

BY REGISTERED POST, ACKNOWLEDGEMENT DUE

**NOTICE FOR SALE OF IMMOVABLE SECURED ASSETS UNDER THE
SECURITY INTEREST (ENFORCEMENT) RULES, 2002**

JMFARC/Presale/2025-26/Nov-25/6821

07 November'2025

Branch Address:	208-212, 2nd Floor, Turquoise, Panchvati Cross Road, C G Road, Ahmedabad-380009	
Contact Person Name 1	Dharmesh Variya	9925827126
Contact Person Name 2	Varun Kumar	8445422518
Contact Person Name 3	Jyoti Sawant	022 - 6224 1676

Application No.	01827962
Uni Code	30300000002

Kiritkumar Hasmukhbhai Rathod (Borrower),

Resident Address: Gaytri Society, Batarvadi, Chakkargadh Road, Amreli Amreli Gujarat 365601

Office Address: Under Hariom Guest House, Rajkamal Chowk, B/h Madhasth Bank, Amreli Amreli Gujarat 365601

Property Address: Plot No: 40p Pramukhswaminagar NA R S No: 117p, Varsada Rd R S No: 117p, Varsada Rd Amreli Sudhrai Amreli Gujarat IN 365601

Dakshaben Kiritkumar Rathod (Co Borrower 1)

Gaytri Society, Batarvadi, Chakkargadh Road, Amreli Amreli Gujarat 365601



JM Financial Asset Reconstruction Company Limited

Corporate Identity Number : U67190MH2007PLC174287

Regd. Office: 7th Floor, Cnergy, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025.

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Corporate Office: Unit no. 22, 2nd Floor, Lloyds Centre Point, Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025.

WITHOUT PREJUDICE

Dear Sir/Madam,

Notice for sale of secured immovable under Rule 8(6) of the Security Interest (Enforcement) Rules, 2002 ("Enforcement Rules") possession of which has been taken over under Section 13(4) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 ("SARFAESI Act") read with the aforesaid Enforcement Rules.

1. **WHEREAS** the Authorized Officer of erstwhile Dewan Housing Finance Corporation Limited, now Piramal Capital & Housing Finance Limited) under the SARFAESI Act and in exercise of powers conferred under Section 13 (12) of the aforementioned act read with Rule 3 of the Enforcement Rules, issued demand notice dated 22-05-2021 calling upon **Kiritkumar Hasmukhbhai Rathod ("Borrower(s))", Dakshaben Kiritkumar Rathod, ("Co-borrower(s))** to repay the amounts as mentioned under the aforesaid notices, being as on 10-12-2020 together with interest at contractual rate and expenses, costs, charges etc., due thereon till the date of payment within 60 (Sixty) days from the date of receipt of the aforesaid demand notice.
2. **AND WHEREAS**, subsequently Piramal Capital & Housing Finance Limited assigned the financial assets pertaining to the Borrower along with all the rights, title, interest and underlying security interest created therefor in favour of JM Financial Asset Reconstruction Company Limited, acting in its capacity as trustee of Aranya -Trust ("**JMFARC**") vide assignment agreement dated 29-03-2023.
3. **AND WHEREAS**, the aforementioned Borrower(s) and Co-borrower(s) having failed to repay the outstanding dues or any part thereof as mentioned in the aforesaid demand notice, the Authorised officer of secured creditor took over the Physical possession of the Said Properties under Section 13(4) of the SARFAESI Act read with Rule 8 and other applicable rules of the Enforcement Rules on 25-07-2025.
4. In exercise of the powers conferred under Section 13(4) of the SARFAESI Act, read with Rule 8(5), Rule 8(6) and other applicable rules of the Enforcement Rules, notice is hereby given to you that the Said Properties shall be sold by the Authorised Officer of JMFARC on "**AS IS WHERE IS**", "**AS IS WHAT IS**" AND "**WHATEVER THERE IS**" basis by way of public auction (through e-auction) after the expiry of 30 (Thirty) days from the date of this notice.



Please find below details of Public Auction:

Amount of secured debt as on Date: 07-11-2025	Rs. 2311974/-, (Rs. Twenty Three lakh Eleven Thousand Nine Hundred Seventy Four Only)
Description of the Said Properties	All The piece and Parcel of the Property having an extent :- Plot No: 40p Pramukhswaminagar NA R S No: 117p, Varsada Rd R S No: 117p, Varsada Rd Amreli Sudhrai Amreli Gujarat IN 365601
Reserve price (In Rs.)	Rs. 1420000/-, (Rs. Fourteen lakh Twenty Thousand Only)
Date and time of public auction	On 18-12-2025 between 11.00 AM to 1.00 PM
Venue	Company Name: M/s 4 closure, Name of Representative: Mr. Nitesh Pawar; Contact No: 8142000725; Site: https://bankauctions.in/.
Earnest Money Deposit (In Rs.)	Rs. 142000/-, (Rs. One lakh Forty Two Thousand Only) <u>LAST DATE OF BID SUBMISSION: 17-12-2025, BEFORE 4.00 P.M.</u>

SCHEDULE

Description of the Said Properties
All The piece and Parcel of the Property having an extent :- Plot No: 40p Pramukhswaminagar NA R S No: 117p, Varsada Rd R S No: 117p, Varsada Rd Amreli Sudhrai Amreli Gujarat IN 365601

Attention is drawn of the Borrower(s) and Co-borrower(s) to sub-section (8) of Section 13 of the SARFAESI Act for the time available to redeem the above-mentioned Said Properties.

Yours faithfully,




Authorised Officer

For JM Financial Asset Reconstruction Company Ltd.
(acting in its capacity as trustee of Aranya – Trust)