AUCTION SALE NOTICE
TENDER CUM E –Auction
(To the Borrower /Co-Applicant / Public in General)
(Under Rule 8(6) R/w with Rule 9 (1) of SARFAESI Act, 2002)

The undersigned Authorized Officer of HDB Financial Services Ltd, has taken over Possession of the following property, under Securitization and Reconstruction of the Financial Assets & Enforcement of Security Interest Act 2002, for the below mentioned loan account with a right to sell the same on **"AS IS WHERE IS BASIS & AS IS WHAT IS BASIS"**

Name and Address of the Applicant & Co-Applicant: **1.PENGUIN KIDS WORLD,**PENGUIN KIDS WORLD NO 16 VENKATRAMANA ROUND ROAD MAHALINGAPURAM MAHALINGAPURAM-642002 TAMIL NADU, **2.THANGAM VASUDEVAN,** NO 17/99 RATHINAM NAGAR T KOTTAMPATTI MAHALINGAPURAM POLLACHI MAHALINGAPURAM-642002 TAMIL NADU, **3.JANARTHANAN VASUDEVAN,** NO 17/99 RATHINAM NAGAR T KOTTAMPATTI MAHALINGAPURAM POLLACHI MAHALINGAPURAM-642002 TAMIL NADU, **4.KARTHIK B,** NO 41 C VALPARAI ROAD AALIYAR NAGAR ALIYAR NAGAR-642101 TAMIL NADU, **5.PAVITHRA JANARTHANAN,** NO 17/99 RATHINAM NAGAR T KOTTAMPATTI MAHALINGAPURAM POLLACHI MAHALINGAPURAM-642002 TAMIL NADU, **6.SRB COIR PRODUCTS,** SRB COIR PRODUCTS NO 151/1 PONNAPURAM ROAD SAMATHUR POST POLLACHI ALIYAR NAGAR-642101 TAMIL NADU, **7.VASUDEVAN MUTHU SUBRAMANIAM,** NO 17/99 RATHINAM NAGAR T KOTTAMPATTI MAHALINGAPURAM POLLACHI MAHALINGAPURAM-642002 TAMIL NADU **Loan Account No: 4493961.Total Outstanding Amount: Rs.47,95,839.43 /- (Rupees Forty Seven lakhs Ninety Five Thousand Eight Hundred Thirty Nine and Paise Forty Three Only) as on 17.11. 2026 with further interest/ incidental expenses /costs till the date of full payment.**

Details of Encumbrances, if any, known to the Secured Creditor: --- NIL

Coimbatore Registration District, Pollachi Sub Registration District, Pollachi Town, Palladam Road, T.S.Ward No.1 T.S.No.530 and 528 sub divided as 528/B of lands parceled into house sites and named as "Rathinam Nagar" in this Plot No.99 bounded as follows:- South of Plot No.98 West of South North Road North of Plot No.100 East of Plot No.90 Within the above, East West on the North 83 1/2 feet, East West on he South 88 1/2 feet, North South on the East 40 feet, North South on the West 4 feet. Land admeasuring 3440 Sq.ft. Together with pathway rights and the building constructed thereon.North- Plot No.100 South- Plot No.98 East-Plot No.90 West- South North Road

Reserve Price	Earnest Money Deposit	Bid Incremental Amount	Auction Date & Time	EMD Last Date & Time
Rs.1,27,16,300 /-	Rs.12,71,630 /-	Rs.1,00,000/-	23.12.2026, 11 a.m. to 12 Noon, with unlimited extension of 5 minutes	22.12.2026 up to 05:00 p.m

Terms and Conditions of Tender-cum-Auction Sale:

The auction sale shall be "online e-auction" bidding through website https://bankeauctions.com **on the dates as mentioned in the table above with Unlimited Extension of 5 Minutes.**

The interested bidders shall submit their EMD through Web Portal: https://bankeauctions.com (the user ID & Password can be obtained free of cost by registering name with https://bankeauctions.com) through Login ID & Password. The EMD shall be payable through Order/Demand Draft for an EMD of 10% of the Reserve Price, drawn in favour of "HDB Financial Service Limited" above.After Registration (One Time) by the bidder in the Web Portal, the intending bidder/ purchaser is required to get the copies of the following documents uploaded in the Web Portal before the Last Date & Time of submission of the Bid Documents viz. i) Copy of the NEFT/RTGS Challan or Demand Draft; ii) Copy of PAN Card; iii) Proof of Identification/ Address Proof (KYC) viz.self-attested copy of Voter ID Card/ Driving License/ Passport etc.; without which the Bid is liable to be rejected. UPLOADING SCANNED COPY OF ANNEXURE-II & III (can be downloaded from the Web Portal: https://bankeauctions.com) AFTER DULY FILLED UP & SIGNING IS ALSO REQUIRED. The interested bidders who require assistance in creating Login ID & Password, uploading data, submitting Bid Documents, Training/ Demonstration on Online Inter-se Bidding etc., may contact **C1 INDIA PRIVATE LIMITED**, Plot no-68, 3rd Floor, Sec-44, Gurgaon, Haryana-122003- mail ID : support@bankeauctions.com ,Contact Person name / mail id and contact no:1.**Mr. Dharani krishna / andhra@c1india.com**,Ph.9948182222.

- The intending bidders should be present in person for the Auction and participate personally and give a declaration in writing to the effect that he/she is bidding for himself/herself. No Authorized person/s allowed.
- The intending bidders may obtain the Tender Forms from the Manager, M/s. **HDB Financial Services Ltd.** No.9-12, Uttam complex,1st Floor, Rajaji Road, Ram Nagar, Coimbatore – 641009.
- The intending bidders should submit their bids only in the tender form prescribed in sealed envelopes addressed to the Authorized Officer, HDB Financial Services Limited, together with a Pay Order/Demand Draft for an EMD of 10% of the Reserve Price, drawn in favour of "HDB Financial Service Limited" on or before 5 pm on the 22.12.2026 of Tender-cum-Auction sale hereby notified.
- For inspection of the Property and other particulars, the intending purchaser may contact: **M/s. HDB Financial Services Ltd. No.9-12, Uttam complex,1st Floor, Rajaji Road, Ram Nagar, Coimbatore – 641009 Authorized Officer- Mr.Manikandan – 8220855303, Mr.Ranjith – 9952535434**
- The Property is sold on "**As-is-where-is**" and "**As-is-what-is**" condition basis.
- The sealed Tenders will be opened in the presence of the intending bidders by 11am on the 23.12.2026 of Tender-cum-auction Sale hereby notified. Though in general the same will be by way of closed tenders, the Authorized Officer may, at his sole discretion, conduct an open Auction among the interested bidders who desire to Quote a bid higher than the one received in the closed tender process, and in such an event, the sale shall be conferred on the person making highest bid. The sale, however, is subject to confirmation of HDB Financial Services Limited.

- The successful bidder shall have to pay 25% (inclusive of EMD paid) of the sale amount immediately on the same day or not later than next working day on completion of sale and the balance amount of 75% within 15 days from the date of confirmation of Sale, failing which the initial deposit of 25% shall be forfeited. At any cost it shall not be refunded. If the successful bidder, fail to make the payment of 25%
  of the entire bid amount as mentioned above, the next successful bidder will be considered and entitled to complete the sale.
- The sale certificate will be issued by the Authorized Officer in favour of the successful purchaser only after receipt of the entire sale consideration within the time limit stipulated herein.
- The successful purchaser shall bear the charges/fees payable for conveyance, such as stamp duty, Registration Fee etc., as applicable under law.
- The successful bidder should pay the statutory dues (lawful house tax, Electricity Charges and other Dues), TDS, GST if any, due to Government, Government undertaking and Local bodies.
- The Authorized Officer has absolute right to accept or reject Tender or Bid any or all the offers and adjourn/postpone/cancel the Auction without assigning any reason thereof and also modify any terms and conditions of the sale without assigning any reason thereof and also to modify any terms and conditions of the sale without any prior notice.

Place: Pollachi
Date: 17/11/2026

Authorised Officer
M/s.HDB Financial Services Limited.

Authorised Officer : M/s. HDB Financial Services Ltd. No.9-12, Uttam complex,1st Floor, Rajaji Road, Ram Nagar, Coimbatore – 641009.