



PRUDENT ARC LIMITED

Registered & Corporate Office: 611, D Mall, Plot No. A-1
Netaji Subhash Place, Pitampura, New Delhi-110 034
Tel: +91-11-45320000 | Email Id: info@prudentarc.com
CIN: U74900DL2011PLC225445

APPENDIX IV-A

[Refer Proviso to Rule 8(6)]

e-AUCTION NOTICE FOR SALE OF IMMOVABLE PROPERTY {Rules 8 & 9 of Security Interest (Enforcement) Rules, 2002}

Reg: E-Auction Sale Notice for sale of immovable property under the Securitization and Reconstruction of Financial Asset and Enforcement of Security Interest Act, 2002 (The Act) read with proviso to Rule 8(6) of the Security Interest (Enforcement) Rules, 2002 (Rules).

Notice is hereby given to the Public in general and in particular to the Borrower(s) Mr. Shiv Kumar Jatia and Mrs. Archana Jatia (Co. Applicant-1/Mortgagor) and Mrs. Shashi R Jatia (Co. Applicant-2/Mortgagor) that the below described immovable property mortgaged/ charged to the secured creditor, the possession of which has been taken by the Authorized Officer of ICICI Bank Limited (Original Lender) on 18.01.2023. Secured Creditor, will be sold on "AS IS WHERE IS", "AS IS WHAT IS", and "WHATEVER THERE IS" basis on 29.05.2026 and will be conducted "Online" for recovery of Rs. 21,10,43,544/- as on 20.04.2026 due to Prudent ARC Limited (Prudent Trust -111/25) Secured Creditor from Mr. Shiv Kumar Jatia (Borrower) and Mrs. Archana Jatia (Co. Applicant-1/Mortgagor) and Mrs. Shashi R Jatia (Co. Applicant-1/Mortgagor) plus interest as applicable in terms of Financing Documents till realization of the outstanding dues, costs and charges due to Prudent ARC Limited (Prudent Trust – 111/25) – assignee of ICICI Bank Limited (Original Lender) - Secured Creditor.

ICICI Bank Limited (Original Lender) having assigned the financial asset(s) pertaining to the loans of the borrowers together with all its rights, title and interests in the financing documents and the underlying security interests, pledge and/or guarantees in respect of such loans in favour of Prudent ARC Limited (Acting in the capacity of Trustee of Prudent Trust – 111/25) u/s 5 of the SARFAESI Act 2002.

Prudent ARC Limited (Prudent Trust – 111/25) Secured Creditor in exercise of the powers conferred under section 13(4) of the SARFAESI Act, read with the rules made thereunder has decided to sell by way of e-auction, the property as mentioned herein below (hereinafter referred to as "the said property").





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Schedule of Property Mortgaged/Charged to the Secured Creditor

(Amount in Rs.)

Item No.	Description of Property	Reserve Price	EMD Amount 10% of the Reserve Price
1.	<p>Immovable property situated at bearing no. B – 50, Gulmohar Park, Zone F -3, Masjid Moth, New Delhi 110049, with Basement+ Ground Floor+ 2, admeasuring 499 sq. yds., Owned by the Archana Jatia (Share 2/3) and Shashi R. Jatia (Share 1/3)</p> <p>Bounded: North : Road South : Service Lane East : Plot No. B-49 West : Road</p>	<p>Rs. 22,00,00,000/- (Twenty-Two Crore Only)</p>	<p>Rs. 2,20,00,000/- (Rupees Two Crore Twenty Lakhs Only)</p>

Known Encumbrances, if any : Not known

The online bids shall be submitted through website <https://sarfaesi.auctiontiger.net/EPROC/> as per schedule given below:

EMD Remittance	<p>EMD can be remitted in the following ways:</p> <p>i) Deposit through EFT/NEFT/RTGS</p> <p>Name of Beneficiary: "Prudent Trust – 111/25" Name of Bank: Axis Bank Limited Account Number : 924020042546284 IFSC Code : UTIB0004438 Branch Address: Netaji Subhash Del. New Delhi - 110034</p> <p>OR</p> <p>ii) Demand Draft/Pay Order in the favor of "Prudent Trust – 111/25" payable at Delhi to be submitted at Prudent ARC Limited, 611, D-Mall, Plot No. A-1, Netaji Subhash Place, Pitampura, New Delhi – 110 034.</p>
Last date for submission of online application for BID	28.05.2026 till 5.00 p.m.
Date and time of e-auction	29.05.2026 between 11.00 am to 01.00 p.m. with auto-extension of five minutes each in the event of bids





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	placed in the last five minutes.
Bid Multiplier	Rs. 2,00,000/- (Rupees Two Lakhs only)

For detailed Terms and Conditions of the sale, please refer to the link provided in <https://prudentarc.com> secured creditor's website and <https://sarfaesi.auctiontiger.net/EPROC/>, secured creditor's approved service provider.

This may be treated as a Notice under Rule 8(6) and Rule 9(1) of Security Interest (Enforcement) Rules, 2002 to the Borrower(s) and Guarantor(s) of the loans about holding of e-auction on the above-mentioned dates.

Date:24.04.2026

Place: Delhi



(Ravikant Sharma)

Authorized Officer

Prudent ARC Limited

(Prudent Trust – 111/26)

Mobile No.9217343235

Land line:91-11-45320032



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Terms and Conditions:

1. The sale will strictly be on terms as mentioned herein and in the tender document containing the terms and conditions of sale and will be sold by e-auction through "Prudent Trust – 111/25" Secured Creditor's Approved Service Provider M/s. e-Procurement Technologies Ltd. under the supervision of the Authorized Officer of the "Prudent Trust – 111/25". The terms and conditions mentioned in the tender document shall form part of this Notice, as if incorporated herein by reference.
2. Intending bidders shall hold a valid e-mail address and should register their name/account by login to website of the Service Provider. E-auction tender document containing e-auction bid form, declaration, general terms and conditions of online auction sale are available in website <https://sarfaesi.auctiontiger.net/EPROC/>. The prospective bidder/ prospective buyer should be an eligible bidder/prospective buyer in compliance with Section 29A of Insolvency and Bankruptcy Code 2016.
3. Intending bidders may avail training for online bidding from M/s. e-Procurement Technologies. Ltd., B-704, Wall Street -2, Opp. Orient Club, Near Gujarat College, Ellis Bridge, Ahmedabad-380006, Gujarat. Contact Persons: Mr. Ram Sharma, Email: ramprasad@auctiontiger.net, and support@auctiontiger.net, Mobile No. 8000023297, Landline No. 9265562818/9265562821.
4. Bids in the prescribed formats given in the Tender Document along with KYC documents shall be submitted "On Line" through the portal <https://sarfaesi.auctiontiger.net/EPROC/>. Bids submitted otherwise shall not be eligible for consideration.
5. The EMD and other deposits shall be remitted through EFT/NEFT/RTGS to the bank account or by Demand Draft in the favor of "Prudent Trust – 111/25." payable at Delhi as specified above.
6. Bid form without EMD shall be rejected summarily.





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7. After the submission of bid forms, the bidders are not allowed to withdraw the Bid forms/EMD, before completion of e-auction.
8. The property shall be sold to the highest bidder. However, the undersigned has the absolute right and discretion to accept or reject any bid without assigning any reason. The property shall not be sold at a price less than the Reserve Price mentioned hereinabove.
9. Sale is subject to confirmation by Authorized Officer of Prudent ARC Limited (Acting in the capacity of Trustee of Prudent Trust – 111/25)
10. EMD of unsuccessful bidders will be returned without interest through EFT/NEFT/RTGS to the bank account details provided by them in the bid form and intimated via their e mail id, within fifteen days from the date of e-auction.
11. On confirmation of sale by the Authorized Officer. The successful bidder will pay a deposit 25% of the amt of sale price which is inclusive of Earnest Money Deposited (EMD) to the Authorized Officer conducting the sale and immediately i.e. on the same day or not later than next working day, as the case may be and in default of such deposits, the property shall be sold again.
12. The balance amount i.e. 75% of the purchase price payable shall be paid by the purchaser to the Authorized Officer on or before the 15th day of the confirmation of sale of the immovable property or such extended time (as may be agreed upon in writing between the purchaser and the Secured Creditor, in any case not exceeding 03 months). The purchaser shall bear the charges/fee payable for conveyance such as Registration Fee, Stamp Duty etc. as applicable as per law.
13. In default of payment within the period mentioned in Clause 12 above, the deposit shall be forfeited and the property shall be resold and the defaulting purchaser shall forfeit all claims to the property or to any part of the sum for which it may be subsequently sold.
14. In the event of any discrepancy between the English version and Hindi version of this Notice, the English version shall be treated as final.





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15. The auction purchaser shall pay a TDS amount at 1% of the entire sale consideration including the bid multiplier amount in accordance with Section 194-IA of the Income Tax Act, 1961 and Prudent ARC Limited (Prudent Trust – 111/25) shall not take any responsibility for the same. In case of any sale/transfer of immovable property of Rs. 50,00,000/- (Rupees Fifty Lacs only) and above, the successful bidder/purchaser has to pay an amount equal to 1% of the consideration of the Income Tax. As per Section 194(O) of Income Tax Act, 1961, the purchaser is liable to pay TDS to e-Commerce participant in respect of sale of goods or provisions of services facilitated by the operator through its Digital or Electronic facility or Platform at applicable rates.
16. The intending bidders should make their own independent inquiries regarding the encumbrances, title of property put on auction and claims/rights/dues affecting the properties, prior to submitting their bid. In this regard, the e-auction advertisement does not constitute and will not be deemed to constitute any commitment or any representation of Prudent Trust – 111/25. No claim of whatsoever nature regarding the Property put for sale, charges/encumbrances over the property or on any matter etc. will be entertained after submission of the online bid. The decision of the Prudent Trust – 111/25 regarding sale of the property shall be final, binding and will not be open to question.
17. The Authorized Officer/Secured Creditor shall not be responsible in any way for any third-party claims/rights/dues. The sale shall be subject to Rules/Conditions prescribed under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002.

Date : 24.04.2026
Place: Delhi



(Ravikant Sharma)
Authorized Officer
Prudent ARC Limited
(Prudent Trust – 111/25)
Mobile No. 9217343235
Land line:91-11-45320032

Undertaking in respect to compliance with section 29A of Insolvency and Bankruptcy Code, 2016 by prospective buyers

I/We----- S/o-----R/o----- (Prospective Buyer)
undertake/confirm and state as under:-

I/We are

- a) Not an un discharged insolvent;
- b) Not a willful defaulter in accordance with the guidelines of the Reserve Bank of India issued under the Banking Regulation Act, 1949;
- c) at the time of submission of the bid, I/We has/have an account, or an account under the management or control of prospective buyer, classified as non-performing asset in accordance with the guidelines of the Reserve Bank of India issued under the Banking Regulation Act, 1949 or the guidelines of a financial sector regulator issued under any other law for the time being in force, and at least a period of one year has lapsed from the date of such classification till the date of commencement of the corporate insolvency resolution process of the corporate debtor:

Provided that the person shall be eligible to submit the bid if such person makes payment of all overdue amounts with interest thereon and charges relating to non-performing asset accounts before submission of bid:

Provided further that nothing in this clause shall apply to a prospective buyer where such prospective buyer is a financial entity.

- (d) I/We have not been convicted for any offence punishable with imprisonment–
 - (i) For two years or more under any Act specified under the Twelfth Schedule of the Code ;or
 - (ii) for seven years or more under any law for the time being in force:

Provided that this clause shall not apply to a person after the expiry of a period of two years from the date of his release from imprisonment:

- (e) I/We are not disqualified to act as a director under Companies Act, 2013;
- (f) I/We are not prohibited by the Securities Exchange Board of India from trading in securities or accessing the securities market;
- (g) I/We have not been a promoter or in the management or control of the Company in which a preferential transaction, under valued transaction, extortionate credit transaction or fraudulent transaction has taken place and in respect of which an order has been made by the Adjudicating Authority under the Code;

Provided that this clause shall not apply if a preferential transaction, undervalued transaction, extortionate credit transaction or fraudulent transaction has taken place prior to the acquisition of the corporate debtor by the resolution applicant pursuant to are solution plan approved under this Code or pursuant to a scheme or plan approved by a financial sector regulator or a court, and such resolution applicant has not otherwise contributed to the preferential transaction, undervalued transaction, extortionate credit transaction or fraudulent transaction;

- (h) I/We have not executed a guarantee in favor of a creditor in respect of a borrower against which an application for insolvency resolution made by such creditor has been admitted under this Code and such guarantee has been invoked by the creditor and remains unpaid in full or part

Signature

Name of Prospective Buyer

Bid Amount Quoted

Amount In Figure	
Amount in Word	

I/We declare that I/We have read and understood all the terms and conditions of auction sale and the auction notice published in the newspaper which are also available in the website <https://.auctiontiger.net> and shall abide by them. I/We also undertake to improve my/our bid by one bid incremental value notified in the sale notice if I/We am/are the sole bidder.

Name & Signature

ANNEXURE-III
DECLARATION BY BIDDER(S)

To,
Authorized Officer

Bank Name : _____

, Date : ____/____/____

- _____
1. I/We, the bidder/s do hereby state that, I/We have read the entire terms and conditions of the sale and have understood them fully. I/We, hereby unconditionally agree to abide with and to be bound by the said terms and conditions and agree to take part in the Online Auction.
 2. I/We declare that the EMD and other deposit towards purchase-price were made by me/us as against my/our offer and that the particulars of remittance given by me/us in the bid form are true and correct.
 3. I/We further declare that the information revealed by me/us in the bid document is true and correct to the best of my/our belief. I/We understand and agree that if any of the statement/information revealed by me/us is found to be incorrect and/or untrue, the offer/bid submitted by me/us is liable to be cancelled and in such case, the EMD paid by me/us is liable to be forfeited by the Authorized Officer and that the Authorized Officer will be at liberty to annul the offer made to me/us at any point of time.
 4. I/We understand that in the event of me/us being declared as successful bidder by the Authorized Officer in his sole discretion, I/We are unconditionally bound to comply with the Terms and Conditions of Sale. I/We also agree that if my/our bid for purchase of the asset/s is accepted by the Authorized Officer and thereafter if I/We fail to comply or act upon the terms and conditions of the sale or am/are not able to complete the transaction within the time limit specified for any reason whatsoever and/or fail to fulfill any/all of the terms and conditions, the EMD and any other monies paid by me/us along with the bid and thereafter, is/are liable to be forfeited by the Authorized Officer.

5. I/We also agree that in the eventuality of forfeiture of the amount by Authorized Officer, the defaulting bidder shall neither have claim on the property nor on any part of the sum for which it may be subsequently sold.
6. I/We also understand that the EMD of all offerer/bidders shall be retained by the Bank and returned only after the successful conclusion of the sale of the Assets. I/we state that I/We have fully understood the terms and conditions of auction and agree to be bound by the same.
7. The decision taken by Authorized Officer in all respects shall be binding on me/us.
8. I also undertake to abide by the additional conditions if announced during the auction including the announcement of correcting and/or additions or deletions of times being offered for sale.

Signature: _____

Name: _____

Address: _____ **eMail ID:** _____

