for appropriation towards dues to the Bank and it is exclusive of encumbrances of all statutory dues and other dues if any, shall be settled by the proposed purchaser out of his own sources. |
| **28.** To the best of information and knowledge of the Authorised Officer, there is no encumbrance on the property. However, the intending bidders should make their own independent enquiry regarding the encumbrances, title of the property put to auction and the claims / rights/ dues affecting the property, prior to submitting their bid. The E Auction advertisement does not constitute and will not be deemed to constitute any commitment or any representation of the Bank to sell the property. The Authorised Officer/ Secured Creditor shall not be responsible in any way for any third-party claims/rights/dues. |

Place : **New Delhi**
Date : 20-11-2026

कृते यूनियन बैंक ऑफ इंडिया
For Union Bank of India
प्राधिकृत अधिकारी
Authorised Officer

AUTHORISED OFFICER
FOR UNION BANK OF INDIA