

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

E-Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor (s) that the below described immovable property(s) mortgaged/charged to the Secured Creditor, the constructive/physical/ symbolic possession of which has been taken by the Authorised Officer of the Bank/ Secured Creditor, will be sold on "As is where is", "As is what is", and "Whatever there is" basis on the dates as mentioned in the table herein below, for recovery of its dues due to the Bank/ Secured Creditor from the respective borrower (s) and guarantor (s). The reserve price and the earnest money deposit will be as mentioned in the table below against the respective properties.

SCHEDULE OF THE SECURED ASSETS

Sr. No.	Name of the Branch	Description of the Immovable Properties Mortgaged/ Owner's Name (Mortgagors of Property(ies))	A) Dt. Of Demand Notice u/s 13(2) of SARFESI ACT 2002 B) Outstanding Amount (In Rs) C) Possession Date u/s 13(4) of SARFESI ACT 2002 D) Nature of Possession Symbolic/ Physical/ Constructive	A) Reserve Price Amt in Rupees B) EMD Amt in Rupees C) Bid Increase Amount in Rupees	Date/ Time of E-Auction	Details of the encumbrances known to the secured creditors	
	Name of the Account						
	Name & addresses of the Borrower / Guarantors Account						
1.	Stressed Asset Management Branch, Mumbai	Property No. 1 Owner: Amalgamated Office No- A-901 to A-909, 9th Floor, A Wing Fairlink Centre, Plot No. B-64, CTS No 701- Village Oshiwara, Andheri Link Road, Andheri (W), Mumbai 400053. Built up Area- 2786 Sq.ft. Owner: M/s. Vishwadeep Projects Private Limited (Corporate Guarantor)	(A) 23.10.2017 (B) Rs. 10,41,06,891.0 as on 25.09.2017 Plus further interest and charges from date of NPA minus recoveries if any (C) 15.06.2019 (D) Physical Possession	Property No. 1 A) 4,82,00,000.00 B) 48,20,000.00 C) 5,00,000.00	28/01/2026 11 am to 4:00 PM	Not Known	
	M/s. Aranav Trading and Investments Pvt. Ltd. (Borrower), 66, Level 2, Dewan Shopping Centre, SV Road, Jogeshwari West, Mumbai 400 102. Also at Shop No 67 B Level-2 Deewan Centre, 183-186 Oasis Shipping Mall Jogeshwari West Mumbai -400102. Mr. Hiren Adhvaryu (Promoter /Director), 2/1063 Bhaidas Mehta Street, Sngampur Surat, Gujarat- 395002. Mrs. Manisha Adhvaryu (Promoter /Director), 2/1063 Bhaidas Mehta Street, Sngampur Surat, Gujarat- 395002. M/s. Vishwadeep Projects Pvt. Ltd. (Corporate Guarantor), Shop No. 187, 1st Floor Citi Mall New Link Rd, Andheri West, Mumbai 400 053. M/s. Vishwadeep Project Pvt. Ltd. (Mortgagor/ Corporate Guarantor), Room No. 24, 2nd Floor Kesar Building Opp Geeta Bhawan Hotel Princess Street Mumbai- 400002. Vishwadeep Projects Private Limited (Corporate Guarantor), Amalgamated Office No- A-901 to A-909, Amalgamated Office B-901 to B-906, 9th Floor, Fairlink Centre, Plot No. B-64, CTS No 701- Village Oshiwara, Andheri Link Road, Andheri (W), Mumbai	Property No. 2 Amalgamated Office No- B-901 to B-909, 9th Floor, A Wing Fairlink Centre Sevasdas Premises Co-op. Soc Ltd, Plot No. B-64, CTS No 701- Village Oshiwara, Andheri Link Road, Andheri (W), Mumbai 400053. Built up Area- 1849 Sq.ft. Owns: M/s. Vishwadeep Projects Private Limited (Corporate Guarantor)	Property No. 2 A) 23.10.2017 (B) Rs. 10,41,06,891.0 as on 25.09.2017 Plus further interest and charges from date of NPA minus recoveries if any (C) 15.06.2019 (D) Physical Possession	Property no 2 A) 3,24,00,000.00 B) 32,40,000.00 C) 3,00,000.00	28/01/2026 11 am to 4:00 PM	Not Known	
2.	Stressed Asset Management Branch, Mumbai	1 M/s. Paramount Content Syndicators Pvt. Ltd. (Borrower) 70, 1st Floor, Krystal Avenue CHS Ltd R.N.A Arcade, Lokhandwala Complex, Andheri West, Mumbai - 400053. Mrs. Chitra Deshmukh (Promoter/ Director) D/o Mr. Moreswar Deshmukh, B-105, Dheera Kiran, Nr Infant Jesus School, Chincholi Bunder, Malad (W), Mumbai-400064 Mr. Mukesh Bhatt (Promoter/ Director), S/o Jaintilal Bhatt, 27/1, Shital Shree Manzil CHSL, Manchubhai Road, Malad (East), Mumbai-400097. M/s. Krishna Family Private Trust (Mortgagor/ Corporate Guarantor) Trustee Mr Markand Navnital Adhikari & Mrs Anjana Gautam Adhikari, Adhikari Villa, Hatkesh Society, JVPD Scheme, Vile Parle (W), Mumbai-400049. M/s. Krishna Family Private Trust (Mortgagor/ Corporate Guarantor) Flat No.701, 7th Floor alongwith Terrace premises situated at Adhikari Villa, 46 Hatkesh CHS, JVPD Scheme, N S Road-7, Vile Parle (West), Mumbai-400049.	Property no 1 Flat No.701, 7th Floor along with Terrace premises situated at Adhikari Villa, 46 Hatkesh CHS, JVPD Scheme, N S Road-7, Vile Parle (West), Mumbai-400049. Built up area of flat: 2684 Sq.Ft. Built up area of terrace: 2178 Sq.Ft. Owner: M/s Krishna Family Private Trust.	(A) 20.10.2018 (B) Rs. 14,27,75,096.55 as on 12/10/2018 Plus further interest and charges from date of NPA minus recoveries if any. (C) 13/02/2019 (D) Symbolic possession	Property no 1 A) 13,17,00,000.00 B) 1,31,70,000.00 C) 10,00,000.00	28/01/2026 11 am to 4:00 PM	Not Known
3.	Stressed Asset Management Branch, Mumbai	M/s. Regal Pride Trading & Commercial Pvt. Ltd. Unit D/203 2nd floor Crystal Plaza premises CHS Ltd, New Link Road Andheri (West) Mumbai-40053. Also at Shop No.1/79 (Lower Part), 1st Floor, Om Heera Panna Premises CHS Ltd, Oshiwara, Andheri (West), Mumbai-400053. Mr. Rashesh Purohit (Promoter/ Director) 20, Sector-41, Noida, UP-201301 Mr. Rashesh Purohit (Promoter/ Director) T-2/1403, NRI Residency, Plot No.Gh04a, Sector-45, Noida, Gautam Budh Nagar, UP-201301. Ms. Sonal Purohit (Promoter/ Director) 20, Sector-41, Noida, UP-201301. Also at T-2/1403, NRI Residency, Plot No.Gh04a, Sector-45, Noida, Gautam Budh Nagar, UP-201301 Krishna Family Private Trust(Mortgagor) Trustee Mr Markand Navnital Adhikari & Mrs Anjana Gautam Adhikari, Adhikari Villa, 46, Hatkesh Society, JVPD Scheme, Vile Parle (W), Mumbai-400049. Also at Flat No.101 on 1st Floor of residential premises situated at Adhikari Villa, 46 Hatkesh CHS, JVPD Scheme, N S Road 7, Vile Parle (West) Mumbai 400049. Also at Flat No.601 on 6th floor of residential premises situated at Adhikari Villa, 46 Hatkesh CHS, JVPD Scheme, N S Road 7, Vile Parle (West) Mumbai 400049	Property No. 1 Flat No.101 on 1st Floor of residential premises situated at Adhikari Villa, 46 Hatkesh CHS, JVPD Scheme, N S Road 7, Vile Parle (West) Mumbai 400049 Built Up Area- 2684 Sq. Ft. Owned by Krishna Family Private Trust (Corporate Guarantor)	A) 23.10.2018 B) Rs. 21,43,04,530.38 as on 12.10.2018 Plus further interest and charges from date of NPA minus recoveries if any. (C) 16.02.2019 D) Symbolic Possession	Property no 1 A) 10,60,00,000.00 B) 1,06,00,000.00 C) 10,00,000.00	28/01/2026 11 am to 4:00 PM	Not Known

Situ ated at Adhikari Villa, 46 Hathkesh CHS, JVPD Scheme, N S Road 7, Vile Parle (West) Mumbai 400049 (Corporate Guarantor)						
Stressed Asset Management Branch, Mumbai						
4.	M/s. Sab Global Entertainment Media Pvt. Ltd. M/s. Radiant Bizcom Private Limited M/s. Matrix Bizcom Private Limited M/s. Sab Global Entertainment Media Pvt Ltd (Borrower) Shop No.187, 1st Floor , Citi Mall, New Link Road, Andheri (West), Mumbai -400053. M/s. Radiant Bizcom Services Ltd. (Borrower) Unit No. 201, 2nd Floor, Morya Landmark -1, New Link Road, Andheri West, Mumbai-400053. Also at - Unit No. 204 Morya Landmark -1 New Link Road, Andheri Western, Mumbai 400053 also at -Office No. 60, 1st floor Evershine Mall, Chin Choli Bunder Road, Malad West, Mumbai -400064 M/s. Matrix Bizcom Services Ltd. (Borrower) Unit No. 201, 2nd Floor, Morya Landmark -1, New Link Road, Andheri West, Mumbai-400053. Mr. Markand Adhikari (Promotor/Director) Plot no .46, Adhikari Villa, Hathkesh CHS, Road No.7, JVPD Scheme, Vile Parle (West), Mumbai -400049 Armaan Projects Pvt. Ltd. (Corporate Guarantor, Mortgager) Shop No. 187, 1st Floor , Citi Mall, New Link Road, Andheri (West), Mumbai -400053 also at Plot no 79(P), Hissa No. 18 (part) and CTS No.761,761/1,761/4, admg 954.8, 14401 & 137.2 sq mtrs aggregating 1236.00 sq mtrs at Vill- Marol, Andheri Kurla Road, Andheri (E), Mumbai 400059. M/s. Krishna Studio Networks (P) Ltd (Corporate Guarantor) Shop No. 187, 1st Floor, Citi Mall, New Link Road, Andheri (West), Mumbai -400053. Mr. Ramchandra Purohit (Guarantor) B-208, Dhawal Giri Apna Ghar CHS, First Cross Lane, Swami Samarth Nagar Andheri West, Mumbai -400053 also at 57, OM Hira Panna Premises CHS Ltd, Opp City Intschl, Oshiwara, Andheri Mumbai -400053. Also at - 38 Mahadeo Nagar, Devsar, Bilimora Gujarat 396380, Also at SOC Bilimora TA Gandev Dist Navsari, Valsad, Gujarat 396321. Mr. Kaustubh Purohit (Guarantor) Director & Guarantor, 324, Room No.3, Shilpa Housing Society, Kapad Bazar Mahim, Mumbai 400016 also at Shilpa Housing Society, Ground Floor 32/34, Kapad Bazar, Mahim, Mumbai 400016 M/s. Assent Trading Pvt. Ltd. Guarantor & mortgager, 4-B, Bliquees Mansion, 4th floor, 261/263, Dr. D.N. Road Mumbai 400001 also at Unit No. 201,2nd floor, Morya Landmark-1, New link road, Andheri West Mumbai 400053. M/s. Armaan Projects Pvt. Ltd. (Mortgagor) Guarantor, Unit no 3/65, Sukh Shanti, Nutan Laxmi Society Cooper Hospital Lane, Opp. PNB Bank Juhu, Mumbai- 400049.	Property no 1 IP-plot no 79(P), Hissa no.18 (part) and CTS No. 761, 761/1, 761/4, admsg 954.8,144.1 & 137.2 sq mtrs aggregating 1236.00 sq mtrs at Vill- Marol, Anadheri Kurla Road, Andheri (E), Mumbai 400059. Area-1236.10 Sq.mtrs Owner: M/s Armaan Project Private Limited	(A) 17.10.2017 (B) Rs. 49,80,45,465.50 as on 29.09.2017 Plus further interest minus recoveries if any (C) 28/08/2019 (D)Physical Possession	Property no 1 A) 25,03,00,000.00 B) 2,50,30,000.00 C) 50,00,000.00	28/01/2026 11 am to 4:00 PM	Not Known

CONTACT PERSON: SH. RATNESH KUMAR, AUTHORISED OFFICER, SAM BRANCH MUMBAI, Mobile: 8090936923, Email: zs8356@pnb.bank.in
DETAILS OF ACCOUNT IN WHICH REMAINING AMOUNT AFTER EMD IS TO BE DEPOSITED THROUGH RTGS/NEFT- AT: Punjab National Bank, BO: SAMB, Mumbai, Account No. 835600317118A, IFSC Code: PUNB0835600

TERMS AND CONDITIONS: The sale shall be subject to the Terms & Conditions prescribed in the Security Interest (Enforcement) Rules 2002 and to the following further conditions:

- The properties are being sold on "AS IS WHERE IS BASIS" and "AS IS WHAT IS BASIS" and "WHATEVER THERE IS BASIS".
- The particulars of Secured Assets specified in the Schedule hereinabove have been stated to the best of the information of the Authorised Officer, but the Authorised Officer shall not be answerable for any error, misstatement or omission in this proclamation.
- The Authorised Officer reserves the right to accept any or reject all bids, if not found acceptable or to postpone/cancel/adjourn/discontinue or vary the terms of the auction at any time without assigning any reason whatsoever and his decision in this regard shall be final.
- The Sale will be done by the undersigned through e-auction platform provided at the Website <https://baanknet.com>.
- Last date for deposit of EMD amount will be upto one day prior to the date of auction or as permitted by the Secured Creditor.
- Last date for inspection of property by the intending bidders / purchasers: till two days prior to date of auction.
- The intending Bidders/ Purchasers are requested to register on portal (<https://baanknet.com>) using their email-id and mobile number. The process of e-KYC is to be done through Digi locker. Once the e-KYC is done, the intending Bidders/ Purchasers may transfer the EMD amount to their e-Wallet using online/challan mode before the e-Auction Date and time in the portal. The registration, verification of e-KYC, transfer of EMD in wallet and linking of wallet amount to Property must be completed well in advance, before auction.
- Earnest Money Deposit (EMD) amount of 10%, as mentioned above, shall be paid online/challan mode in Global Wallet of BAANKNET portal and will be credited in bidders e-Wallet. Bidders, not depositing the required EMD online, will not be allowed to participate in the e-auction. The Earnest Money Deposited shall not bear any interest.
- For detailed term and conditions of the sale, please refer <https://baanknet.com> and www.pnb.bank.in.
- Successful bidders will contact the Authorized Officer for deposit of remaining amount above.
- First Bid amount for the property must not be below the reserve price plus one increment amount.
- The successful bidder shall have to deposit 25% (Twenty-Five Percent) of the bid amount, less EMD amount deposited, on the same day or not later than the next working day and the remaining amount shall be paid within 15 days from the date of auction through NEFT / RTGS or in the form of Banker's Cheque/ Demand Draft issued by a Scheduled Commercial Bank drawn in favour of "The Authorized Officer, Punjab National Bank, A/c (SUNDARY NPA SARFEESI AUCTION RELATED) payable at Mumbai". In case of failure to deposit the amounts as above within the stipulated time, the amount deposited by successful bidder will be forfeited to the Bank and Authorized Officer shall have the liberty to conduct a fresh auction / sale of the property & the defaulting bidder shall not have any claim over the forfeited amount and the property.
- Payment of sale consideration by the successful bidder to the bank will be subject to TDS under Section 194- 1A of Income Tax Act 1961 and TDS is to be paid by the successful bidder only at the time of deposit of remaining 75% of the bid amount/full deposit of BID amount.
- GST, if any applicable on any of the above properties/ assets shall be borne by the successful bidder. The borrower/guarantors/ mortgagor are hereby notified to pay the sum as mentioned above along with up to date interest and ancillary expenses before the date of e-auction, failing which the property will be auctioned/sold and balance dues, if any, will be recovered with interest and cost.

Place : Mumbai
Date: 01.01.2026

Sd/-
Authorized Officer
Punjab National Bank
For and behalf of Secured Creditor

STATUTORY SALE NOTICE UNDER RULE 8(6) OF THE SARFAESI ACT, 2002