

Adams Marketing Pvt. Ltd. Lemon Fresh, 29/1, Kalabagan Lane, Opp Dumurjola Stadium City & Dist: Howrah Pin 711101	Shri Manas Roy, (Guarantor & Mortgagor), 263/48, Benaras Road, Netajigarh, Howrah - 711108.
Smt. Sumitra Roy, (Guarantor & Mortgagor), P 88/1 Benaras Road, Netajigarh, Belgachia, Howrah - 711108	Shri. Gautam Ghosh, (Guarantor & Mortgagor), 20/3 Sitalamata Lane, Baranagore, Kolkata 700090
Smt. Mummun Panja, (Guarantor & Mortgagor), 14/2 P Road, Netajigarh, Howrah - 711108	

SAMB-II/KOL/BR/CLO-IV/SM/ 520

Appendix-IV-A

[See Proviso to rule 8(6)]

**SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES**

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 proviso to Rule 8(6) 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 properties mortgaged/charged to the Secured Creditor, out of which the Physical possession of Property No.i) and ii), and the constructive possession of property no.iii), have been taken by the Authorised Officer of State Bank Of India, the Secured Creditor, will be sold on "As is Where is", "As is What is" and "Whatever there is" basis on **11.02.2025**, for recovery of **Rs. 24,00,21,698.34** (Rupees Twenty four crore twenty one thousands six hundred ninety eight and thirty four paise only) and interest from 28/10/2016 due to the secured creditor from the Borrower **M/s. Adams Marketing Private Limited** having its Registered Office at Lemon Fresh, 29/1, Kalabagan Lane, Opp Dumurjola Stadium City & Dist: Howrah Pin 711101 and Guarantors **(i) Shri Manas Roy, (Guarantor & Mortgagor), 263/48, Benaras Road, Netajigarh, Howrah - 711108. (ii) Smt. Sumitra Roy, (Guarantor & Mortgagor), P 88/1 Benaras Road, Netajigarh, Belgachia, Howrah - 711108 (iii) Shri. Gautam Ghosh, (Guarantor & Mortgagor), Village: Hamirbati, Post: Madhabpur, P.S: Arambag, Hooghly (iv) Smt. Mummun Panja, (Guarantor & Mortgagor), 14/2 P Road, Netajigarh, Howrah - 711108.**

The reserve price and Short description of the **immovable property** with known encumbrances is as follows:

SL No.	Property Description	Reserve Price	Earnest Money Deposit
i)	Office space No-2 on 1st Floor, Block no 1, Holding No-29/1, Kalabagan Lane, Ward No-44,R.S Dag No-83,Khatian No-49, J.L H.O-1, Mouza & P.S-Shibpur, Howrah, Super built up area 5148 sq. ft with Covered Car Parking space about 120 Sq. Ft on the ground level at the premises under ward No: 44 of Howrah Municipal	Rs.2,35,00,000/- (Rupees Two Crore thirty five lakh lac only)	Rs.23,50,000 (Rupees Twenty three lac fifty thousand only)

bank.sbi

+9133 2288 0199

+9133 2288 0200

+9133 2288 0233

sbi.18192@sbi.co.in

প্রতিবন্ধ পরিসম্পন্ন ব্যবস্থাপন শাখা - ২

জীবনদীপ বিল্ডিং (১০ তল)

১, মিডলটন স্ট্রীট

কলকাতা - ৭০০ ০৭১

তনাবপ্রস্ত আস্তি প্রবন্ধন শাখা - II

জীবনদীপ বিল্ডিং (10 মঁজিল)

1, মিডলটন স্ট্রীট

কোলকাতা - 700 071

Stressed Assets Management Branch-II

Jeevandeep Building (10<sup>th</sup> Floor)

1, Middleton Street

Kolkata - 700 07 1



	Corporation, holding no 29/1 Kalabagan Lane PS-Shibpur, Deed no. 2978 for the year 2012. In the name of M/s Adams Marketing Pvt Ltd Bounded by: North: Part of Holding No. 31 & 28, Kalabagan Lane South: Part of holding No. 9 & 10, Kalabagan Lane East: Howrah Drainage Canal Road West: Moti Jhill		
ii)	Residential Flat no. 16 on 4th Floor, H.M.C Holding No- P-88/1, Benaras Road, Netaji Garh, Mouza-Belgachia, J.L NO-9, Kh No.-412, Dag No-187, P.S-Liluah, Howrah, - 711108, super built up area 722 sq. ft. in a G+4 building at Vivekananda Bhawan, Deed No-I-12850 for the year 2006 in the name of Manas Roy. Bounded by: North: Flat No. 20 South: Benaras Road East: P-86 Benaras Road West: Staircase and Entrance of the flat.	Rs.17,00,000/- (Seventeen lakh only)	Rs.1,70,000 (Rupees One lac seventy Thousand only)
iii)	Land & Building situated at 20/3, Sitalmata Lane, Baranagar, North 24 Pgs-700090 Deed No-I-4328/2000 Area-1308 sq.ft. Owner- Sri Goutam Ghosh Bounded by: North: 8 ft. common passage South: M/s Dutta ware East: Property of Smt. Basanti West: Property of Sri Raj Kumar Hazra.	Rs.31,00,000/- (Rupees thirty one lakh)	Rs.3,10,000/- (Rupees three lakh ten thousand)

\*Encumbrances: Please refer detailed terms and condition on website hereinafter referred to.

The earnest money deposit amount to be transferred /deposited by bidders in his/her/their own wallet provided by M/s MSTC Ltd on its e-auction site <https://ebkray.in> by means of RTGS/NEFT.

For detailed terms and conditions of the sale, please refer to the link provided in State Bank of India, the Secured Creditor's website <https://www.sbi.co.in>, <https://ebkray.in>.

Date: 26.11.2024  
Place: Kolkata

  
AUTHORISED OFFICER



**THE TERMS AND CONDITIONS OF SALE TO BE UPLOADED ON THE WEBSITE OF  
THE SECURED CREDITOR.**

**Property will be sold on 'AS IS WHERE IS, AS IS WHAT IS AND WHATEVER THERE IS' basis**

1	Name and address of the Borrower	<b>M/s. Adams Marketing Private Limited</b>  Registered Office: Lemon Fresh, 29/1, Kalabagan Lane, Opp Dumurjola Stadium City & Dist: Howrah Pin 711101
2	Name and address of Branch, the secured creditor	State Bank of India, Stressed Assets Management Branch- II, Kolkata, Jeevandeep Building (10 <sup>th</sup> floor), 1, Middleton Street, Kolkata- 700071
3	Description of the immovable secured assets to be sold.	i) Office space No-2 on 1st Floor, Block no 1, Holding No-29/1, Kalabagan Lane, Ward No-44, R.S Dag No-83, Khatian No-49, J.L H.O-1, Mouza & P.S-Shibpur, Howrah, Super built up area 5148 sq. ft with Covered Car Parking space about 120 Sq. Ft on the ground level at the premises under ward No: 44 of Howrah Municipal Corporation, holding no 29/1 Kalabagan Lane PS-Shibpur, Deed no. 2978 for the year 2012. In the name of M/s Adams Marketing Pvt Ltd  Bounded by: North: Part of Holding No. 31 & 28, Kalabagan Lane South: Part of holding No. 9 & 10, Kalabagan Lane East: Howrah



		<p>Drainage Canal Road West: Moti Jhill</p> <p>ii) Residential Flat no. 16 on 4th Floor, H.M.C Holding No- P-88/1, Benaras Road, Netaji Garh, Mouza-Belgachia, J.L NO-9, Kh No.-412, Dag No-187, P.S-Liluah, Howrah, -711108, super built up area 722 sq. ft. in a G+4 building at Vivekananda Bhawan, Deed No-I-12850 for the year 2006 in the name of Manas Roy.</p> <p>Bounded by: North: Flat No. 20 South: Benaras Road East: P-86 Benaras Road West: Staircase and Entrance of the flat</p> <p>iii) Land &amp; Building situated at 20/3, Sitalmata Lane, Baranagar, North 24 Pgs-700090 Deed No-I-4328/2000 Area-1308 sq.ft. Owner- Sri Goutam Ghosh</p> <p>Bounded by: North: 8 ft. common passage South: M/s Dutta ware East: Property of Smt. Basanti West: Property of Sri Raj Kumar Hazra.</p>
4.	Details of the encumbrances known to the secured creditor.	<ul style="list-style-type: none"> <li>S.A. 228/2017 filed by the borrower/mortgagor is pending in DRT-I, Kolkata.</li> <li>Except original title deed no other documents may be given to successful auction purchaser.</li> </ul>
5.	The secured debt for recovery of which the property is to be sold	<b>Rs. 24,00,21,698.34</b> (Rs Twenty four crore twenty one thousands six hundred ninety eight and thirty four paise only) and interest from 28/10/2016.
6.	Deposit of earnest money	<b>EMD: (i) Rs. 23.50 Lac. (ii) Rs. 1.70 Lac (iii) 3.10 Lac</b> being the 10% of Reserve price to transferred /deposited by bidders in his/her/their own wallet provided by M/s MSTC Ltd on its e-auction site <a href="https://ebkray.in">https://ebkray.in</a> by means of RTGS/NEFT.
7.	Reserve price of the immovable secured assets:  Bank account in which EMD to be remitted.  Last Date and Time within which EMD to be remitted:	<p><b>(i) Rs.2.35 Crore</b></p> <p><b>(ii) Rs 0.17 Crore</b></p> <p><b>(iii) Rs. 0.31 Crore</b></p> <p><a href="https://ebkray.in">https://ebkray.in</a> by means of RTGS/NEFT. Bidders own wallet Registered with M/s PSB Alliance Pvt Ltd on its e-auction site.</p> <p>Interested bidders may deposit Pre-Bid EMD with M/s PSB Alliance Pvt Ltd before the close of e-Auction. Credit of Pre-Bid EMD shall be given to the bidder only after receipt of payment in PSB Alliance Pvt Ltd's Bank Account and updating of such information in the e-Auction website. This may take some time as per banking process and hence bidders, in their own interest, are advised to submit the pre bid EMD</p>



		amount well in advance to avoid any last minute problem.
8.	Time and manner of payment	The successful bidder shall deposit 25% of sale price, after adjusting the EMD already paid, immediately, i.e. on the same day or not later than next working day, as the case may be, after the acceptance of the offer by the Authorised Officer, failing which the earnest money deposited by the bidder shall be forfeited. The Balance 75% of the sale price is payable on or before the 15th day of confirmation of sale of the secured asset or such extended period as may be agreed upon in writing between the Secured Creditor and the e-Auction purchaser not exceeding three months from the date of e-Auction.
9.	Time and place of public e-Auction or time after which sale by any other mode shall be completed.	11.02.2025 between 11.00 AM to 4.00 PM
10.	The e-Auction will be conducted through the Bank's approved service provider.  E-auction tender documents containing e-Auction bid form, declaration etc., are available in the website of the service provider as mentioned above.	M/s. PSB Alliance Pvt Ltd at the web portal  <a href="https://ebkray.in">https://ebkray.in</a>
11.	(i) Bid increment amount: (ii) Auto extension: _____ times. (Limited / unlimited). (iii) Bid currency & unit of measurement	(i) (a)Rs. 1,00,000/- (b) Rs 25,000/-, (c) Rs. 25,000/-  (ii) 10 Minutes  (iii) Indian Rupees (INR)
12.	Date and Time during which inspection of the immovable secured	Date: 30.01.2025, Time: 11 A.M. to 4.00 P.M.



	<p>assets to be sold and intending bidders should satisfy themselves about the assets and their specification.</p> <p>Contact person with mobile number</p>	<p>Name: Subhajit Mukherjee</p> <p>Mobile No. 9874318266</p>
13.	Other conditions	<p>( a) Bidders shall hold a valid digital Signature Certificate issued by competent authority and valid email ID (e -mail ID is absolutely necessary for the intending bidder as all the relevant information and allotment of ID and Password by M/s PSB Alliance Pvt Ltd may be conveyed through e mail.</p> <p>(b) The intending bidder should submit the evidence of 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 ID card/ Driving License/Passport etc., (ii) Current Address -proof of communication, (iii) PAN card of the bidder (iv) Valid email ID (v) Contact number (mobile/Land line of the bidder etc., to the Authorised Officer of State Bank of India, Stressed Assets Management Branch- II, Kolkata, Jeevandeep Building (10<sup>th</sup> floor), 1, Middleton Street, Kolkata-700071 by 10.02.2025, 7.00 PM. Scanned copies of the original of these documents can also be submitted to e-mail Id of Authorised Officer.</p> <p>(c) Names of Eligible Bidders will be identified by the State Bank of India, Stressed Assets Management Branch- II, Kolkata, Jeevandeep Building (10<sup>th</sup> floor), 1, Middleton Street, Kolkata- 700071 to participate in online e-auction on the portal <a href="https://ebkray.in">https://ebkray.in</a>. M/s PSB Alliance Pvt Ltd will provide User ID and Password after due verification of PAN of the Eligible Bidders</p> <p>(d) The successful bidder shall be required to submit the final prices, quoted during the e-auction as per the annexure after the completion of the auction, duly signed and stamped as token of acceptance without any new condition other than those already agreed to before start of auction.</p> <p>(e) During e-auction, if no bid is received within the specified time, State Bank of India at its discretion may decide to revise opening price/ scrap the e-auction process/ Proceed with conventional mode of tendering.</p> <p>(f) The Bank/ service provider for e-auction shall not have any liability towards bidders for any interruption or delay in access to the site irrespective of the causes.</p> <p>(g) The bidders are required to submit acceptance of the terms &amp; conditions and modalities of e-auction adopted by the service provider before participating in the e-auction. The bid once submitted by the bidder, cannot be cancelled/withdrawn and the bidder shall be bound to buy the property at the final bid price. The failure on the part of bidder to comply with any of the terms and conditions of e-Auction, mentioned herein will result in forfeiture of the amount paid by the defaulting bidder.</p> <p>(h) Decision of the Authorised Officer regarding declaration of successful bidder shall be final and binding on all the bidders.</p>



(i) The Authorised Officer shall be at liberty to cancel or restart the e-auction process/tender at any time, before declaring the Successful bidder, without assigning any reason. The decision of the authorized officer to restart the auction process will be notified only to those participants who have, while complying the condition (b) here in above, furnished their e-Mail at least one day before the auction date. Notification of restart will be send on e-Mail only.

(j) The bid submitted without the EMD shall be summarily rejected. The property shall not be sold below the reserve price.

(k) The conditional bids may be treated as invalid. Please note that after submission of the bid/s, no correspondences regarding any change in the bid shall be entertained.

(l) The EMD of the unsuccessful bidder will be refunded to their respective A/c numbers shared with the Bank. The bidders will not be entitled to claim any interest, costs, expenses and any other charges (if any).

(m) The Authorised Officer is not bound to accept the highest offer and the Authorised officer has absolute right to accept or reject any or all offer(s) or adjourn/postpone/cancel the auction without assigning any reason thereof. The sale is subject to confirmation by the secured creditor.

(n) In case of forfeiture of the amount deposited by the defaulting bidder, he shall neither have claim on the property nor on any part of the sum for which may it be subsequently sold.

(o) The successful bidder shall bear all the necessary expenses like applicable stamp duties/additional stamp duty/transfer charges, Registration expenses, Tax, fees etc. for transfer of the property in his/her name.

(p) The payment of all statutory /non- statutory dues, taxes, GST, rates, assessments, charges, fees etc., owing to anybody shall be the sole responsibility of successful bidder only.

(q) The bidders are advised to in their own interest to satisfy themselves with the title and correctness of other details pertaining to the immovable secured assets including the size/area of the immovable secured assets in question. They shall independently ascertain any other dues/liabilities/encumbrances in respect of the Property from the concerned authorities to their satisfaction before submitting the bids. It would not be open for the Bidder(s) whose bid is accepted by Authorised Officer to withdraw his bid, either on the ground of discrepancy in size/area, defect in title, encumbrances or any other ground whatsoever.

(r) In case of any dispute arises as to the validity of the bid (s), amount of bid, EMD or as to the eligibility of the bidder, authority of the person representing the bidder, the interpretation and decision of the Authorised Officer shall be final. In such an eventuality, the Bank shall in its sole discretion be entitled to call of the sale and put the property to sale once again on any date and at such time as may be decided by the Bank. For any kind of dispute, bidders are required to contact the concerned authorised officer of the concerned bank branch only.

(s) The sale certificate shall be issued after receipt of entire sale consideration and confirmation of sale by secured creditor. The sale certificate shall be issued in the name of the successful bidder. No request for change of name in the sale certificate other than the person who submitted the bid/participated in the auction will be entertained..



14. Details of pending litigation, if any, in respect of property proposed to be sold	S.A. No 228 of 2017, filed in DRT-I, Kolkata.
---	---

Date: 26.11.2024

Place: Kolkata

*Succentigan,*

AUTHORISED OFFICER

