



HERO HOUSING FINANCE LIMITED

Registered Office: 09, Community Centre, Basant Lok, Vasant Vihar, New Delhi-110057.

Branch Office: Office 638-639, 6th Floor, Old Amarpali Cinema, Raiya Road, Rajkot, Gujarat 360004.

PUBLIC NOTICE (E- AUCTION FOR SALE OF IMMOVABLE PROPERTY)

[UNDER RULE 8(6) OF THE SECURITY INTEREST (ENFORCEMENT) RULES, 2002]

NOTICE FOR SALE OF IMMOVABLE PROPERTY MORTGAGED WITH HERO HOUSING FINANCE LIMITED (SECURED CREDITOR) UNDER THE SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002.

Notice is hereby given to the public in general and in particular to the borrower(s) and guarantor(s) or their legal heirs/ representatives that the below described immovable properties mortgaged/charged to the Secured Creditor, the possession of which has been taken by the Authorized Officer of Hero Housing Finance Limited (secured creditor), will be sold on **24-July-2025** (E-Auction Date) on "AS IS WHERE IS", "AS IS WHAT IS" and "WHATEVER THERE IS" basis for recovery of outstanding dues from below mentioned Borrowers, Co- Borrowers or Guarantors. The Reserve Price and the Earnest Money Deposit is mentioned below. **The EMD should be made through Demand Draft/RTGS/NEFT for participating in the Public E-Auction along with the Bid Form which shall be submitted to the Authorised Officer of the Hero Housing Finance Ltd On or before 23-July-2025 till 5 PM at Branch Office: Office 638-639, 6th Floor, Old Amarpali Cinema, Raiya Road, Rajkot, Gujarat 360004.**

Loan Account No.	Name of Borrower(s)/ Co- Borrower(s)/ Guarantor(s)/ Legal Heir(s)/ Legal Rep.	Date of Demand Notice	Type of Possession (Under Constructive/ Physical)	Reserve Price
		Amount as on date		Earnest Money
HHFRAJHOU2400045000 // HHFRAJIPL24000045002	Prakashbhai Damjibhai Gondaliya/ Bhavnaben Prakashbhai Gondaliya	14/10/2024, Rs.4,695,737.78/- as on 17/06/2025	Physical	Rs. 32,00,000/- Rs.3,20,000/-

Description of property: All that peace and parcels of property being residential tenement constructed on southern side n.a. land admeasuring 69.65 sq. mtrs. of Plot No 6/c Paiki Lying And situated at Revenue Survey No.315, Paiki of Village Kothariya of Rajkot Taluka And District Rajkot And Gujarat. Property Bounded By: North : Land of Sub Plot No 6/C, South : Land of Plot No 6/D, East : Road, West : Land of Plot No 6/A

HHFRAJLAP24000050759// HHFRAJLAP24000050763	Mahesh Kishorbhai Chavlia	10/03/2025, Rs. 6,574,907.96/- as on 17/06/2025	Symbolic	Rs. 57,00,000/- Rs. 5,70,000/-
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Description of property: All that piece and parcels of property being immovable property comprising of Commercial Ground Floor Shop No. 5 Paiki North Side Shop No 5/A, carpet area admeasuring 12.64 sq. Mtrs. Build up area 15.17 sq. Mtrs. Building known as "New Shalimar", (Nirgun Nivas) Lakhajiraj-navanaka Road Opp. Prahlad Cinema, City Survey Ward No 1, City Survey No 1961 and 1967 Paiki of Rajkot City in the State of Gujrat with common amenities written in title document. Property Bounded By: North: Shop No 6, South: Shop No 5/b, East: This Property Paiki Others Part, West: Lakhajiraj-nanvanaka Road.

Terms and condition: The E-auction will take place through portal <https://sarfaesi.auctiontiger.net> on 24-July-2025 (E-Auction Date) After 11 AM onwards with limited extension of 10 minutes each.

The Intending Purchasers / Bidders are required to deposit EMD amount either through RTGS / NEFT or by way of Demand Draft/RTGS/NEFT favouring the "HERO HOUSING FINANCE LTD." The EMD amount will be return to the unsuccessful bidders after conclusion of the E-auction.

Terms and Conditions of the E-Auction: 1. E-Auction is being held on "As is where is Basis" & "As is what is Basis" & "whatever there is Basis" & "Without recourse Basis" and will be conducted "online". 2. Bid increment amount shall be Rs.15,000/- (Rupees Fifteen Thousand Only). 3. The E-Auction will be conducted through M/s E-Procurement Technologies Ltd. (Helpline No(s): 07961200576/544/594/596/531/583/569, 6351896643 and E-mail on support@auctiontiger.net/ maulik.shrimali@auctiontiger.net) at their web portal <https://sarfaesi.auctiontiger.net>. 4. There is no encumbrance on the property which is in the knowledge of Secured Creditors. However, the intending bidders should make their own independent enquires regarding the encumbrances, title of property put on auction and claims/ rights/ dues/ affecting the property, prior to submitting their bids. In this regard, the E-Auction advertisement does not constitute and will not be deemed to constitute ant commitment or any representation of Hero Housing Finance Limited. 5. The Authorized Officer / Secured Creditor shall not be responsible in any way for any third-party claims/ rights/ dues. The sale shall be subject to rules/ conditions/ prescribed under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002. The other terms and conditions of the E-Auction are published in the following website: www.herohousingfinance.com 6. For property details and visit to property contact to Mr. Jignesh Savjibhai Solanki/7984178663/ jignesh.solanki@herohfl.com / and Shekhar Singh/9711522275/ shekhar.singh@herohfl.com . 7. The prospective bidders can inspect the property on 17-July-2025 between 11.00 A.M to 2.00 P.M with prior appointment.

30 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 Auction failing which the property shall be auctioned and balance dues, if any, will be recovered with interest and cost from you.

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: 21/06/2025

Place: Rajkot/Gujarat

For Hero Housing Finance Ltd. Authorised officer

Mr. Hari Rajawat, Mob- 9828677772

Email ID: hari.rajawat@herohfl.com