



**HOUSING AND URBAN DEVELOPMENT CORPORATION LIMITED**  
(A Government of India Enterprise)  
**REGIONAL OFFICE: HUDCO BHAWAN, PLOT – 11, BLOCK – DJ, SECTOR – II,**  
**KARUNAMOYEE, SALT LAKE, KOLKATA-700 091.**  
Phone – 033-23586141/7734  
**NOTICE OF SALE**

**Sale Notice for Sale of Immovable Property/s – E-Auction Sale Notice for Sale of Immovable Assets under Securitization 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**

Auction No. 01 - 2019 -20

Date: 13<sup>th</sup> March, 2020

Whereas, the Authorized Officer of HUDCO Ltd. had taken physical possession of the following properties pursuant to the notice issued under Sec 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 in the following loan account with right to sell the same on “AS IS WHERE IS, AS IS WHAT IS and WHATEVER THERE IS BASIS” for realization of dues of HUDCO Ltd. in addition to interest and other charges etc. as detailed hereunder and whereas consequent upon failure to repay the dues, HUDCO, the Secured Creditor acting through the Authorised Officer in exercise of power conferred under Section 13(4) of the said Act proposes to realize the entire dues of HUDCO Ltd. by sale of the said property. **The Sale will be done by the Authorised Officer through e-auction platform provided at the Website <https://hudcoauction.auctiontiger.net> on 17/04/2020 from 11 A.M. to 12 Noon.**


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| 1 | Name of borrower/<br>Proprietor/Guarantors/<br>Mortgagors                                       | <b>M/s. Rochita Towers and Estates Private Limited</b> formerly named as <b>M/s Evergreen Properties Private Limited, 92, Raja Subodh Chandra Mallick Road, Kolkata-700047 and Also At 43/3, Hazra Road, Kolkata-700019.</b><br><br><b>Guarantors :</b><br>(i) <b>Mr. Badal Kr. Roy, son of Late C.L. Roy residing at P-40A, Gariahat Road, Kolkata-700031.</b><br>(ii) <b>Mr. Ashish Ruia, son of R.K. Ruia residing at 171/E, Alipore Road, Kolkata-700027.</b><br>(iii) <b>M/s. Decom Properties Pvt. Ltd.</b><br>(iv) <b>M/s. Pratik Marketing Pvt. Ltd.</b><br>(v) <b>M/s. Aalay Builders Pvt. Ltd.</b><br>(vi) <b>M/s. Sreemukh Constructions Pvt. Ltd.</b><br><br>All having its Regd. Office at 21, Dover Place, Kolkata-19 & also at 43/3, Hazra Rd, Kolkata-700019 |
| 2 | Details of the Immovable properties mortgaged with HUDCO (Secured Creditor) put under e-auction | All THAT piece and parcel of land measuring 30 Cottahs 7 Chittacks and 42.00 Sq.Ft. (32 Cottahs 1 Chittack 27 Sq.Ft. including gift to KMC of 1,155 Sq.Ft.) alongwith building structure constructed thereupon situated and lying in Dag Nos.55, 56, 57 & 58 under Khatian No.298, J.L. No.28, Touzi No.151 and in Dag No.60 under Khatian No.298/1, R.S. No.11 & 38, Touzi No.56 & 151, J.L. No.28, Pargana – Khashpur, District & DSRO – 24 Parganas (South) under Municipal Premises No.92, Raja Subodh Chandra Mallick Road (formerly Premises No.92, 92A/1, 92A/2, Raja Subodh Chandra Mallick Road) Ward No.100, Police Station – Jadavpur, Mouza – Baisnabghata, Kolkata-700047 in the State of West Bengal and butted and bounded as follows :                       |

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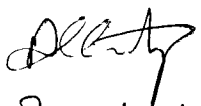
|    |   |   |
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|    |   | <p>ON THE NORTH : Sudakshina Estate<br/> ON THE EAST : Raja S.C.Mallick Road<br/> ON THE SOUTH : Premises No.92A/1 &amp; 2, Raja S.C.Mallick Road.<br/> ON THE WEST : Sudakshina Estate<br/> Following Deed Nos. of the above property are appended below :</p> <p>(i) Deed no.1-236 dt.12.09.1995<br/> (ii) Deed no.1-235 dt.22.12.1995<br/> (iii) Deed no.1-253 dt.10.01.1996<br/> (iv) Deed no.1-252 dt.10.01.1996<br/> (v) Deed no.1-1033 dt.27.02.1996<br/> (vi) Deed no.1-1034 dt.27.02.1996<br/> (vii) Deed no.1-3185 dt.28.07.2005<br/> (viii) Deed no.1-3186 dt.28.07.2005</p> |
| 3. | Date of 13(2) Notice & date of possession | 03-09-2010<br><br>21-03-2018  |
| 4. | Secured Creditor's outstanding dues       | <b>Rs.80,98,27,237/- including other charges (Rupees Eighty Crores Ninety Eight Lakhs Twenty Seven Thousand Two Hundred Thirty Seven only) as on 29/02/2020 with future interest &amp; cost due to HUDCO, the Secured Creditor.</b>   |
| 5. | EMD (Rupees)                              | <b>1,78,80,000/- (Rupees One Crore Seventy Eight Lakh Eighty Thousand only)</b>   |
| 6. | Reserve price (Rupees)                    | <b>17,88,00,000/- (Rupees Seventeen Crore Eighty Eight Lakh only)</b>   |

**TERMS & CONDITIONS :**

- (1) The e-Auction is being held on "AS IS WHERE IS, AS IS WHAT AND WHATEVER THERE IS BASIS" on 17<sup>th</sup> day of April, 2020 for recovery of Rs.80,98,27,237/- (Rupees Eighty Crores Ninety Eight Lakhs Twenty Seven Thousand Two Hundred Thirty Seven only) with up-to-date dues with future interest & cost due to HUDCO, the Secured Creditor.
- (2) The Sale of the Secured Asset shall be confirmed in favour of the purchaser who will offer highest sale price in its bid but will not be sold below to the Reserve Price.
- (3) The Auction Sale will be online inter-se bidding conducted through e-auction portal.
- (4) The e-Auction will take place through portal <https://hudcoauction.auctiontiger.net> on 17/04/2020 from 11 AM to 12 Noon with auto extension of 5 minutes each until auction-sale is concluded.
- (5) The intending bidder should make discreet enquiries as regards to the property by personally visiting the site from 07/04/2020 to 08/04/2020 from 11 AM to 4 PM and should satisfy themselves about the title, encumbrance, extent, location and specification of the property before submitting their bid. Prospective Bidders may pursue the copies of the title deeds which will be available at the site. No claim of whatsoever nature regarding the property put for sale, charges, encumbrances over the property on any other matter etc. will be entertained after submission of the online bid. The Authorised Official and Secured Creditor (HUDCO Ltd.) shall not be responsible in any way for any third party claims/rights/dues.


  
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- (6) The interested bidders shall submit their bid alongwith proof of having deposited the EMD through Web Portal :<https://hudcoauction.auctiontiger.net> (the user ID & Password can be obtained free of cost by registering name with <https://hudcoauction.auctiontiger.net>) through Login ID & Password. The EMD shall be payable through NEFT/RTGS in the following Account:- HUDCO Ltd., Account No.005010200027690 (IFSC Code UTIB0000005), Axis Bank Ltd., Main Branch, Kolkata **before 5.00 PM on 15/04/2020**. After Registration (One Time) by the bidder in the Web Portal, the intending bidder/ purchaser is required to get the copies of the following documents uploaded on Web Portal before the Last Date & Time of submission of the Bid Documents viz. i) Copy of the NEFT/RTGS Challan; ii) Copy of PAN Card; iii) Proof of Identification/Address Proof (KYC) viz. self-attested copy of Voter ID Card/ Driving License/ Passport/ Ration Card etc.; without which the Bid is liable to be rejected.
- (7) The interested bidders who require assistance in creating Login ID & Password, uploading data, submitting bid, training on e-bidding process etc., may contact Mr. K. Raju (Mob: 6352490789) and Mr. Vivek Kachariya (Mob: 9081830222) from **M/s. e-Procurement Technologies Ltd.**, and for any property related query may contact **the Authorized Officer of HUDCO, Kolkata Regional Office on the telephone No. 033-23586141, 23587734 or Mr. A. Chakraborty, AGM (Projects)/Mob.No.8420938613.**
- (8) **The bid price to be submitted should be more than the Reserve Price (RP) and the Bid Increase Amount (increment amount) shall be in multiples of Rs. 5,00,000/- (Rupees Five Lakh Only).**
- (9) The auction sale will be only "Online E-Auction"/ Bidding through website <https://hudcoauction.auctiontiger.net> on the date and time indicated above. Intending bidders are advised to go through website: for detailed terms and conditions of auction sale as also the HUDCO website [www.hudco.org](http://www.hudco.org) before submitting their bids and taking part in the e-auction sale proceedings.
- (10) The interested bidders have to submit their Bid Documents specified against the property [EMD (not below the 10% of Reserve Price) and required documents on or before **15/04/2020 UPTO 7.00 PM**, after going through the Registering Process (One time) and generating User ID & Password of their own, shall be eligible for participating in the e-Auction Process, subject to due verification (of the documents) and/or approval of the Authorized Officer. A full set of the bid form alongwith the enclosures submitted online shall be submitted to the Authorised Officer of HUDCO Ltd. or soft copies of the same may be forwarded by e-mail to [hudcokro@gmail.com](mailto:hudcokro@gmail.com)
- (11) Please note that the first online **bid (H1)** that comes in the system during the online forward auction can be one increment higher than the reserve price. During auction, the subsequent bid that comes in to outbid the H1 rate will have to be higher than the H1 rate by one increment value or in multiple of the increment values.
- (12) During the online inter-se Bidding, Bidder can improve their bid Amount as per the "Bid Increase Amount" (mentioned above) or its multiple and in case bid is placed during the last 5 minutes of the closing time of the e-Auction, the closing time will automatically get extended for 5 minutes (each time till the closure of e-Auction process), otherwise, it will automatically get closed. The bidder who submits the highest bid amount (not below the Reserve Price) on

  
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the closure of the e-Auction Process shall be declared as a Successful Bidder by the Authorized Officer, after required verification. **(acceptance of bid)**

- (13) 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, adjusting the EMD already paid, within 24 hours after the acceptance of bid price by the Authorized Officer and the balance 75% of the sale price on or before 15<sup>th</sup> day of sale or within such extended period as agreed upon in writing by and solely at the discretion of the Authorized Officer. In case of default in payment by the successful bidder, the amount already deposited by the bidder shall be liable to be forfeited and property shall be put to re-auction and the defaulting bidder shall have no claim/ right in respect of property/ amount. The authorized officer/secured creditor shall not be responsible in any way for any third party claims/rights/dues.
- (14) If the successful bidder fails to deposit the bid amount as per schedule noted above, the amount already deposited shall be forfeited.
- (15) The successful purchaser/bidder on payment of entire sale price and on completion of sale formalities shall be issued sale certificate as per SARFAESI Act, 2002 and Security Interest (Enforcement) Rules 2002. The property shall remain at the sole risk of the purchaser from the date of taking possession or signing of the Certificate of Sale in the prescribed form whichever is earlier.
- (16) The EMD of unsuccessful bidder(s) may be returned immediately within 7 working days after the concluding the e-auction sale proceedings. The HUDCO is not liable to pay any interest to refund EMD or any other payment received in case of delay in issue of confirmation of sale/sale certificate by virtue of any court order received by HUDCO after e-auction is held.
- (17) Prospective bidder may avail online training on e-auction from **M/s. e-Procurement Technologies Ltd.**, Local Contact Officials Mr. K. Raju (Mob: 6352490789) and Mr. Vivek Kachariya (Mob: 9081830222) prior to the date of E-auction. Neither the Authorised Officer/ HUDCO nor service provider (Auction Tiger) shall be liable for any Internet Network problem and the interested bidders to ensure that they are technically well equipped for participating in the E-auction event.
- (18) The purchaser shall bear the applicable stamp duties/ additional stamp duty/ transfer charges, fee etc. and also the statutory/ non-statutory dues, taxes, rates, assessment charges, fees etc. owing to anybody.
- (19) The Authorized Officer is not bound to accept the highest offer and the Authorized Officer has the absolute right to accept or reject any or all offer(s) or adjourn/ postpone/ cancel the e-Auction without assigning any reason thereof.
- (20) This publication is also 30 days notice required under Section 13, read with Rule 8(6) of the Act, 2002 and Security Interest (Enforcement) Rules, 2002 respectively to the above borrowers/guarantors to pay the up-to-date outstanding amount due as mentioned above before the date of e-auction, failing which, the property will be sold and balance dues, if any, shall be recovered with interest and cost from them.

  
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- (21) The bidders are advised to go through the detailed Terms & Conditions of e-Auction available on the Web Portal of <https://hudcoauction.auctiontiger.net> of **M/s e-Procurement Technologies Ltd.**, before submitting their bids and taking part in the e-Auction.
- (22) Bidding in the last moment should be avoided in the bidders own interest as neither the **HUDCO Ltd.** nor Service provider will be responsible for any lapse/failure (Internet failure/power failure etc.). In order to ward-off such contingent situations, bidders are requested to make all necessary arrangements/ alternatives such as power supply back-up etc. so that they are able to circumvent such situation and are able to participate in the auction successfully.
- (23) In case the date of deposit of EMD & e-Auction date is declared holiday then the date will be automatically extended to the very next working day.
- (24) The notice is also to the Borrower(s), Guarantor(s) in particular and the Public in general. If the borrower / guarantor pays HUDCO in full before auction sale, no sale will be conducted.
- (25) It shall be responsibility of the successful purchaser/bidder to pay 1% (one percent) of sale consideration towards income tax u/s 194/A of Income Tax Act and HUDCO shall not take responsibility for the same.
- (26) The intending purchaser shall abide by any other laws/orders/regulations of the Central Govt. or State Government or Local Authorities as may be applicable to the properties.
- (27) The Advertisement is an invitation only and this is without prejudice to any other rights available to HUDCO under the subject of any law.
- (28) Any dispute regarding the matter would be under jurisdiction of court in Kolkata (West Bengal only).
- (29) For further details, please contact **Shri Abhijit Chakraborty, Asstt. General Manager (Projects)/Authorised Officer**, Housing & Urban Development Corporation Ltd (HUDCO), HUDCO Bhawan, Block-DJ, Plot No.11, Sector-II, Karunamoyee, Salt Lake, Kolkata-700091, Telephone Nos. 033-23586141, 23587734/Mob. No.8420938613 during office working hours. For detailed terms and condition please refer [www.hudco.org](http://www.hudco.org).

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| (1) | <b>Reserve Price</b>   | <b>Rs.17,88,00,000/-</b>                    |
| (2) | <b>Last date of submission of EMD</b>                          | <b>15/04/2020 upto 5.00 P.M.</b>            |
| (3) | <b>Last date of submission/uploading of e-tender documents</b> | <b>15/04/2020 upto 7.00 P.M.</b>            |
| (4) | <b>Date of e-auction for Sale</b>                              | <b>17/04/2020 between 11 A.M. – 12 Noon</b> |

DATE: 13/3/2020  
PLACE: KOLKATA

  
Authorized Officer  
HUDCO Ltd.