



HERO FINCORP LIMITED

CIN: U74899DL1991PLC046774

Registered Office: 34, Community Centre, Basant Lok, Vasant Vihar, New Delhi - 110057
Tel: 011-49487150 Fax: 011-49487150 Email: litigation@herofincorp.com Website: www.herofincorp.com

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTY

APPENDIX- IV-A [See provision to rule 8 (6)]

E-auction Sale Notice 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)/9(1) of the Security Interest (Enforcement) Rules, 2002

Notice is hereby given to the public in general and in particular to the Borrowers (B) that the below mentioned immovable property mortgaged / charged to the Secured Creditor (Hero Fincorp Limited), the possession of which has been taken by the Authorized Officer of Secured Creditor (Hero Fincorp Limited), **will be sold on 24.10.2025 "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 and Maintenance charges subject to which property is sold
1.M/s Shanmugam IAS Academy (Borrower / Addressee No. 1) Through its Proprietor Having its Office At: 550/3, Dr.Nanjappa Road, Gandhipuram, Coimbatore, Opp to Town Bus Stand, Coimbatore and Tamil Nadu-641009 E-mail: ShunIAS@gmail.com Ph.No.: 95972 11166 , 2.Mr.Shunmugam (Co-Borrower/Addressee No. 2) Proprietor, E-mail: shunIAS@gmail.com Ph. No: 80566 62366, 3.Mrs.Pappa Muthu Lakshmi (Co-Borrower/Addressee No.3), E-mail: shunIAS@gmail.com Ph.No: 95972 11166, Both Residing at: 154/2 Gokhale Street, Ram Nagar Coimbatore, South Ramanagar, CBE-641009 Also, at: D.No.1/8-C, Ramasamy Layout, Velandipalayam, Coimbatore Church Road-641025 4.M/s Shanmugam Study Centre (Borrower / Addressee No. 1) Through its Proprietor Having its Office At: 46/1, Gokhali Street, Ramnagar, Opp. Main Bus Stand, Coimbatore-641012 E-mail: ShunmugamIAS@gmail.com Ph. No.: 95972 11166	Coimbatore Registration District, Coimbatore Sub-Registration District, Coimbatore Taluk, Anuppapalayam Village in Old T.S No.9/284, after sub-division New T.S No.9/24/45, as per Revenue- T.S No.9/24/45, Block No.2, Ward No.1 in this land with buildings and all other appurtenances to an extent of 1064 ¼ sq.ft is having the following boundaries; North of : 30 Ft Wide East West Road(Gokale Street), South of : Shanmugavadivel "A" Schedule Property, East of : Hemalatha Remaining Above West Side Property, West of : Manjupriya, Malathi Property. Measurements Details: North East West : 21.6 Ft, South East West : 21.6 Ft, East South North:49.6 Ft, West South North: 49.6 Ft Total an extent of 1064 ¼ sq.ft of land and building with mamool pathway rights and all other appurtenances attached herewith. All buildings, erections, godowns, structures and constructions of every description which are standing, erected or attached or shall at any time, hereafter during the continuance of the security hereby constituted be erected and standing or attached to the aforesaid lands and premises or any part thereof and all trees, fences, hedges, ditches, ways, sewerages, drains, waters, watercourses, liberties, privileges, easements and appurtenances whatsoever to the aforesaid lands or any part thereof belonging to or in anywise appertaining or usually held, occupied, enjoyed therewith or reputed to belong or be appurtenant thereto and all the estate, right, title, interest, property, claim and demand whatsoever of the Mortgagor into and upon the same. "(hereinafter referred to as "Mortgaged Property").
Outstanding Dues for recovery of which property is being sold	Reserve Price ₹ 1,32,00,000/-
Sum of ₹ 1,19,02,035.05 (Rupees One Crore Nineteen Lakhs Two Thousand Thirty Five and Five Paise Only) as on 06.11.2024. & ₹1,28,04,453.72 (Rupees One Crore Twenty Eight Lakhs Four Thousand and Four Hundred Fifty Three and Seventy Two Paise only) as on 06.08.2025	EMD Amount (10% of the RP) ₹ 13,20,000/-
	Incremental Amount : ₹ 1,25,000/-

Date and Time of E-Auction with auto extension of 5 minutes each 24.10.2025 - time: from 10.00 a.m. to 1.00 p.m.

Last Date for submission of EMD and Request letter of participation, KYC, Documents, Pan Card, Proof of EMD etc	Date/Time of On-Site Inspection of Property with Name of Authorized Officer
On or before 23.10.2025 up to 5.00 p.m. and EMD through RTGS/NEFT	On or before 22.10.2025 10.00 a.m. to 5.00 p.m. Authorized Officer: R. Balajikumar, Mob: 95999 70022, Email: R.balajikumar@herofincorp.com you can also contact: Mr. Kailash Choudhary Mob: 98207-30811, Email: kailash.choudhary@herofincorp.com,
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:

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. 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>.
3. There is no encumbrance particulars 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.
4. 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: 20.09.2025, Place: Coimbatore

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.
-