PHOTOS OF PROPERTY :-

****Please refer to all the terms and conditions in details before participating in Auction.**

DETAILED TERMS AND CONDITIONS FOR SALE OF IMMOVABLE PROPERTIES

E-Auction Sale Notice for Sale of Immovable Asset(s) under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to rule 8 and 9 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 listed immovable properties ("Secured Assets") mortgaged/charged to the Secured Creditor, the PHYSICAL POSSESSION of which has been taken by the Authorised Officer of **Cholamandalam Investment and Finance Company Ltd.** ("Secured Creditor"), will be sold on "**as is where is**", "**as is what is**", "**whatever there is**" and "**without any recourse**" **basis** on the date and time mentioned in Auction Notice, for recovery of the dues, due to Secured Creditor from the Borrowers and Guarantor(s) as per Auction Notice on the terms and conditions mentioned hereunder:

1. E-Auction is being held on "AS IS WHERE IS" and "AS IS WHAT IS BASIS" and will be conducted "Online". The auction will be conducted through the Secured Creditor's approved Sale & e-Auction Service Provider: M/s. Auction Focus Private Limited at the Web Portal (https:// www.auctionfocus.in). e-Auction Tender Document containing online e-Auction Bid Form, Declaration, General Terms and Conditions of online auction sale.

2. To the best of knowledge and information of the Authorised Officer, there is no encumbrance on the property. However, the intending bidders should make their own independent inquiries regarding the encumbrances, title of property put on auction and claims/ rights/ dues/ affecting the property, prior to submitting their bid. The e-Auction advertisement does not constitute and will not be deemed to constitute any commitment or any representation of the SECURED CREDITOR. The property is being sold with all the existing and future encumbrances whether known or unknown to the SECURED CREDITOR. The Authorised Officer/ Secured Creditor shall not be responsible in any way for any third-party claims/ rights/ dues.

3. The intending purchasers / bidders are required to deposit EMD amount either through NEFT/ RTGS/DD in the by way of demand draft drawn in favour of **Cholamandalam Investment and Finance Company Ltd**, drawn on any Nationalized or Scheduled Bank.

4. Bidders shall hold a valid email ID {e-mail ID is necessary for the intending bidder as all the relevant information and creation/allotment of ID & Password is sent by the Client Service Delivery (CSD) Department of our Sales & e-Auction Service Provider to email ids only.

5. The intending bidder should submit the evidence for EMD deposit like UTR number along with Request Letter for participation in the E- auction, self-attested copies of (i) Proof of Identification (KYC) viz. Voter ID Card/ Driving License/ Passport etc.,(ii) Current Address-Proof for communication, (iii) PAN card of the bidder, (iv) valid email ID, (v) contact number (Mobile/Landline) of the bidder etc. to the Authorized Officer of Cholamandalam Investment and Finance Company Ltd. Corporate office :- Chola Crest, Super B, C54 & C55, Thiru Vi Ka Industrial Estate, Guindy, Chennai – 600 032. Scanned copies of the original of these documents can also be Submitted to e-mail id of Authorized officer.

6. Names of the Eligible Bidders will be identified by the SECURED CREDITOR to participate in online e-Auction on the Web Portal (() of our Sales & e-Auction Service Provider M/s. Auction Focus Private Limited will provide User ID & Password after due verification of PAN of the Eligible Bidders.

7. It shall be the responsibility of the interested bidders to inspect and satisfy themselves about the property before submission of the bid. Secured Asset may be inspected by taking prior appointment with Authorized Officers of the Secured Creditor.

8. The e-Auction/bidding of above properties would be conducted exactly on the scheduled Date & Time as mentioned against each property by way of inter-se bidding amongst the bidders. The bidder shall improve their offer in multiple of the amount mentioned under the column "Bid Increment Amount" against each property. In case bid is placed in the last 5 minutes of the closing time of the e-Auction, the closing time will automatically get extended for 5 minutes. The bidder who submits the highest bid amount (not below the Reserve Price) on closure of e-Auction process shall be declared as Successful Bidder and a communication to that effect will be issued through electronic mode which shall be subject to approval by the Authorised Officer/ Secured Creditor.

9. The Earnest Money Deposit (EMD) of the successful bidder shall be retained towards part sale consideration and the EMD of unsuccessful bidders shall be refunded. The Earnest Money Deposit shall not bear any interest. The successful bidder shall have to deposit 25% of the sale price, immediately on acceptance of bid price by the Authorised Officer and the balance of the sale price on or before 15th day of sale or within such extended period as agreed upon in writing and solely at the discretion of the Authorised Officer. Default in deposit of amount by the successful bidder would entail forfeiture of the whole money, already deposited and property shall be put to re-auction and the defaulting bidder shall have no claim/ right in respect of property/ amount.

10. The prospective qualified bidders may avail online training on e-Auction from the Client Service Delivery (CSD) Department of our Sales & e-Auction Service Provider M/s. Auction Focus Private Limited prior to the date of e-Auction details and email id is given in below table. *Neither the Authorised Officer/ SECURED CREDITOR nor our Sales & e-Auction Service Provider M/s. Auction Focus Private Limited- shall be held responsible for any Internet Network problem/Power failure/ any other technical lapses/failure etc. To ward-off such contingent situation the interested bidders are requested to ensure that they are technically well equipped with adequate power back-up etc. for successfully participating in the e-Auction Event.* Please note that, prospective bidders may avail online training on e-auction from their registered mobile number only.

AUTHORISED SERVICE PROVIDER NAME	Auction Focus Private Limited
AUTHORISED SERVICE PROVIDER ADDRESS	B/304, Shivallik Plaza, Opposite AMA, IIM Road, Ambawadi, Ahmedabad - 380059
E-MAIL ID	support@auctionfocus.in
TECH SUPPORT NO.	9016641848
WEBSITE	www.auctionfocus.in

11. If the Sale Price is more than Rs 50,00,000/- (Rupees Fifty Lakh only), then the auction purchaser / successful bidder shall deduct 1% of the Sale Price as TDS in the name of the owner of the property & remit it to Income Tax Department as per section 194 IA of Income Tax Act and only 99% of the Sale Price has to be remitted to Secured Creditor. The Sale Certificate will be issued only on receipt of Form 26QB & Challan for having remitted the TDS. The purchaser shall bear the applicable stamp duties/ additional stamp duty/ transfer charges, fee etc. and The Secured Creditor shall not be held liable to procure any permission, license, NOC, etc., in respect of the Secured Asset(s). The Secured Creditor shall also not be liable for outstanding dues of water bills, service charges, transfer fees, electricity dues, or any other dues of municipal corporation/ local authority/ C.H.S./ builder and/ or other dues, taxes, whatsoever, if any, in relation to the Secured Asset(s).

12. The Authorised Officer/SECURED CREDITOR is not bound to accept the highest offer and has the absolute right to accept or reject any or all offer(s) or adjourn/ postpone/ cancel the e-Auction or withdraw any property or portion thereof from the auction proceedings at any stage without assigning any reason there for.

13. That the Secured Asset(s) put up for sale is/ are possessed by the Auctioneer under the SARFAESI Act and the Secured Creditor may withdraw any of the Secured Asset(s) thereof from being sold in the e-Auction or cancel the e-Auction at any time before the sale certificate is issued to the successful Bidder(s) without assigning any reason for such withdrawal.

14. If the dues of Secured Creditor together with interest, all costs, charges and expenses incurred by it, or part thereof as may be acceptable to Cholamandalam Investment and Finance Company Limited are tendered by or on behalf of the Borrower or guarantor(s) at any time before (the date fixed for sale or transfer of the secured asset, the Immovable Property/ Secured Asset in question shall not be sold or transferred. If the borrower/mortgagors pays the amount due to the Company, in full before the date of sale, auction is liable to be stopped. Where an immovable property / secured asset is not sold or the sale is not confirmed in favour of any tenderer / offerer, such tenderer / offeror shall be entitled to get back the EMD amount, or any amounts paid without interest. However, the tenderers

/ bidders shall not be entitled to claim any compensation or damages from Authorised Officer/Cholamandalam Investment and Finance Company Limited.

15. ***That the bidders shall not have any direct or indirect relationship with the employees of the Secured Creditor. If any such relationship is brought to the notice of the AUCTIONEER, then the amount paid by the Bidder(s) shall be forfeited without any notice.***

16. In case there is any discrepancy between the publications of Sale notice in English and Vernacular newspaper, then in such case the English newspaper will supersede the vernacular newspaper and it shall be considered as the final copy, thus removing the ambiguity.

17. After their Registration on the web-site, the intending purchaser/bidder is required to get the copies of the following documents submit {1. Copy of the DD copy/ Pay order; 2.Copy of PAN card and 3.Copy of proof of address (Passport, Driving License, Voter's I-Card or Aadhar Card, Ration Card, Electricity Bill, Telephone Bill, Registered Leave License Agreement)} by the last date of submission of the EMD(s) as mentioned in the sale notice and also submit hardcopy thereof at the Branch mentioned hereinabove.

18. The sale is subject to the conditions prescribed in the SARFAESI Act Rules 2002 and the conditions mentioned above. The sale confirmation will be issued as per rule 9(4) of the Security Interest (Enforcement) Rules 2002amended vide GSR 1046 (E) dt.03-11-2016, w.e.f: 04.11.2016.

19. The Sale Certificate will be issued in the name of the purchaser(s) / applicant (s) only and will not be issued in any other name(s).

For and on behalf of **AUTHORISED OFFICER**

Cholamandalam Investment and Finance Company Limited

1. **Auction ID :-**

A/c Number and Borrower	:	**1. HL05TRP000014459 & HL31TRP000081258 - GOKUL (alias) Gokul S**
Total Amount Due as per Demand Notice./ total dues as on date of Sale notice	:	**RS.2193690/-** (**RUPEES TWENTY ONE LAKH NINETY THREE THOUSAND SIX HUNDRED NINETY ONLY)** DUE AS ON **12-11-2025**
Time and Place of Public Auction (Website Link)	:	**10-11-2026 FROM 02.00 P.M. TO 04.00 P.M** (https:// www.auctionfocus.in)
Reserved Price of Secured Asset Below which the property may not be sold	:	**RS.2357455/-(RUPEES TWENTY THREE LAKH FIFTY SEVEN THOUSAND FOUR HUNDRED FIFTY FIVE ONLY)**
Earnest Money Deposit	:	**Rs.235745.5/- (Rupees Two lakh Thirty Five Thousand Seven Hundred Forty Five and Fifty Paise**
Date of Publication of Sale notice and Newspaper names		**23.10.2026** Financial Express+Dinakaran
Nature of Possession	:	**PHYSICAL POSSESSION**
Last date for submission of bid is	:	**06-11-2026 till 5 PM.**
Property Address	:	Karaikudi Registration District, Ponnamaravathi Sub Registration District, Pudukottai District, Ponnamaravathi Taluk, Arasamalai Village, UDR Patta No.1443, S.F.No.299/16, P.Ac.0.07.5 or cent 19 bounded as follows: West of : North South Ittai. East of : Va.Sinnu Land. South of : Mu.Adaikan Land. North of : Va.Alagu Punjai. Admits this, P.Ac.0.07.5 or cent 19 land. As per new subdivision S.F.No.299/6.
Indicative Description	:	Residential House
Contact Person / Contact Details	:	Mr.Raja K Mobile No. . **9943071610** E-mail ID: - rajakuz@chola.murugappa.com