

1.Swachha Beverages Pvt Ltd Admin Office:-Lemon Fresh, 2 <sup>nd</sup> Floor, 29/1, Kalabagan Lane, Dumurjala Howrah-711104	2.Sri Manas Roy P/88/1, Benaras Road, Howrah-711108	3.Sri Rohit Lohia, 32 Rameshwar Malia Lane, 29, Howrah Municipal Corporation, Howrah-711101
4.Sri Sunil Ghosh, 4/1A Rajab Ali Lane, PO- Kidderpore, Kolkata-700023	5.Smt Indrani Chakraborty 20, KBA Lake East 6 <sup>th</sup> Road Santoshpur Purba Jadavpur, South 24 Parganas-700075	6.M/s Adams Marketing Pvt Ltd. Regd. Office- LEMON FRESH, 29/1 Lalabagan Lane, Opposite of Dumurjala Stadium, Howrah-711101

SAMB-II/BR/C10-I/SM/682

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, the Physical possession of which 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 **26.03.2025**, for recovery of **Rs. 4,52,22,012.30** (Rupees Four crore fifty two lakh twenty two thousand twelve and thirty paise only) and interest from 27/09/2016 due to the secured creditor from the Borrower **M/s. Swachha Beverages Pvt Ltd** having its Registered Office at Lemon Fresh, 2<sup>nd</sup> Floor, 29/1, Kalabagan Lane, Dumurjala Howrah-711104 and Guarantors **(i)** Shri Manas Roy, (Guarantor & Mortgagor), P/88/1, Benaras Road, Howrah-711108, **(ii)** Sri Rohit Lohia, (Guarantor) 32 Rameshwar Malia Lane, 29, Howrah Municipal Corporation, Howrah-711101 **(iii)** Sri Sunil Ghosh, (Guarantor), 4/1A Rajab Ali Lane, PO- Kidderpore, Kolkata-700023 **(iv)** Smt Indrani Chakraborty, (Guarantor & Mortgagor), 20, KBA Lake East 6<sup>th</sup> Road Santoshpur Purba Jadavpur, South 24 Parganas-700075, **(v)** M/s Adams Marketing Pvt Ltd., Regd. Office- LEMON FRESH, 29/1 Lalabagan Lane, Opposite of Dumurjala Stadium, Howrah-711101

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)	Flat No: 214, 2 <sup>nd</sup> Floor, area 666 sq. ft. Building / Society Name: VIVIEN VALLEY, Street / Area Name: Kona Express Highway, Landmark: Lake Land Country Club Complex, P.S: Domjur, District: Howrah, State: West Bengal, Pin Code: 711403 (compromised in the R.S.Dag No. 6370, L.R.Dag No: 6394, L.R.Khatian No: 1821/1, J.L.No. 51, within Mouza: Nibra, P.S: Domjur, Dist: Howrah), bearing deed no. I-1716 for the year 2010 in the name of Sri Manas Roy	Rs.19,00,000 (Rupees Nineteen Lakh only)	Rs. 1,90,000 (Rupees One Lakh Ninety thousand only)

\*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 PSB Alliance Pvt Ltd on its e-auction site <https://ebkray.in> by means of RTGS/NEFT.

For detailed terms and conditions of the sale and encumbrances over the properties, 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: 24.01.2025  
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. Swachha Beverages Pvt Ltd</b>  Registered Office: Lemon Fresh, 2 <sup>nd</sup> Floor, 29/1, Kalabagan Lane, Dumurjala Howrah-711104
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.	Flat No: 214, 2 <sup>nd</sup> Floor, area 666 sq. ft. Building / Society Name: VIVIEN VALLEY, Street / Area Name: Kona Express Highway, Landmark: Lake Land Country Club Complex, P.S: Domjur, District: Howrah, State: West Bengal, Pin Code: 711403 (compromised in the R.S.Dag No. 6370, L.R.Dag No: 6394, L.R.Khatian No: 1821/1, J.L.No. 51, within Mouza: Nibra, P.S: Domjur, Dist: Howrah), bearing deed no. 1716 for the year 2010 in the name of Sri Manas Roy
4.	Details of the encumbrances known to the secured creditor.	There is no SA pending as per the available record.
5.	The secured debt for recovery of which the property is to be sold	<b>Rs. 4,52,22,012.30</b> (Rupees Four crore fifty two lakh twenty two thousand twelve and thirty paise only) and interest from 27/09/2016
6.	Deposit of earnest money	<b>EMD: Rs. 1.90 Lakh</b>  being the 10% of Reserve price to transferred /deposited by bidders in his/her/their own wallet provided by PSB Alliance Pvt 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:	<b>Rs. 19.00 Lakh</b>  <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.  Interested bidders may deposit Pre-Bid EMD with 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 M/s PSB Alliance Pvt Ltd 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 amount well in advance to avoid any last minute problem.







(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 25.03.2025, 7.00 PM. Scanned copies of the original of these documents can also be submitted to e-mail Id of Authorised Officer.

® 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 <https://ebkray.in>.

PSB Alliance Pvt Ltd will provide User ID and Password after due verification of PAN of the Eligible Bidders

(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.

(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.

(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.

(g) The bidders are required to submit acceptance of the terms & 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.

(h) Decision of the Authorised Officer regarding declaration of successful bidder shall be final and binding on all the bidders.

(i) The Authorised Officer shall be at liberty to cancel the e-auction process/tender at any time, before declaring the Successful bidder, without assigning any reason.

(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



		<p>creditor.</p> <p>(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.</p> <p>(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> <p>(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.</p> <p>(q) The bidders are advised to in their own interest to satisfy themselves with the title and correctness of other details pertaining to the immoveable 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.</p> <p>® 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 authorized officer of the concerned bank branch only.</p> <p>(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.</p>
14.	Details of pending litigation, if any, in respect of property proposed to be sold	Suit No 150 of 2017, filed in DRT I on 28.03.2017. Last date of hearing was on 06.09.2024. Next date of hearing is on 05/02/2025.

Date: 24.01.2025

AUTHORISED OFFICER

Place: Kolkata

