



HERO HOUSING FINANCE LIMITED

Registered Office: 09, Community Centre, Basant Lok, Vasant Vihar, New Delhi-110057.
Branch Office: 2nd Floor, A-6, Sector-4, Noida, Gautam Buddha Nagar, Uttar Pradesh-201301

PUBLIC NOTICE (SALE OF IMMOVABLE PROPERTY THROUGH PRIVATE TREATY)

[Notice of Sale by Private Treaty under Rule 8 read with Rule 9 of Security Interest (Enforcement) Rules 2002]

Notice is hereby given to the public in general and to the borrower/co-borrower ("Borrowers") in particular that below described secured asset which is mortgaged to Hero Housing Finance Ltd ("Secured Creditor"), possession of which has been taken by the Authorised Officer will be sold on "As Is Where Is", "As Is What Is" And "Whatever There Is" basis by way of Private Treaty.

The sale by private treaty will take place any day after fifteen days (15 Days) from the date of this publication The details are more particularly mentioned herein below.

Loan Account No.	Name of Borrower(s)/ Co-Borrower(s)/ Guarantor(s)/ Legal Heir(s)/ Legal Rep.	Date of Demand Notice	Reserve Price (RP)	Type of Possession
			Earnest Money Deposit (EMD)	
HHFNSPHOU220027225 // HHFNNSIPL22000027617	Parmeeta Gautam, Surender Singh	15-11-2025, Rs. 31,40,385/- as on 09-09-2026	Rs.22,55,000/-	Physical
			Rs.2,25,500/-	

Description of property: Builtup Upper Ground Floor, Without Roof/ Terrace Rights, South Western Side Portion Area Measuring 60 Sq. Yds (Pvt No. 102) Out of Plot Bearing No. 3B & 4B (Tower 2), of Khasra No. 590&631, Village Nawada Extension, Block- B -4, Uttam Nagar, New Delhi-110059, Bounded As: East: Other's PropertyWest: Road 15 Ft Wide, North: Other's FlatSouth: Tower 1 on Part of Plot

HHFNSPHOU22000019703 // HHFNNSIPL22000019704	Arvind Kumar, Poonam Gupta	07/10/2025, Rs. 25,02,233/- as on 10-09-2026	Rs.10,50,000/-	Physical
			Rs.1,05,000/-	

Description of property: Flat No UGF-01 Upper Ground Floor, M.i.g., Rhs, Without Roof Rights Having Covered Area Measuring 48.77 Sq. Mtrs I.E 525 Sq. Ft Consisting of Two Bedrooms, One Drawing Room, One Kitchen, Two Toilet & Balcony Built on Plot No. F-5, SLF Ved Vihar, Village Sadullabad, Pargana And Tehsil Loni, District Ghaziabad, Uttar Pradesh- 201102, Plot No. F-5 Is Bounded As: East: Plot No. F-6, West: Plot No. F-4, North: 9 mtr wide road, South: Other's property

HHFGAZHOU21000013120 // HHFGAZIPL21000013121	Santosh Kumar, Seema Wife of Santosh Kumar	26-07-2024, Rs. 16,56,748/- as on 10-09-2026	Rs.6,25,000/-	Physical
			Rs.62,500/-	

Description of property: Flat No. UG-4, Upper Ground Floor, Back Side Rhs, Without Roof Rights Built on Plot No. A-43, Out of Khasra No. 213, Area Measuring 415 Sq. Ft. I.E 38.55 Sq Meters, Situated At Rail Vihar Sehkar Awas Samiti Ltd. Village Sadullabad, Tehsil Loni Dist. Ghaziabad, U.P. Consisting of one bedroom, one drawing room, one kitchen, toilet bathroom & balcony, Bounded By; North- Other's Plot, East- Plot No. A-42, South- Common passage and Flat No. UG-1, West- Flat No. UG-3

HHFNIOIHOU23000043122 // HHFNIOILAP23000043585	Dheeraj Singh, Jyoti Devi	21-11-2024, Rs. 14,64,418/- as on 10-09-2026	Rs.5,00,000/-	Physical
			Rs.50,000/-	

Description of property: Flat No. FF- 3, L.I.G, 1st Floor Rear Side Without Roof Rights, Consisting of One Drawing/ Dining Room, One Bedroom, One Toilet, One Kitchen And Balcony Having Covered Area Measuring 350 Sq. Ft. I.E 32.51 Sq. Mtrs, Khasra No. 353, Sitaued on Plot No. D-195-A, Push Vihar Kashyap Kunj Second, Village Sadullabad, Pargana And Tehsil Loni, District Ghaziabad, Uttar Pradesh - 201102, Bounded As : East- 15 Ft Wide Road, West- Other's Property, North – Remaining Portion of Plot, South- Other's Property

HHFNSPHOU19000005094 // HHFGAZLAP240000058164	Mokaddesh Ali, Piyara Ali Ahamed	21/04/2025, Rs. 13,35,640/- as on 10-09-2026	Rs.7,40,000/-	Physical
			Rs.74,000/-	

Description of property: Flat No 2, Second Floor Back Side Without Roof Rights, Mig on G+3 Standard Building, Plot No B-107, B Block, Khasra No. 222 Having Area Measuring 456 Sq. Ft I.e 42.36 Sq. Mtr Rail Vihar, Village Sadullabad, Tehsil Loni, District Ghaziabad, Uttar Pradesh- 201102 Consisting of Two Bedrooms, One Drawing Room, One Kitchen And One Toilet Bathroom. Bounded As : East- Plot No. B-107A, West- Plot No. B -106, North – 25 Ft Wide Road, South- Plot No. B-88

HHFDELHOU19000001880	Satish S/o Ramkishan, Sonlka Chaudhry	18-08-2025, Rs. 17,43,056/-as on 10-09-2026	Rs.8,20,000/-	Physical
			Rs.82,000/-	

Description of property: All Piece And Parcels of Property Bearing Ground Floor, Front Side, M.I.G (without Roof Right), Plot No.38, Khasra No. 353 M, Pushp Vihar, Village- Sadullabad, Loni, Ghaziabad, Uttar Pradesh – 201102 Having Area 51.09 Sq mtr. East – Deegar Plot, West – Property of Purchaser; North – 25 feet wide road, South – Deegar Plot

HHFLAXHOU2200029880	Reshampal Singh, Reshampal Singh M/s Cotton Wilks, Suresh Kumari	16-07-2025, Rs. 14,50,171/- as on 10-09-2026	Rs.6,40,000/-	Physical
			Rs.64,000/-	

Description of property: Flat No. FF-04, First Floor, Rear RHS Without Roof, LIG, Built on Plot Bearing No. A-94 Admeasuring 342.00 Sq. Feet, Situated at Khasra No. 348, at Rail Vihar Sehkar Aavas Samiti Ltd., Village Sadullabad, Pargana Loni, Tehsil and District Ghaziabad, Uttar Pradesh-201102 consisting of one bedroom, one drawing room,one kitchen, one toilet, bathroom & balcony. Plot No. A-94 Bounded By; North-30 Feet Wide Road; East: Plot No. A-95; West- Park; South- Plot No. A-106.;

HHFNSPHOU21000015912	Ramveer Son of Chahatram, Monika Daughter of Bhagwat	09-07-2025, Rs.16,81,390/- as on 10-09-2026	Rs.6,28,000/-	Physical
			Rs.62,800/-	

Description of property: Flat No-7, Second Floor (Top Floor), Back Side With Roof Right, Situated on Plot No. A-60 (Remaining Part) Ganga Vihar/ Sadullabad, Pargana Loni, Ghaziabad, Uttar Pradesh-201102 covered area measuring 50 Sq. yds 41.805 Sq. mtrs, consisting of one bedroom, one drawing room, one kitchen, one toilet and one bathroom, Bounded by: North: Remaining Portion of Plot No. A-60, East: 30 Ft wide Road, South: Plot No. A-59, West: Plot No. A- 57

HHFGAZHOU22000027071	Suresh Son of Gore Lal, Soni Wife of Suresh	18-08-2025, Rs. 15,75,179/- as on 10-09-2026	Rs.6,00,000/-	Physical
			Rs.60,000/-	

Description of property: Flat No. SF-3, Second Floor Rear Lhs With Roof Rights, Built On Plot No. A-94, Khasra No. 348, Having Area Measuring 320 Sq. Ft I.e 29.73 Sq. Mtrs Rail Vihar Sehkar Awas Samiti Ltd. Village Sadullabad, Pargana And Tehsil Loni, District Ghaziabad, Uttar Pradesh-201102 consisting of one bedroom, one drawing room, one kitchen and two toilet, bathroom & balcony. Bounded By: North: Common Passage & Flat SF - 2, East: Plot No. A- 95, South: Other's Property, West: Common Passage & Flat SF - 4

HHFNSPHOU23000032061	Farman Khan, Farha Khatoon	09-09-2025, Rs. 14,59,200/- as on 10-09-2026	Rs.6,00,000/-	Physical
			Rs.60,000/-	

Description of property: Flat No. UGF-2, Upper Ground Floor Rear Side Without Roof Right, Built On Plot No. F-72 Consisting Khasra No. 181, Admeasuring Area 335 Sq. Ft I.e 31.12 Sq. Mtrs. Situated In Sif Ved Vihar Village Sadullabad Loni Pargana Loni Tehsil And District Ghaziabad, Uttar Pradesh. Flat Bounded By: North: Common passage and Flat UGF-1, East: Plot no. F-71, South: Park on ground floor, West: Plot no. F-73

HHFLAXHOU23000040185	Wazid Ali, Shahnaj Daughter of Jalaluddin	15-09-2025, Rs. 27,53,589/- as on 10-09-2026	Rs.17,00,000/-	Physical
			Rs.1,70,000/-	

Description of property: Flat No. SF-3, Second Floor Front LHS With Roof, HIG, Plot No. B-14, Khasra No 235, Block- B, Having Area Measuring 620 Sq. Ft I.e. 57.60 Sq. Mtrs, Rail Vihar Sehkar Awas Samiti Ltd., Village Sadullabad, Tehsil Loni, District Ghaziabad -201102, Bounded By: East: 25 ft wide road / Entry, West: Plot No. B-6 / SF-1, North: Plot No. B-15 / SF-2, South: Plot No. B- 13

HHFGAZHOU21000012846	Naveen Sharma, Mayuri Sharma	19-07-2025, Rs. 12,50,610/- as on 09-09-2026	Rs.7,00,000/-	Physical
			Rs.70,000/-	

Description of property: Flat No UGF-2, UGF, L.I.G., Front (LHS) Without Roof Rights, Having Covered Area Measuring 41.805 Sq. Mtrs I.E 450 Sq. Ft Consisting of One Bedroom, One Drawing/dining Room, One Kitchen, One Toilet/bathroom, Constructed on, Plot No-93, Part of Khasra No.-68, Akashwani Civil Wing, Akash Vihar, Village Sadullabad, Pargana And Tehsil Loni, District Ghaziabad, Uttar Pradesh-201102, Bounded By: North: Flat No. UGF- 01, East: 30 Ft Wide Road on Ground Floor, South: Plot No. 94, West: Common Passage And Flat No. UGF-3

Authorised Officer's Details: Name: Shekhar Singh
Mob- 9711522275
Private Treaty to be executed any day after 29/09/2026.

Email ID: shekhar.singh@herohfl.com
Purchaser Identified

The undersigned as Authorized Officer of Hero Housing Finance Ltd. has taken over possession of the schedule property(ies) us/ 13(4) of the SARFAESI Act, 2002 all previous attempt to auction through inviting public bid failed. Hence, Public at large is being informed that the secured property(ies) as mentioned above are available for sale, through Private Treaty, as per the terms agreeable to HHFL for realisation of HHFL's dues on "AS IS WHERE IS BASIS" and "AS IS WHAT IS BASIS".

Standard terms & conditions for sale of property through Private Treaty are as under:

1. Sale through Private Treaty will be on "AS IS WHERE IS BASIS" and "AS IS WHAT IS BASIS". Thus, no public bid shall be invited. 2. Bid increment amount shall be Rs 15,000 (Fifteen Thousand Only) for Reserve Price till 25 lakhs, Rs 25,000 (Twenty-Five Thousand Only) for Reserve Price above 25 Lakhs till 50 lakh, Rs 50,000 (Fifty Thousand Only) for Reserve Price above 50 Lakh till 1crore, Rs 1,00,000 (1 Lakh Only) for Reserve price Beyond 1 Crore. 3. Such purchaser shall be required to deposit 25% of the sale consideration on the next working day of receipt of HHFL's acceptance of offer for purchase of property and the remaining amount within 15 days thereafter. 4. The purchaser has to deposit 10% of the offered amount along with application which will be adjusted against 25% of the deposit to be made as per clause (2) above. 5. Failure to remit the amount as required under clause (2) above, will cause forfeiture of amount already paid including 10% of the amount paid along with application. 6. In case of non-acceptance of offer of purchase by HHFL, the amount of 10% paid along with the application will be refunded without any interest. 7. The property is being sold with all the existing and future encumbrances whether known or unknown to HHFL. The Authorized Officer/ Secured Creditor shall not be responsible in any way for any third-party claims/ rights/ dues. 8. The purchaser should conduct due diligence on all aspects related to the property (under sale through private treaty) to his/her satisfaction. The purchaser shall not be entitled to make any claim against the Authorized Officer/ Secured Creditor in this regard at a later date. 9. The HHFL reserves the right to reject any offer of purchase without assigning any reason. 10. In case of more than one offer, the HHFL will accept the highest offer and there shall not be any claim against HHFL from unsuccessful offerer. 11. The interested parties may contact the Authorized Officer for further details/ clarifications and for submitting their application. 12. The purchaser has to bear all stamp duty, registration fee, and other expenses, taxes, duties in respect of purchase of the property. 13. Sale shall be in accordance with the provisions of SARFAESI Act/ Rules. 14. For property details and visit to property contact to Ershad Ali / 8802270415 / ershad.ali@herohfl.com // and Shekhar Singh/9711522275/ shekhar.singh@herohfl.com .

15 DAYS SALE NOTICE TO THE BORROWER/GUARANTOR/MORTGAGOR

The above-mentioned Borrower/Mortgagor/guarantors are hereby noticed to pay the sum as mentioned in Demand Notice under section 13(2) with as on date interest and expenses before the date of Sale failing which the property shall be sold through Private Treaty and balance dues, if any, will be recovered with interest and cost from you as a Borrower(s).

For detailed terms and conditions of the sale, please refer to the link provided in https://uat.herohomefinance.in/hero_housing/other-notice on Hero Housing Finance Limited (Secured Creditor's) website i.e., www.herohousingfinance.com

Date: 11-09-2026
Place: Delhi / NCR

For Hero Housing Finance Ltd.
Authorised officer