

BY SPEED POST & AFFIXATION
WITHOUT PREJUDICE



16.09.2026

To,

1. **MR. BIRENDRA SINGH**
S/O NAI PAL SINGH
73, K-1-73, FIRST FLOOR, PALAM VIHAR
GURGAON HARYANA - 122017

ALSO AT
MR. BIRENDRA SINGH
S/O NAI PAL SINGH
UNIT NO.2205, 22ND FLOOR, TOWER-JAZZ
"RHYTHM CCOUNTY" AT PLOT NO.GH-16 E
SECTOR -1 GREATER NOIDA WEST
UTTAR PRADESH - 201301

ALSO AT
MR. BIRENDRA SINGH
S/O NAI PAL SINGH
C/O M/S JLL PROPERTY CONSULTANTS (INDIA) PRIVATE LIMITED
PLOT NO. 78 JIL TOWERS, SECTOR -18 GURGAON
HARYANA - 12201

2. **MRS. NEEMA YADAV**
D/O MEHTAB SINGH
73, K-1-73, FIRST FLOOR, PALAM VIHAR
GURGAON HARYANA - 122017

ALSO AT
MRS. NEEMA YADAV
D/O MEHTAB SINGH
UNIT NO.2205, 22ND FLOOR, TOWER-JAZZ
"RHYTHM CCOUNTY" AT PLOT NO.GH-16 E
SECTOR -1 GREATER NOIDA WEST
UTTAR PRADESH - 201301

Sub: Auction Sale Notice for Sale of Immovable Property under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 [Rule 8(6) of the Security Interest (Enforcement) Rules, 2002]

ART HOUSING FINANCE (INDIA) LIMITED

Registered Office: 107, Best Sky Tower, Netaji Subhash Place, Pilampura, Delhi - 110034 | Regional Hub: 49, Udyog Vihar, Phase - IV, Gurugram - 122015, Haryana
CIN: U64920DL2013PLC255432 | Phone: +91 124 5060981 | E-mail: contact@arthfc.com | Website: www.arthfc.com

ISO 27001:2022 & ISO 9001:2015 CERTIFIED

Dear Sir/Madam,

Notice is hereby given to the Borrowers/Mortgagors and the general public that the immovable property described hereinbelow, mortgaged/charged to **ART Housing Finance (India) Limited (Secured Creditor)**, and of which possession has been taken by the Authorized Officer, shall be sold by way of e-auction on **19.10.2026 (Monday) between 11:00 A.M. to 02:00 P.M.**, on "As is where is", "As is what is" and "Whatever there is" basis, for recovery of **Rs.49,94,620/- (Rupees Forty Nine Lakh Ninety Four Thousand Six Hundred Twenty Only)** as on 15-09-2026, together with further interest, costs, charges, and expenses due to the Secured Creditor.

Details of the Immovable Property:-

PROPERTY UNIT NO.2205 AREA MEASURING 1060 SQ. FT 22ND FLOOR, TOWER-JAZZ SITUATED IN RESIDENTIAL PROJECT "RHYTHM COUNTY" AT PLOT NO.GH-16 E, SECTOR-1, GREATER NOIDA WEST, GAUTAM BUDH NAGAR, UTTAR PRADESH, WHICH IS BOUNDED AS UNDER.

Boundaries:

- **EAST: AS PER TITLE DEED**
- **WEST: AS PER TITLE DEED**
- **NORTH: AS PER TITLE DEED**
- **SOUTH: AS PER TITLE DEED**

Reserve Price: ₹47,70,000/- (Rupees Forty Seven Lakh Seventy Four Thousand Only)

Earnest Money Deposit (10% of Reserve Price): ₹4,77,000/-

Known Encumbrances, if any: NIL

Terms & Conditions of Sale: -

1. The sale shall be conducted strictly in accordance with the provisions of the SARFAESI Act, 2002 and the Security Interest (Enforcement) Rules, 2002, and subject to the terms and conditions herein contained.
2. Intending bidders shall submit their **Earnest Money Deposit (EMD) along with self-attested KYC documents** (PAN Card and any one of Aadhar Card / Voter ID / Driving Licence) either at the **Head Office of ART Housing Finance (India) Limited, 49, Udyog Vihar, Phase-IV, Sector-18, Gurugram, Haryana - 122015**, or by sending scanned copies of the same through email to the **Authorized Officer** at satnarayan.parkash@arthfc.com or 9466460995.
3. Bidders shall register at www.bankeauctions.com and submit EMD through **NEFT/RTGS/DD/CASH** to A/c No. 50200049383517, IFSC: HDFC0000273, latest by **17.10.2026, 05:00 PM.** (Cheques will not be accepted.)

4. Bidding shall commence from the Reserve Price and shall increase in multiples of ₹10,000/- or as may be decided by the Authorized Officer. In case a bid is placed within 5 minutes of the closing time, the auction closing time will be automatically extended by 5 minutes until final closure.
5. The successful bidder shall deposit **25% (inclusive of EMD) of the sale consideration immediately on the day of the auction or not later than the next working day**, as mandated under Rule 9(3) of the Security Interest (Enforcement) Rules, 2002. The balance **75% of the sale consideration shall be paid within 15 (fifteen) days from the date of confirmation of sale** or within such extended period as may be agreed upon in writing by the Secured Creditor, but not exceeding **three months in total**, strictly in accordance with Rule 9(4) of the said Rules.
6. The purchaser shall bear **stamp duty, registration charges, statutory dues, taxes, and all liabilities in respect of the property.**
7. The Secured Creditor shall not be responsible for any undisclosed statutory dues, encumbrances, or claims. Bidders are advised to conduct their own independent due diligence before participating.
8. The Authorized Officer reserves the right to **accept or reject any/all bids** without assigning reasons, or to adjourn/postpone/cancel the auction without liability.
9. If the sale consideration exceeds **₹50 Lakhs**, the purchaser shall deduct and deposit **TDS under Section 194-IA of the Income Tax Act, 1961** with the Government and submit the TDS certificate to the Secured Creditor.
10. The **Sale Certificate** shall be issued in the name of the successful bidder only, after full payment and confirmation of sale. No request for change of name shall be entertained.
11. In case of any orders from **DRT/High Court or any competent authority**, the auction may be deferred or cancelled, and bidders shall have no right to claim damages/compensation.
12. The **original title deeds and security documents** deposited with ART Housing Finance (India) Limited shall be delivered to the successful purchaser after execution of the Sale Certificate.
13. The Borrower's (Mortgagor's) attention is drawn to the provisions of sub-section (8) of Section 13 of the SARFAESI Act, 2002, regarding the time available to redeem the secured assets.
14. For detailed terms and conditions, please refer to www.bankeauctions.com.

Place: Gautam Budh Nagar (UTTAR PRADESH)

For ART Housing Finance (India) Limited

Authorized Officer

