



HERO FINCORP LIMITED

CIN: U74899DL1991PLC046774

Regd Office: 34, Community Centre, Basant Lok, Vasant Vihar, New Delhi-110057

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"APPENDIX-IV-A" [See Proviso to Rule 8(6)] Sale Notice for Sale of Immovable Property E-AUCTION -CUM SALE NOTICE BY WAY OF PUBLIC AUCTION FOR SALE OF IMMOVABLE PROPERTY IN TERMS OF SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002 READ WITH PROVISO TO RULE 8(6) AND 9(1)) OF THE SECURITY INTEREST (ENFORCEMENT) RULES, 2002

Notice is hereby given to the public in general and in particular to the Borrowers that the below mentioned immovable property mortgaged / charged to the Secured Creditor (Hero Fincorp Limited), the physical possession of the below mentioned immovable property has been taken by the Authorized Officer of Secured Creditor (Hero Fincorp Limited), will be sold by way of public auction on "As is where is Basis" & "As is what is Basis" & "whatever there is Basis" & "Without recourse Basis" on below mentioned date, for recovery of amount as mentioned below, due to the Secured Creditor from the Borrower. The Reserve Price is mentioned below and the earnest money to be deposited is mentioned respectively.

Name of the Borrower (B) / Guarantors (G) / with Address	Address of the Security charged covered under Auction	Reserve Price (RP)	
		EMD Amount 10% of the Reserve Price	
		Incremental Amount	
1. M/s Jay Photo Art (Borrower / Addressee No. 1) Through its Proprietor, Having its registered office at: - 2nd Floor, Office No.214, Shiromani Complex, Bhupendra Road, Kavi Nanalal Marg Corner, Rajkot, Gujarat-360001 Also at, Shop No. 201, Hari Krushna Complex, Kothariya Maian Road, Rajkot, Gujarat-360007 2. Mr. Jayesh S Lalakiya (Co-Borrower / Addressee No. 2) Proprietor, Residing at: - Umavada, Mota, Rajkot, Lunivav, Gujarat-360311 3. Mr. Bhaniben Jayeshbhai Lalakiya (Co-Borrower / Addressee No. 3) Residing at: Umavada, Mota, Rajkot, Lunivav, Gujarat-360311	Property No-I Office No. 201, 2nd Floor, Hari Krushna Complex, Anand Nagar Colony, Rajkot, Gujarat-360002. East: Covered parking then road West: Office no. 208 North: Open space then others house South: Office No. 202 Property No-II Office No. 208, 2nd Floor, Hari Krushna Complex, Anand Nagar Colony, Rajkot, Gujarat-360002 Property No. III Office No. 301, on 3rd Floor, Hari Krushna Complex, Anand Nagar Colony, Rajkot, Gujarat-360002 Property No-IV Shop No. 103 and Office No. 04 on 1st Floor, Hari Krushna Complex, Opp. Nilkanth Cinema, Kothariya Main Road, Rajkot, Gujarat- 360 001 East: Balcony, Passage West: Passage North: Shop No. 102 South: Shop No. 104 Property No-V Office No. 103, on 1st Floor, Hari Krushna Complex, Opp. Nilkanth Cinema, Kothariya Main Road, Rajkot, Gujarat- 360 001 East: Office no. 104 West:Margin space others house North:Open Space South: Passage and stairs Property No-VI Shop No. 104, 1st Floor, Hari Krushna Complex, Opp. Nilkanth Cinema, Kothariya Main Road, Rajkot, Gujarat- 360 001 East: Covered Balcony West: Open Passage North: Shop No. 103 South: Shop No. 105	Property No-I	Rs.11,25,000/- Rs.1,12,500/- Rs.10,000/-
		Property No-II	Rs. 9,75,000/- Rs. 97,500/- Rs.10,000/-
		Property No-III	Rs.7,00,000/- Rs.70,000/- Rs.10,000/-
		Property No-IV	Rs.20,25,000/- Rs. 2,02,500/- Rs.25,000 /-
		Property No-V	Rs.14,75,000/- Rs. 1,47,500/- Rs.25,000 /-
		Property No-VI	Rs. 8,10,000/- Rs. 81,000/- Rs.10,000 /-

Outstanding Dues for recovery of which property is being sold	Date/Time of On-Site Inspection of Property with Name of Authorized Officer	Last Date for submission of EMD and Request letter of participation, KYC, Documents, Pan Card, Proof of EMD etc.	Date and Time of E-Auction with auto extension of 5 minutes each
Rs 1,42,14,376/- as on 23.12.2025	On or before 23.03.2026, 10.00 AM to 5.00 PM, Authorized Officer: Mr. Rajesh Yadav, Mob: 9727368186 Email: Rajesh.yadav@herofincorp.com Mr. Kailash Choudhary , Mob. No. 9820730811 Email: kailash.choudhary@herofincorp.com	On or before 24.03.2026 upto 5.00 PM and EMD through RTGS/NEFT	25.03.2026 Time: 10.00 AM to 1.00 PM

The Intending Purchasers / Bidders are required to deposit EMD amount either through RTGS / NEFT or by way of Demand Draft / Pay order in the Account No.00030310016156, Name of the Beneficiary: "Hero Fincorp Limited", IFSC Code: HDFC0000003

Terms and Conditions of the E-Auction:

- 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".
- The E-Auction will be conducted through M/s E-Procurement Technologies Ltd. (Helpline No(s): 9173528727, 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>.
- 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 any commitment or any representation of Hero Fincorp Limited.
- 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: <https://sarfaesi.auctiontiger.net>.

Date: 10.03.2026,
Place: Rajkot, Gujarat

Sd/- Authorized Officer,
Hero Fincorp Limited

Terms and Conditions of E-Auction:

- a. The Auction/bidding will be held online by M/s Hero FinCorp Ltd. (in short 'HFCL') through website "<https://sarfaesi.auctiontiger.net>" with unlimited extension of 5 minutes each.
- b. The intending bidders shall hold a valid e-mail address.
- c. Intending bidders are advised to go through the website: <https://sarfaesi.auctiontiger.net> for detailed terms and conditions of E-Auction sale before submitting their bids and taking part in E-Auction sale proceedings.
- d. Prospective bidders shall register their names at <https://sarfaesi.auctiontiger.net> and can get their user ID and Password.
- e. Bidders are mandatorily required to comply with KYC (Know Your Customer) norms and provide self-attested KYC documents (e.g., PAN Card, Aadhaar Card, Proof of Address, etc.) in physical form to HFCL. The genuineness of the KYC documents is the sole responsibility of the Bidder.
- f. The Highest Bidder shall undergo digital Know Your Customer (KYC) verification through a secure and approved platform/ process (e.g., e-KYC platform, video KYC, etc.) as determined by HFCL. Failure to complete the digital KYC verification and submit self-attested KYC documents by the Successful Bidder within same day or not later than next working day from the date of being declared the Highest Bidder may result in rejection of the Bid and thereby, the said sale shall be cancelled accordingly.
- g. Prospective bidders may also avail online training on E-Auction from our service provider, **M/s E-Procurement Technologies Ltd.** by contacting on the Helpline No. (s): 91735-28727 / 63518-96643 or may write an E-mail on Support@auctiontiger.net / maulik.shrimali@auctiontiger.net
- h. Bids shall be submitted through online only in a prescribed format with relevant details.
- i. For Participating in the E- Auction, intending bidders have to deposit EMD only by way of RTGS/ NEFT Fund Transfer in the below mentioned Account:

Bank Name	HDFC Bank Ltd
A/c Holder Name	Hero Fincorp Ltd
Bank Address	209-214, Kailash Building, 26, KG Marg, New Delhi
Account No.	00030310016156
IFSC code	HDFC0000003

- j. EMD shall be adjusted in case of successful bidders. EMD of the unsuccessful bidder shall be returned by HFCL. No interest shall be paid on the EMD.
- k. The prospective purchaser will be allowed to offer higher bid in inter-se bidding over and above the last bid quoted and an opportunity be given to increase/ improve their offers during online auction (e-auction).
- l. HFCL reserves the right to accept or reject any or all the Bid(s)/ Offer(s) or adjourn/ postpone/ cancel the e-auction sale without assigning any reason thereof.
- m. The aforesaid property shall not be sold below the Reserve Price mentioned.

- n. If the Bid/ Offer is accepted by HFCL, the successful Bidder who has offered the highest price in the bid has to pay 25% of the Bid amount (inclusive of EMD) by next working day to HFCL, failing which EMD shall be forfeited and the property shall forthwith be sold again.
 - o. The successful Bidder shall pay the remaining 75% of the bid amount on or before the 15th day of confirmation of sale by means of Cheque/ Pay Order/ Demand Draft favoring Hero FinCorp Limited payable at New Delhi.
 - p. In default of payment of the Balance amount of 75% of the bid amount within the stipulated period i.e. 15 days from the confirmation of sale, the deposit amount (25% bid amount inclusive of EMD) shall be forfeited and the property shall be resold and the defaulting purchaser shall forfeit all claims to the property or to any part of the sum for which it may be subsequently sold.
 - q. For sale proceeds of Rs.50,00,000/- (Rupees Fifty Lakhs only) and above, the successful bidder will have to deduct TDS at the rate of 1% on the sale proceeds and submit the original receipt of TDS certificate to the Bank.
 - r. On confirmation of sale by HFCL, and if the terms of payment have been complied with, the Authorized Officer exercising the power of sale shall issue a Sale Certificate for immovable property in favour of the purchaser in the form given in Appendix V of Security Interest (Enforcement) Rules, 2002.
 - s. The property is sold on "As is where is Basis" & "As is what is Basis" & "whatever there is Basis" & "Without recourse Basis". Intending bidders are advised to conduct search in Revenue/ SRO records to satisfy title, Identity, extent, Dimensions, Survey Number, Door Number, Boundaries or encumbrances in regard to the property proposed to be sold. HFCL is not responsible for any liabilities whatsoever pending upon the property as mentioned above.
 - t. The interested parties/bidders may inspect the property put for e-auction sale.
 - u. The successful bidders shall exclusively bear all the charges payable for conveyance, registration fees, stamp duty, taxes, statutory dues etc. as applicable.
 - v. This e-auction sale is subject to confirmation by HFCL.
 - w. The sale/ auction is also subject to conditions prescribed in SARFAESI Act, 2002 as amended from time to time (including Rules made thereunder).
 - x. HFCL shall not be responsible for any charge, lien, encumbrances, property tax, and any other dues to the Government or anybody in respect of the property auctioned.
 - y. Notice is hereby given to the Borrower and Co-Borrower(s) that they can bring the intending buyers/ purchasers for purchasing the Secured Asset, as per the particulars of Terms and Conditions of Sale.
 - z. The Secured Asset will be sold to the highest Bidder. However, the Authorized Officer reserves the absolute discretion to allow inter se bidding, if deemed necessary.
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