



The Tamilnadu Industrial Investment Corporation Limited, (A Government of Tamilnadu Undertaking)

T.S.No.10/1, Kumar Nagar, TIIC Building, Avinashi Road,

Tirupur - 641603. Phone: 0421 - 4238567.

E-mail: bmtiruppur@tiic.org Web : www.tiic.org

CIN : U93090TN1949SGC001458 GSTIN : 33AABCT7737M1ZV

The Growth Catalyst

E-AUTION SALE NOTICE

The Assets of the following concern taken possession under Section 29 of State Financial Corporations Act 1951 will be sold through e-auction in "AS IS WHERE IS" condition by our branch as given below:

Promoter Name and address	Amount Due (Rs.) as on 13.08.2026: (Interest charged Upto 31.07.2026) (In Rs)	Upset Price (In Rs.)	Earnest Money Deposit (In Rs)	Minimum Incremental bid amount (In Rs)
M/s. Jaya Hari Mahal, proprietor: Thiru.J.Hari, Office and Factory: RS.No.201/1B, PunjaiPuliyampatti Village, Sathyamangalam Taluk, Erode District - 638 459.	Rs. 1,63,09,078/-	Rs. 3,15,79,000/-	Rs.5,00,000/-	Rs. 25,000/-

Description of the Property

Collateral Security: Commercial Land measuring 0.89 acres and Building thereon at RS.No.201/1, Punjaipuliyampatti Village, Sathyamangalam Taluk, Erode District. Owned by Thiru.J.Hari S/o.C.Jayagopalan, (Proprietor of the concern).

Date of inspection of property	Last date for submission of Bid form, KYC documents & payment of EMD	Date/Time of Auction
Date: 17.09.2026, Time: Between 11.00 AM to 4.00 PM.	Date: 22.09.2026, Time: Before: 4.00 PM	Date: 23.09.2026 Time: Between 11.00 am to 12.00 pm.

Terms and conditions of e-Auction sale:

1. Date of inspection of immovable property is 17.09.2026 between 11.00 am to 4.00 pm and the last date of Earnest Money Deposit (EMD) shall be 22.09.2026 by 4.00 PM.
2. The auction sale will be conducted on 23.09.2026 between 11.00 am - 12.00 pm by undersigned through e-Auction platform provided at the Web Portal <https://www.bankeauctions.com>
3. Extension of time of the e-Auction from the last bid is 5 minutes each and the extension is unlimited times (if bid received in the last 5 minutes).
4. Further Interest will be charged as applicable, as per the loan agreement on the amount outstanding and incidental expenses, costs, etc is due and payable till its realization.
5. The bid amount shall be more than upset price. The incremental bid for each items shall be as per the tabular column described above.
6. EMD shall be paid to the following bank Account by way of online transfer Bank account No.334601010030158, IFSC Code UBIN0533467, Union Bank of India, Back of Big Bazzar, Noyyal, Tirupur - 641602. The interested bidders shall register themselves online for the e-auction with the service provider "M/s. C1 India Pvt Ltd." And shall upload the bid participation form, self attested copies of KYC documents consisting of (a) PAN card, (b) Address Proof, (c) ID Proof etc., using their login.
7. The bidders are advised to go through the detailed terms and conditions of e-Auction available in the Web Portal <https://www.bankeauctions.com> before submitting their bids and taking part in the e-Auction.
8. The prospective qualified bidders may avail online training on e-auction from the Service Provider **M/s. C1 India Pvt Ltd** prior to the date of e-auction and can contact the Service Provider **M/s.C1 India Pvt Ltd**, Plot No.301, Gulf Petrochemical Building, 1st Floor, Udyog Vihar Phase-2, Gurugram, Haryana-122 015 India, and having Chennai Number - **74182 81709** and Email ID as tn@c1india.com. Neither the TIIC Ltd nor **M/s C1 India Pvt Ltd** 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.
9. The Earnest Money Deposit (EMD) of the successful bidder shall be retained towards part sale consideration and the EMD of the unsuccessful bidders shall be refunded. EMD shall not bear any interest. The successful bidder shall have to deposit 25% of the sale price, adjusting the EMD already paid before the close of the office hours of the next working day after the conclusion of the e-Auction. The balance 75% of the sale price shall be paid on or before 30th day of sale confirmation or within such extended period as agreed upon in writing by and solely at the discretion of the TIIC Ltd. In case of default in payment by the successful bidder, the amount already deposited by the bidder shall be liable to be forfeited and the property shall be put to re-auction and the defaulting borrower/bidder shall have no claim/right in respect of the amount/property.
10. The TIIC Ltd is not responsible for any liabilities upon the property which is not in the knowledge of the TIIC Ltd.
11. All Statutory dues are payable by the successful bidder in respect of respective assets being auctioned.

Original KYC documents shall be produced for verification. For further details contact the Branch Manager, Tirupur over phone 9445023506, 9444396846 or in person.

Place: Tirupur

Date: 21.08.2026

DIPR/718/Display/2026

Branch Manager

The Tamilnadu Industrial Investment Corporation Ltd.