

Through Speed Post Ad.

Date: 13/05/2026

To:

1. M/s. Piyu Imitation Jewellers, (Borrower)

Shri Ranchhod Nagar, No. 4/9 Corner,
Pedak Road, Rajkot – 360 003.

2. Mr. Lunagariya Hitesh Vrajlal, (Co Borrower)

3. Mrs. Lunagariya Nikitaben H, (Co Borrower)

No 2 & 3 are residing at,
No. 402, Tulsi Patr – A, Nana Mava Main Road,
Opposite Mahatma Gandhi School, Mota Mava,
Rajkot – 360 005.

Sub: Sale Notice (By Private Treaty) [Rule 8 (5) and (6) read with Rule 9(1) of Security Interest (Enforcement) Rules 2002] # [Rule 6 of Security Interest (Enforcement) Rules 2002] **For sale of immovable property being** All the piece of immovable property bearing All that pieces and parcels of immovable property comprising of Residential Open land admeasuring about 97-63 Sq. Mt. of Plot No. 1, Open land admeasuring about 45-86 Sq. Mt. of Plot No. 2 and Open land admeasuring about 47-20 Sq. Mt. of Plot No. 3 collectively land area admeasuring 190-69 Sq. Mt. of the area known as "Kalpataru City" lying and situated at Revenue Survey No. 64 Paiki 7 of Rajkot which is more identify as F.P. No. 33 Paiki of T.P. Scheme No. 18 having city survey No. 3619/B/1 to 3619/B/3 in City Survey Ward No. 18 of Rajkot City-Taluka and District.

Ref.: **Loan Account No. TL01RJTO000061170**

Dear Sir/ Madam,

The Authorized Officer of **Cholamandalam Investment and Finance Company Limited**. ("**secured creditor**") hereby informs you that despite service of the demand notice dated **15.01.2025** under section 13(2) of the Securitisation and reconstruction of financial assets and enforcement of security interest act, 2002 ("**SARFAESI ACT**"), you the above named borrowers, co- borrowers/ guarantors have miserably failed to make the payment of the of the demanded amount within

60 days of the said notice, as such, the possession of the secured asset mentioned in schedule had been taken by the authorized officer of the secured creditor.

The Auction(s) conducted in the past in respect of the schedule property(ies) were not successful for want of bidders / bids above reserve price. Thereafter, a person has shown interest in purchasing the Schedule Property for a price fixed by the Secured Creditor and on terms agreeable to the financial institution and the proposed purchaser. As the Schedule Property could not be sold through auction held earlier, **The Authorised Officer, Cholamandalam Investment and Finance Company Limited** has decided to sell the property to the proposed purchaser by executing necessary documents on 30/05/2026 by way of private treaty for recovery of the amount **Rs. 66,35,418/- (Rupees Sixty Six Lakhs Thirty Five Thousand Four Hundred & Eighteen Only)** as on 08/05/2026 against Loan Account No. **TL01RJT0000061170**, by way of outstanding principal, arrears (including accrued late charges) and interest along with applicable future interest in terms of the loan agreement.

We hereby give you notice that the aforesaid secured asset shall be sold by the undersigned if you fail to pay within 15 days from the date of publication of this notice, the entire outstanding loan amount together with further interest, penal interest, costs and charges thereon till the date of payment, as per the agreed terms and conditions mentioned in the Loan Agreement and other documents pertaining to the Loan availed by you. After expiry of 15 days, no further notice whatsoever will be given to you and the Secured Asset will be sold accordingly.

The Authorised officer of the secured creditor hereby serves on you this notice of sale of the scheduled property which will be sold after 15 days by way of sale by way of private treaty on **30/05/2026** from **11.00 a.m.** to **12.00 p.m** strictly on “**As Is Where Is**”, “**As Is What Is**”, “**Whatever There Is**” and “**Without Any Recourse**” basis for recovery of the secured debt of **Rs. 66,35,418/- (Rupees Sixty Six Lakhs Thirty Five Thousand Four Hundred & Eighteen Only)** as on 08/05/2026 against Loan Account No. **TL01RJT0000061170**, by way of outstanding principal, arrears (including accrued late charges) and interest along with applicable future interest in terms of the loan agreement.

The Reserve Price for the Property is **Rs. 72,57,000/- (Rupees Seventy Two Lakhs Fifty Seven Thousand Only)**. We hereby inform you that you have absolute right for the redemption of property till the Sale confirmation is issued in favor of the Purchaser. You may note that in case the Sale proceeds of such sale of the secured asset are not sufficient to cover the entire outstanding dues of the secured creditor, then you are all jointly and severally liable to pay the amount of such shortfall to the Secured Creditor.

The Authorised Officer of the secured creditor hereby serves on you this notice of sale of the scheduled property which will be sold after 15 days by way of private treaty.

SCHEDULE OF IMMOVABLE PROPERTY

All that pieces and parcels of immovable property comprising of Residential Open land admeasuring about 97-63 Sq. Mt. of Plot No. 1, Open land admeasuring about 45-86 Sq. Mt. of Plot No. 2 and Open land admeasuring about 47-20 Sq. Mt. of Plot No. 3 collectively land area admeasuring 190-69 Sq. Mt. of the area known as "Kalpataru City" lying and situated at Revenue Survey No. 64 Paiki 7 of Rajkot which is more identify as F.P. No. 33 Paiki of T.P. Scheme No. 18 having city survey No. 3619/B/1 to 3619/B/3 in City Survey Ward No. 18 of Rajkot City-Taluka and District

Boundaries of the Property:-

Plot No.1:

North : Others Property of Revenue Survey No. 139 Paiki,
South : Plot no. 2,
East : Plot no. 30,
West : Road.

Plot no.2:

North : Plot no. 1,
South : Plot no. 3,
East : Plot no. 29,
West : Road.

Plot No.3:

North : Plot No. 2,
South : Plot No. 4,
East : Plot No. 28,
West : Road.

Within the registration district of Rajkot and Sub Registration office Rajkot.

For Cholamandalam Investment and Finance Company Limited

Authorised Officer