

	<b>Asset Reconstruction Company (India) Ltd., (Arcil)</b> CIN-U65999MH2002PLC134884   Website: www.arcil.co.in; Acting in its capacity as Trustee of Arcil-Arcil-SBPS 073-I Trust-Trust set up in respect of financial assets relating to B. R. Jewellers, Krishna Jewellers and Mathaji Jewellers
	<b>Arcil office: The Ruby, 10th floor, 29, Senapati Bapat Marg Dadar (West), Mumbai - 400 028.</b>
<b>PUBLIC NOTICE FOR SALE THROUGH ONLINE E-AUCTION IN EXERCISE OF THE POWERS UNDER THE SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002 (SARFAESI ACT) READ WITH RULES 6, 8 &amp; 9 OF SECURITY INTEREST (ENFORCEMENT) RULES, 2002</b>	
Notice is hereby given to the public in general and to the Borrower (s) / Guarantor (s) / Mortgagor (s), in particular, that the below described immovable property/ies mortgaged/charged to the Asset Reconstruction Company (India) Limited, acting in its capacity as Trustee of Arcil-SBPS 073-I Trust Trust ("ARCIL") (pursuant to the assignment of financial asset by DBS Bank. to ARCIL vide registered Assignment Agreement dated December, 23, 2022), will be sold on "As is where is", "As is what is", "Whatever there is" and "Without recourse basis" by way of online e-auction, for recovery of outstanding dues of together with further interest, charges and costs etc., as detailed below in terms of the provisions of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with Rules 6, 8 and 9 of the Security Interest (Enforcement) Rules, 2002.	
<b>Name of the Borrower</b>	1. B. R. Jewellers, Krishna Jewellers and Mathaji Jewellers
<b>Name of the Guarantors/ Co-Borrowers/Mortgagors</b>	1. Mr. Nemichand Seervai, 2. Mr. Munnaram, 3. L. Bhiyaram
<b>Outstanding amount as per SARFAESI Notice dated April 25, 2018</b>	Rs. 61,65,971.49/- (Indian Rupees Sixty-One Lakhs Sixty-Five Lakhs Nine Hundred Seventy-One lakhs and Forty-Nine Paise Only) as on March 31, 2018 together with further interest thereon at contractual/documentated rates and other incidental expenses from April 01, 2018, onwards till payment.
<b>Possession</b>	Arcil has taken Physical possession as per provisions of SARFAESI Act, 2002 on September 03, 2025,
<b>Date of Inspection</b>	Will be arranged on request
<b>Earnest Money Deposit (EMD)</b>	<b>Rs. 12,40,000/- (Indian Rupees Twelve Lakhs Forty Thousand Only).</b> The Earnest Money has to be deposited by way of RTGS Favouring "Asset Reconstruction Company (India) Ltd.", Current Account: 02912320000561, HDFC Bank Limited, Branch: Lower Parel, Mumbai, IFSC Code: HDFC0000291
<b>Last Date for submission of Bid &amp; EMD</b>	28.07.2026 before 5:00 p.m.
<b>Reserve Price</b>	Rs. 1,24,00,000/- (Indian Rupees One Crore Twenty-Four Lakhs Only)
<b>Bid Increment</b>	Rs. 30,000/- (Indian Rupees Thirty Thousand Only)
<b>Date &amp; Time of E-Auction</b>	29.07.2026 at 12.30 pm
<b>Link for Tender documents</b>	www.arcil.co.in
<b>Pending Litigations known to ARCIL</b>	To the best of knowledge and information of the Authorized Officer, there are no pending litigations on the property
<b>Encumbrances/Dues known to ARCIL</b>	To the best of knowledge and information of the Authorized Officer, there are no encumbrances on the property
<b>Description of the Secured Asset being auctioned.</b>	All that piece and parcel of property being approved vacant land with building situated in Old S No. 380, situated at palanjur Madura Pappanchathiram, Chembarambakkam Panchayat, Sriperumpudur taluk, Kancheepuram Dist measuring an extent of 4860 Sq.ft. North by – Land belonging to Mr. Venkatesan, South by – land purchased by Mr. Mani, East by – Common Road, West by – Common Road.
<b>Terms and Conditions:</b>	
<ol style="list-style-type: none"> <li>The Auction Sale is being conducted by the Authorised Officer under the provisions of SARFAESI Act with the aid and through e-auction. Auction/ Bidding shall be only through "Online Electronic Mode" through the website www.arcil.co.in. Arcil is the service provider to arrange platform for e-auction.</li> <li>The Auction is conducted as per the further Terms and Conditions of the Bid Document and as per the procedure set out therein. Bidders may go through the website of ARCIL, www.arcil.co.in and the link mentioned herein above as well as the website of the service provider, ARCIL for bid documents, the details of the secured asset put up for auction/ obtaining the bid forms.</li> <li>The bidders may participate in the e-auction quoting/ bidding from their own offices/ place of their choice. Internet connectivity shall have to be arranged by each bidder himself/itself. The Authorised Officer/ ARCIL/ service provider shall not be held responsible for internet connectivity, network problems, system crash down, power failure etc.</li> <li>For details, help, procedure and online training on e-auction, prospective bidders may contact Mr. Yuvek J, Contact Number: 9962005554, <a href="mailto:yuvek.j@arcil.co.in">yuvek.j@arcil.co.in</a>.</li> <li>All the intending purchasers/ bidders are required to register their name in the portal mentioned above as www.arcil.co.in and get user ID and password free of cost to participate in the e-auction on the date and time as mentioned aforesaid.</li> <li>For inspection of the property or more information, the prospective bidders may contact Mr. Yuvek J, 9962005554 (Mob), <a href="mailto:yuvek.j@arcil.co.in">yuvek.j@arcil.co.in</a>, (email) or the abovementioned address</li> <li>At any stage of the auction, the Authorised Officer may accept/reject/modify/cancel the bid/offer or post-poned the auction without assigning any reason thereof and without any prior notice.</li> <li>The successful purchaser/bidder shall bear any statutory dues, taxes, fees payable, applicable GST on the purchase consideration, stamp duty, registration fees, etc. that is required to be paid in order to get the secured asset conveyed/delivered in his/her/its favour as per the applicable law.</li> <li>The intending bidders should make their own independent enquiries/ due diligence regarding encumbrances, title of secured asset put on auction and claims/rights/dues affecting the secured assets, including statutory dues, etc., prior to submitting their bid. The auction advertisement does not constitute and will not constitute any commitment or any representation of ARCIL. The Authorized Officer of ARCIL shall not be responsible in any way for any third-party claims/rights/dues.</li> <li>The particulars specified in the auction notice published in the newspapers have been stated to the best of the information of the undersigned; however undersigned shall not be responsible / liable for any error, misstatement or omission.</li> <li>In the event of and on later development due to intervention/order of any court or tribunal save appropriate legal opinion and legal remedy available to ARCIL, if the sale is required to be cancelled ARCIL shall refund the "EMD" and/ or 'Sale Proceeds' only without interest and the purchaser / bidder. The Purchaser/ Bidder shall have no right to raise any claim, against ARCIL or its officers, of whatsoever nature with respect to loss, damages, costs/expenses, loss of business opportunity etc.</li> <li>The Borrower/ Guarantors/ Mortgagors, who are liable for the said outstanding dues, shall treat this Sale Notice as a notice under Rules 8 and 9 of the Security Interest (Enforcement) Rules, about the holding of the above mentioned auction sale.</li> <li>In the event, the auction scheduled hereinabove fails for any reason whatsoever, ARCIL has the right to sell the secured asset by any other methods under the provisions of Rule 8(5) of the Security Interest (Enforcement) Rules, 2002 and SARFAESI Act, 2002.</li> </ol>	
<b>Sd/- Authorized Officer</b>	
<b>Asset Reconstruction Company (India) Ltd. Trustee of ARCIL_ Arcil-SBPS 073-I Trust</b>	
<b>Place : Chennai</b>	
<b>Date : 17.06.2026</b>	