

**E-AUCTION SALE NOTICE FOR SALE OF IMMOVABLE ASSETS (AS MENTIONED
HEREINAFTER) UNDER THE SECURITIZATION AND RECONSTRUCTION OF FINANCIAL
ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002 ("SARFAESI ACT") 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 **M/s National Sales Syndicate ("Borrower")**, **Mr. Hari Prasad Goenka ("Guarantor No.1" & "Mortgagor No.1")**, **Ms. Madhu Goenka ("Guarantor No.2" & "Mortgagor No.2")** and **Mr. Vidyut Goenka ("Guarantor No.3")** (Guarantor No.1, Guarantor No.2 and Guarantor No.3, collectively the "Guarantors" and Mortgagor No.1 and Mortgagor No.2, collectively referred to as the "**Mortgagors**") that the below described immovable asset was originally mortgaged in favour of ICICI Bank Limited ("**Erstwhile Creditor**"). Subsequently, the Erstwhile Creditor assigned the financial assets pertaining to the Borrower viz., the loans disbursed under the financial documents together with its rights, title and interest in the financial documents and any underlying security interests, pledges, guarantees in respect of such loans to J.C. Flowers Asset Reconstruction Pvt. Ltd. (acting in its capacity as trustee of JCF ARC Trust 2024-25/40) ("**JCF ARC**")/ "**Secured Creditor**") vide an assignment agreement dated Oct 10, 2025.

The physical possession of the secured asset was taken by the authorized officer of the Erstwhile Creditor and the same has been duly handed over to JCF ARC pursuant to the assignment of the underlying financial assets pertaining to the Borrower. Now, the said asset is in the possession of the Secured Creditor and the same will be sold on "As is where is", "As is what is", and "Whatever there is" and "No recourse" basis on April 21, 2026 for recovery of **INR 20,92,22,487.78 (Rupees Twenty Crore Ninety Two Lakh Twenty Two Thousand Four Hundred Eighty Seven and Seventy Eight Paise only) as on September 12, 2025** due to JCF ARC, together with further interest and cost thereupon, from the Borrower, Mortgagors and Guarantors. The **reserve price will be INR 5,03,20,000/- (Rupees Five Crore Three Lakh Twenty Thousand only)** and **earnest money deposit will be INR 50,32,000/- (Rupees Fifty Lakh Thirty Two Thousand only)**.

The description of the immovable property is as under:

"All that piece and parcel of Unit No. IV on the 7th floor, measuring about 2400 sq. ft. super built up area together with tow cover car parking space in the basement being car parking space no. 40 and 41 and open car parking space no. 16 on ground floor situated at Premises No. 59, Ballygunge Circular Road, Kolkata -700019, Ward No. 69, West Bengal owned by Mr. Hari Prasad Goenka and Ms. Madhu Goenka"

- 1. Inspection of the properties:** Interested parties may inspect the property from March 16, 2026 to April 20, 2026 between 12.00 noon to 5.00 pm with prior information to the Authorized Officer of the Secured Creditor.
- 2. Last date and time of submitting bid application for participating in public auction/ e-auction along with KYC and Earnest Money Deposit ("EMD"):** April 20, 2026 up to 6:00 PM
- 3. Date of e-Auction:** April 21, 2026 between 11:00 AM to 2:00 P.M
- 4. Bank account detail for depositing EMD and mode of payment of EMD is as given in detailed terms and conditions of the sale.**

Interested bidders are hereby advised to do their own due diligence related to the above asset before submission of bid. For detailed terms and conditions of the sale, please refer to the website: <https://sarfaesi.auctiontiger.net>

Sd/-, Authorised Officer

Place: New Delhi
Date: March 16, 2026

For J. C. Flowers Asset Reconstruction Pvt. Ltd.
(acting in its capacity as trustee of JCF ARC Trust 2024-25/40)