Asset Reconstruction Company (India) Ltd. (ARCIL)

Acting in its capacity as Trustee of various Arcil Trusts

Registered Office: The Ruby, 10th Floor, 29 Senapati Bapat Marg, Dadar (West), Mumbai - 400028.

Website: https://auction.arcil.co.in • **CIN:** L65999MH2002PLC134884

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 & 9 OF SECURITY INTEREST (ENFORCEMENT) RULES, 2002

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 various Arcil Trusts **("ARCIL")** (pursuant to the assignment of financial asset vide registered Assignment Agreements), 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 ("Act") read with Rules 6, 8 and 9 of the Security Interest (Enforcement) Rules, 2002 ("Rules")

Sr. No.	Name of the Borrower / Co-Borrower/s / Guarantor/s / Mortgager/s	LAN No. & Selling Bank	Trust Name	Outstanding amount as per SARFAESI Notice dated on 22-06-2023	Possession Type and Date	Date & Time of Inspection	Type of Property and Area	Earnest Money Deposit (EMD)	Reserve Price	Date & Time of E-Auction
1.	Sunil Narayanan Kutty Menon Sapna Sunil Menon Brand Promotions (I) Pvt. Ltd.	LAN No : 4050HL41504575, 4050HL41504983, 4050HL41504991 Selling Bank : Bajaj Finance Limited (BFL)	Arcil-Retail Loan Portfolio-042-D-Trust	**Rs. 2,62,14,204.1/-** (Two Crore Sixty-Two Lakhs Fourteen Thousand Two Hundred Four And Paise One Only) as on 22/06/2023 along with future interest at the contractual rate on the aforesaid amount with effect from 23/06/2023 together with incidental expenses, cost, charges etc.	Physical Possession on 24/04/2025	23-11-2026 Between 02:00 am to 04:00 pm	Total Carpet area 1900 sq. ft.	**Rs. 18,40,000/-** (Rupees Eighteen Lakhs Forty Thousand Only)	**Rs. 1,84,00,000/-** (Rupees One Crore Eighty Four Lakhs Only)	**08-12-2026 at 05:30 PM**

Description of the Secured Asset being auctioned: Property owned by. Sunil Narayanan Kutty Menon, Sapna Sunil Menon & Brand Promotions (I) Pvt. Ltd., All That The Piece And Parcel of Flat No. 17 & 18, on the 1st Floor and Flat No. 19 & 20 on the 2nd Floor in A Wing, in the Building known as 'Rukhmini Sandesh C.H.S.L.', situated at 29 A Friends Colony, Bhandup (East), Mumbai - 400042

Pending Litigations known to ARCIL	**Not Known**	**Encumbrances/Dues known to ARCIL**	**Not Known**
Last Date for submission of Bid	Arcil-Retail Loan Portfolio-042-D- Trust	**Bid Increment amount:**	As mentioned in the BID document
Demand Draft to be made in name of:	Arcil - Trust -2025 - 008	**Payable at Mumbai**	
RTGS details	**Account No : 57500000730812, Bank Name : HDFC Bank, IFSC Code : HDFC0000542, Branch Address : Kamala Mills Compound, Senapati Bapat Marg, Lower Parel - 400013**		
Name of Contact Person & Number:	**Mahesh Bangera - 9004173256** (mahesh.bangera@arcil.co.in), **Aniket Chavan - 7039715706** (aniket.chavan@arcil.co.in) **Swapnil Agate - 9833252534** (swapnil.agate@arcil.co.in)		

Terms and Conditions:

1. The Auction Sale is being conducted through e-auction through the website https://auction.arcil.co.in and as per the Terms and Conditions of the Bid Document, and as per the procedure set out therein.
2. The Authorised Officer ("AO")/ ARCIL shall not be held responsible for internet connectivity, network problems, system crash down, power failure etc.
3. At any stage of the auction, the AO may accept/reject/modify/cancel the bid/offer or post-pone the Auction without assigning any reason thereof and without any prior notice.
4. 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.
5. The intending bidders should make their own independent enquiries/ due diligence regarding encumbrances, title of secured asset 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.
6. The particulars specified in the auction notice published in the newspaper 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.
7. 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.
8. 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 Rules and the Act.

Place: Mumbai
Date: 17-11-2026

Sd/-
Authorized Officer,
Asset Reconstruction Company (India) Ltd.