ANNEXURE-C

NOTICE OF SALE

Branch: Dhangu Road Pathankot

Notice of sale under Rule 6(2) and 8(6) of The Security Interest (Enforcement Rules) 2002 under The Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002

To,

M/s Pure Valley Private Limited **Through Directors** **Sh. Rahul Sawhney S/o Sh. Jitender Sawhney** **Smt. Bindu Sawhney W/o Sh. Jitender Sawhney** **Regd Office : 207, 2nd Floor, Plot No 7, Suneja Tower-1, District Centre, Janakpuri, New Delhi-110058** **Unit Add: Plot No 189C, Phase III, Sansarpur Terrace Industrial Area, The. Jaswan, District Kangra, Himachal Pradesh-176501** **(Borrower and mortgagor)**	**Shri Rahul Sawhney S/o Sh. Jitender Sawhney** **E-25, Villa-A, Rajouri Garden Rajouri Market West Delhi 110027 (guarantor)**
Smt Bindu Sawhney W/o Sh. Jitender Sawhney E-25, Villa-A, Rajouri Garden, Rajouri Market West Delhi 110027	

Sub: Loan account – M/s Pure Valley Private Limited (OCC (A/c No. 7452981952) , TL (A/C No. 7453217973) and TL (A/C No. 8324355197) with Indian Bank, Dhangu Road Pathankot **Branch – reg.**

M/s Pure Valley Private Limited availed OCC (A/c No. 7452981952) , TL (A/C No. 7453217973) and TL (A/C No. 8324355197) facility from Indian Bank, Dhangu Road Pathankot Branch the repayment of which is secured by Mortgage of schedule mentioned properties hereinafter referred to as "the Properties". **M/s Pure Valley Private Limited** failed to pay the outstanding dues to the Bank. Therefore a Demand Notice dated 13.07.2026 published in newspaper on 21.07.2026 under Sec. 13 (2) of Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (for short called as "The Act"), was issued by the Authorized Officer calling upon Borrower, Guarantor and Mortgagor, 1 **M/s Pure Valley Private Limited Through Directors Sh. Rahul Sawhney S/o Sh. Jitender Sawhney and Smt. Bindu Sawhney W/o Sh. Jitender Sawhney Regd Office : 207, 2nd Floor, Plot No 7, Suneja Tower-1, District Centre, Janakpuri, New Delhi-110058 Unit Add: Plot No 189C, Phase III, Sansarpur Terrace Industrial Area, The Jaswan, District Kangra, Himachal Pradesh-176501 (Borrower and mortgagor) 2. Shri Rahul Sawhney S/o Sh. Jitender Sawhney E-25, Villa-A, Rajouri Garden Rajouri Market West Delhi 110027 (guarantor)3. Smt Bindu Sawhney W/o Sh. Jitender SawhneyE-25, Villa-A, Rajouri Garden, Rajouri Market West Delhi 110027**

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Authorized Officer

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liable to the Bank to pay the amount due to the tune of ₹25077434.74 (Rupees Two crores Fifty Lakhs Seventy Seven Thousand Four Hundred Thirty Four and Seventy Four paise only) as on 12.07.2026 with further interest, costs, other charges and expenses thereon. All failed to make payment despite Demand Notice dated 13.07.2026 published in newspaper on 21.07.2026

As **M/s Pure Valley Private Limited** failed to make payment despite Demand Notice, the Authorized Officer took Symbolic possession of the schedule mentioned properties under the Act on 24.09.2026 after complying with all legal formalities.

As per Sec.13 (4) of the Act, Secured Creditor is entitled to effect sale of the assets taken possession of and realize the proceeds towards outstanding balance. In accordance with the same, the undersigned / Authorized Officer intends selling the schedule mentioned securities in the following mode:

THE SALE PROPOSED TO BE HELD IS BY WAY OF PUBLIC TENDER / AUCTION ADOPTING THE e-AUCTION MODE on 09.12.2026.

As per Rule 6 (2) and 8(6) of The Security Interest (Enforcement)Rules 2002 framed under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002, 30 days notice of intended sale is required to be given and hence we are issuing this notice.

The amount due as on 03.11.2026 is Rs. **2,61,98,306/- (Rupees Two Crore Sixty One Lakhs Ninety Eight Thousand Three Hundred and Six only)** with further interest, costs, other charges and expenses thereon from **04.11.2026.**

Please take note that this is notice of 30 days and the schedule mentioned properties shall be sold under the Act by the undersigned/Authorized Officer any time after 30 days.

The date of sale is fixed on 09.12.2026 which would be by e-auction mode.

Inspection of the scheduled properties and related documents/up to date EC etc by the intending purchasers/bidders may be done at their expense from **23.11.2026** to **04.12.2026** between **10.00 am to 4.00 pm.**

The Reserve price and Earnest Money Deposit (EMD) for the sale of the secured assets is fixed as mentioned in the schedule

The terms and conditions of e-auction is available in the website **(https://baanknet.com).**

The intending Bidders/ Purchasers are requested to register with online portal **(https://baanknet.com** (PSB Alliance Pvt. Ltd.**)** using their mobile number and email id. Further, after completing their eKYC, the intending Bidders/ Purchasers have to transfer the EMD amount in their e-Wallet by **09.12.2026** i.e the e-Auction Date and 10 minutes before the e-auction end time in the portal. The registration and eKYC must be completed well in advance, before auction.

Earnest Money Deposit (EMD) amount as mentioned above shall be paid online or after generation of Challan from the website **(https://baanknet.com** (PSB Alliance Pvt. Ltd.**) for depositing in bidders EMD Wallet.** NEFT transfer can be done from any Scheduled Commercial Bank. Payment of EMD by

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any other mode such as **Cheques will not be accepted.** Bidders, not depositing the required EMD online, will not be allowed to participate in the e-auction. The Earnest Money Deposit shall not bear any interest.

The Authorized Officer/Bank has the absolute right to accept or reject any bid or adjourn/ postpone/ cancel the sale without assigning any reason therefor

The successful bidder shall have to deposit 25% (twenty-five percent) of the bid amount, including EMD amount (10%) deposited, latest by the next working day and the remaining amount shall be paid within 15 days from the date of confirmation of sale in the form of Banker's Cheque/ Demand Draft /Account Transfer and/ or any other acceptable mode of money transfer. The Nodal Bank account no. / IFSC Code etc. for online money transfer is as under.

Nodal Bank Account No. and A/c. Name	Branch name and IFS Code
A/C No. 6940132194 Name : Earnest Money Deposit , Indian Bank	Branch : Amritsar (IB) Branch IFSC:IDIB000A019

In case of failure to deposit the amounts as above within the stipulated time, the amount deposited by successful bidder will be forfeited to the Bank and Authorized Officer shall have the liberty to conduct a fresh auction/ sale of the property & the defaulting bidder shall not have any claim over the forfeited amount and the property.

The sale is subject to confirmation by the Secured Creditor.

The sale is made on "As is where is and as is what is" basis and no representations and warranties are given by the Bank relating to encumbrance, Statutory liabilities etc.

If the e-auction fails owing to any technical snag etc., the same may be re-scheduled by issuing 7 days' prior notice.

This Notice is without prejudice to any other remedy available to the Secured Creditor

SCHEDULE

The specific details of the assets which are intended to be brought to sale are enumerated hereunder:

Details/ Description of Mortgaged Assets	**Reserve Price**	**EMD**	**Date, Time for e-auction and Property ID No.**	**Prior Encumbrance**
Leasehold rights of Commercial Land and Building Built on Plot No 189C, Phase III Industrial Area Sansarpur Terrace, Tehsil Jaswan, DisttKangra, Himachal Pradesh -176501 measuring 2000 Sq. Mtr. Located in Khewat No. 160 Min, Khatoni No. 174 Min, Khasra No. 271, Share 2000/57028 Mahal Sansarpur in the Name of M/s Pure Valley Private Limited Vide Supplemental Lease deed Registered with No 225/2022	**₹ 1,42,13,600/-**	**₹ 14,21,360/-**	Date: **09.12.2026** Time: 10.00 am to 5:00 pm Property ID. No. **IDIB007452981952**	--

For INDIAN BANK
Authorized Officer

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Dated 24.08.2022 in Add. Book Vol No. 273 Pg No 57 to 63(Being Supplemental to the Principal Lease Deed no. 50/11 Dated 15.02.2011 favouring M/s J.N. Juices) **Property is bounded as under:** **North:Industrial Dept. Office** **South:Horizon Polymer** **East:Talwara Chinpurni road** **West:Himachal Services Station**				

Bidders are advised to visit the website (**https://baanknet.com**) of our e auction service provider PSB Alliance Pvt. Ltd to participate in online bid. For Technical Assistance Please call PSB Alliance Pvt. Ltd Helpdesk No. 8291220220, email ID:- support.baanknet@psballiance.com and other help line numbers available in service providers help desk. For Registration status with PSB Alliance Pvt. Ltd. and EMD status, please contact support.baanknet@psballiance.com.

For property details and photograph of the property and auction terms and conditions please visit: **https://baanknet.com** and for clarifications related to this portal, please contact Helpdesk No.8291220220

Bidders are advised to use Property ID Number mentioned above while searching for the property in the website with **https://baanknet.com**.

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AUTHORISED OFFICER
प्राधिकृत अधिकारी/Authorized Officer

Place: Amritsar
Date: 04.11.2026