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Mahindra & Mahindra
Financial Services Ltd.

B Wing, 3rd Floor, Amiti Building,
Agastya Corporate Park,
Opposite Kurla Fire Brigade,
Kamani Junction, L.B.S. Marg,
Kurla (W), Mumbai 400 070, India

Tel +91 22 66523500

BY RPAD/SPEED POST.

Date: 23rd June 2026

To,

1. M/S AHUJA TRADERS (Borrower)
B-7, MANDLIK COMPLEX, 18-17,
SHIV VILAS PALACE, INDORE,
MADHYA PRADESH – 452001.

2.MR. ANIL AHUJA (Co – Borrower 1)
S/O Hargulal Ahuja,4 kamla nehru nagar,
Indore, Army Head Quarter,
Madhya Pradesh – 452006.

3.MRS.MUSKAN AHUJA (Co – Borrower 2)
W/O Anil Ahuja,5 kamla nehru nagar,
Indore, Army Head Quarter,
Madhya Pradesh – 452006.

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTY [UNDER RULE 8(6) READ WITH RULE 9(1) OF SARFAESI ACT]

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 provision to Rule 8 (6) read with rule 9(1) 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 mortgaged to the Secured Creditor, the possession of which has been taken on **06th February 2026** by the Authorized Officer of **Mahindra & Mahindra Financial Services Limited** being the Secured Creditor and will be sold on "As is where is", "As is what is", and "Whatever there is" on **14th July, 2026** for recovery **Rs.30,56,218.42/- (Rupees Thirty Lakh Fifty Sixty Thousand Two Hundred Eighteen and Forty Two Paise only) as on 15th May 2025** due to the Secured Creditor (**"Mahindra and Mahindra Financial Services Limited"**) from **M/S AHUJA TRADERS (Borrower), MR.ANIL AHUJA (Co – Borrower 1) & MRS.MUSKAN AHUJA (Co – Borrower 2)**

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1	Name of the Borrower & Mortgagor	**M/S AHUJA TRADERS (Borrower), MR. ANIL AHUJA (Co – Borrower 1) & MRS.MUSKAN AHUJA (Co – Borrower 2)**
2	Name of the Secured Creditor / Lender	Mahindra & Mahindra Financial Services Ltd
3	Date; Time & Venue of Auction	**14th July 2026 at 10:00 AM to 04.00 PM** The E-Auction will be online through the portal below. The interested bidders can participate E-Auction through Web Portal: https://www.bankeauctions.com (the user ID & Password can be obtained free of cost by registering name with https://www.bankeauctions.com)
4	The secured debt for the recovery of which the secured assets are being put for auction sale	Demand Notice dated- **20.05.2025.** Amount Due: aggregating **Rs.30,56,218.42/- (Rupees Thirty Lakh Fifty Sixty Thousand Two Hundred Eighteen and Forty-Two Paise only)** as on **15th May 2025** Date of Possession: **06.02.2026.**
5	Reserve Price	**ITEM No.1 - Rs.4,00,000/-** (Rupees Four Lakh Only) **ITEM No.2 – Rs.7,00,000/-** (Rupees Seven Lakh Only)
6	Earnest Money Deposit ("EMD")	**ITEM No.1 - Rs.40,000/-** (Rupees Forty Thousand Only) **ITEM No.2 – Rs.70,000/-** (Rupees Seventy Thousand Only) The EMD shall be payable through Online Payment mode NEFT/RTGS or Through Demand Draft on or before Last date of receipt of BID **13th July 2026.**
7	Bid Incremental Amount	**ITEM No.1 - Rs.10,000/-** (Rupees Ten Thousand Only) **ITEM No.2 - Rs.10,000/-** (Rupees Ten Thousand Only)
8	Date & Time of inspection of property for intending purchaser	**29.06.2026 to 03.07.2026** Between 11:00 AM to 5:00 PM
9	Contact Person Name, Number & Email-Id	**MR. MANISH KUSHWAHA +91 8602019804** MANISH.KUSHWAH@MAHINDRAFINANCE.COM **MR. ARIF KHAN +91 9822548464** ARIF.KHAN@MAHINDRAFINANCE.COM **MR. VARAD BHARNUKE +91 8097185044.** VARAD.BHARNUKE@MAHINDRAFINANCE.COM

DESCRIPTION OF IMMMOVABLE PROPERTIES

ITEM NO-1 – All that piece and parcel of Flat No. 201, measruing – 99 Sq.Ft (9.20 Sq. Mtr.), Second Floor, Suraj Sadan, Plot No. 10/1, Khajuri Bazar, Indore, Madhya Pradesh.

MAHINDRA & MAHINDRA FINANCIAL SERVICES LTD. MUMBAI

Email: service@mahindrafinance.com
CIN:L65921MH1991PLC059642

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Bounded as Follows:
On or towards East by :Common Passage.
On or towards West by :Common Staircase.
On or towards North by :Wall.
On or towards South by :Wall.

ITEM NO-2 – All that piece and parcel of Flat 203, measruing – 220.50 Sq.Ft (20.49 Sq. Mtr.) Second Floor, Suraj Sadan, Plot No. 10/1, Khajuri Bazar, Indore, Madhya Pradesh.

Bounded as Follows:
On or towards East by :Common Passage.
On or towards West by :Flat No.204.
On or towards North by : Flat No.202.
On or towards South by :Wall.

TERMS & CONDITIONS:
(1) The properties are being sold on **"As is where is", "As is what is"** and **"Whatever there is"** as such sale is without any kind of warranties and indemnities.
(2) The EMD amount of 10% of the Reserve Price to be deposited on or before **13th July 2026.** The EMD amount has to be paid through Online Payment mode "NEFT/RTGS" or Through Demand Draft payable **at Mumbai** and favouring **"Mahindra and Mahindra Financial Services Ltd"** drawn on any nationalized or scheduled bank on or before Last date of receipt of BID.
(3) Bids are invited for the lot together with Bid Price clearly mentioned.
(4) The EMD deposit shall be adjusted in the case of successful bidder, and for others will be refunded within 7 days after opening of the bids. The earnest money deposit will not carry any interest.
(5) Bids so received by the Authorized Officer shall be opened in presence of all the bidders on **14th July, 2026. on prescribed time.** The E-Auction Sale will be online through e-auction portal. The Authorized Officer after opening the bids shall also make an auction and the bidders are entitled to participate in the auction and the highest bidder in the auction shall be declared as the purchaser.
(6) The successful Purchaser/s shall deposit 25% of the sale price (adjusting the EMD already paid), immediately or latest before closing hours of the next working day after the acceptance of bid price by the Authorized Officer in respect of the sale, failing which the earnest deposit shall be forfeited.
(7) The balance 75% Sale price amount should be paid by the purchaser to the authorized officer on or before 15 days of confirmation of sale of the immovable property or within such extended period as may be agreed upon in writing by and between the purchaser and the secured creditor, in any case not exceeding 1 month. In case of failure to deposit the balance amount within the prescribed period, the amount deposited shall be forfeited.
(8) The successful purchaser would bear the Charges/fees payable for conveyance such as stamp duty, registration fee, etc., as applicable as per law for the immovable properties.
(9) The Purchaser shall bear all the applicable charges, levies, taxes, duties if any payable on demand on such properties which is exclusive of the sale price.

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(10) The purchaser shall be solely responsible for getting all the requisite licenses, permissions, approvals/clearances, compliances, registrations etc. for the property to be transferred in his/its name, at his/its own cost and expense.
(11) The purchaser shall make his own arrangement for getting required consents, permissions, approvals, power connection, water and other facilities and payment of arrears of rates & taxes of the said property and shall meet all the costs of whatever nature to be incurred in that behalf. Lender shall not be liable to pay any arrears of charges and costs/expenses by whatever name known or called, if any, in respect of the same. The purchaser shall make own inquiries about arrears of dues for supply of power, water, duties, cess, levies, imposts, taxes, penalties etc. and other facilities, if any, and it shall be borne and paid by the purchaser alone.
(12) The Authorized Officer 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 Bid without assigning the reason thereof.
(13) The sale is subject to conditions prescribed in the SARFAESI Act/Rules, 2002.
(14) The E-Auction Sale will be online through e-auction portal. The interested bidders are advised to go through the detailed terms and conditions of auction available on the website of https://www.bankeauctions.com & www.mahindrafinance.com before submitting their bids and taking part in e-auction.
(15) It shall be the responsibility of the bidders to inspect and satisfy themselves about the Property and specification before submitting the bid.
(16) The interested bidders shall submit their EMD details and documents through Web Portal: https://www.bankeauctions.com (the user ID & Password can be obtained free of cost by registering name with https://www.bankeauctions.com) through Login ID & Password.
(17) Interested bidders may avail support / online training on E-Auction from **M/s. C1 India Pvt Ltd** Contact No: 7291981124 / 7291981125 / 7291981126. Contact Person **Mr. Balaji Mannur**, Mob No: 07977701080, e-mail-Id: Mannur.govindarajan@c1india.com and for any query in relation to Property, they may contact Authorised Officer, Email Id: Mr. Arif Khan, Mob No. +91 9822548464, Email Id: ARIF.KHAN@mahindrafinance.com. MR. MANISH KUSHWAHA, Mob No +91 8602019304. Email Id: MANISH.KUSHWAH@MAHINDRAFINANCE.COM, Mr. Varad Bharnuke, Mob No. 8097185044, Email Id: varad.bharnuke@mahindrafinance.com.

For detailed terms and conditions of sale, please visit: https://www.mahindrafinance.com/sme-loans/auction-sarfaesi

Yours Faithfully,

MAHINDRA & MAHINDRA FINANCIAL SERVICES LTD. MUMBAI

Authorised Signatory
Mahindra and Mahindra Financial Services Limited

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