

Registered Post

Dated: 22.09.2026

1. DEVI LAL SEN S/O SHIV LAL SEN (BORROWER)
2. KAMLA SEN W/O SHIV LAL (CO-BORROWER)

BOTH ABOVE RESIDING AT- KAMERI,TIKAR, SUB-DISTRICT-DEOGARH, DISTRICT-RAJSAMAND, RAJ-313332

Dear Sir/Madam,

Sub: PUBLIC NOTICE FOR SECOND SUBSEQUENT SALE OF IMMOVABLE PROPERTY UNDER THE SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002 (SARFAESI ACT)

1. We refer to Demand Notice dated 17.05.2024 issued by M/s Ummeed Housing Finance Private Limited under Section 13(2) of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (hereinafter referred to as "SARFAESI Act"), related to Loan Account no. LXRS04122-230019904 wherein we had called upon you to pay the dues of Rs.360,672/- (Rupees Three Lacs Sixty Thousand Six Hundred Seventy Two Only) as on 17.05.2024 with further applicable interest from 18.05.2024 and other charges until payment in full (hereinafter referred as the "Outstanding Amount") and payable by you all under the facilities granted by M/s Ummeed Housing Finance Private Limited [UHFPL] within 60 days from the date of the said Notice. You have failed and neglected to pay the amount as demanded.
2. M/s Ummeed Housing Finance Private Limited [UHFPL] has vide loan agreement dated 13.10.2022 ("Assignment Agreement") has become full and absolute owner and as such is legally entitled to receive the repayment of the financial facility or any part thereof including the right to file suits, institute such other proceedings in its own name and to take such other action as may be required for the purpose of the recovery of the said financial facility.
3. It is pertinent to note that despite the service of the above-mentioned notice, you have failed to liquidate the outstanding dues and as such, the Authorized officer of M/s Ummeed Housing Finance Private Limited [UHFPL]. has taken possession of the properties on 17.03.2026 described herein below in Annexure "A" (and referred hereinafter as "Secured Assets") in exercise of the powers conferred on him under Section 13 (4) of the said Act read with Rules 8 and 9.
4. Thereafter, a Redemption Notice dated 18.03.2026 was served upon you to addresses allowing them 30 days to redeem the secured assets by clearing the Total outstanding dues. However, 30-day period for redemption as stipulated in the said Redemption notice and all addresses have failed to redeem the secured asset by clearing the outstanding dues. After expiring of redemption period, UHFL (Secured Creditor) have given Sale Auction notice dated 24.04.2026 and Subsequent Sale notice dated 01.06.2026 & 24.09.2026 prescribed under the provisions of Rule 8(5), (6) & 9(1) of Security Interest (Enforcement) Rules, 2002, property described hereunder on "As is where is basis & As is what is basis & Whatever there is Basis", which have been failed due to nobody turned up.

5. This is to inform you all, that all the requisitions under the provisions of SARFAESI Act and The Security Interest (Enforcement) Rules, 2002 have been complied with and M/s Ummeed Housing Finance Private Limited now proposes to sell the secured asset as mentioned in below mentioned Table herewith by public auction and/or any other methods as prescribed under the provisions of Rule 8(6) & 9(1) of Security Interest (Enforcement) Rules, 2002 property described hereunder on 'as is where is basis & As is what is basis & Whatever there is Basis', unless we receive the entire outstanding amount alongwith interest and other charges as demanded in our notice. and please take notice that if in case of Subsequent auction scheduled fails for any reason whatsoever then secured creditor may enforce security interest by way of Again subsequent sale or private treaty.
6. The sale of the secured assets will be through an E- Auction at the reserve price more particularly detailed and the auction shall be scheduled as under:

S.NO.	PARTICULARS	DETAILS
1	DATE AND TIME OF E-AUCTION	16.10.2026 BETWEEN 11:00 AM TO 1:00 PM WITH UNLIMITED AUTO EXTENSIONS OF 5 MINUTES
2	LAST DATE OF SUBMISSION OF EMD WITH KYC	13.10.2026 UP TO 5:00PM
3	DATE & TIME OF PROPERTY INSPECTION	10.10.2026 BETWEEN 11:00 AM TO 1:00 PM W
4	PLACE OF SUBMISSION OF DOCUMENTS	Office: 3rd Floor, Office No. 303, Axis Mall, Bhagwan Das Road, C- Scheme, Jaipur, Rajasthan-302001 auction@ummeedhfc.in Call 18002026127 and support@bankeauctions.com Support No. 7291981124,25,26 & Contact Sh. Bhavik Pandya – 8866682937 (Service Provider)
5	E-AUCTION SERVICE PROVIDER/MODE OF AUCTION	E-Auction through website https://www.bankeauctions.com (auction bid)
6	LOAN ACCOUNT NO AND BORROWERS DETAILS	1.DEVI LAL SEN S/Q SHIV LAL SEN (BORROWER) 2.KAMLA SEN W/O SHIV LAL (CO-BORROWER) BOTH ABOVE RESIDING AT- KAMERI,TIKAR, SUB-DISTRICT-DEOGARH, DISTRICT-RAJSAMAND, RAJ-313332 LAN. LXRJS04122-230019904

7	OUTSTANDING AMOUNT	RS.7,38,747/-(RUPEES SEVEN LAKHS THIRTY-EIGHT THOUSAND SEVEN HUNDRED FOURTY SEVEN ONLY) AS ON 16-MAR-2026 + FURHER INTEREST AND OTHER CHARGES FROM 17-MAR-2026.
8	DESCRIPTION OF MORTGAGED PROPERTY (SECURED ASSET)	ALL THAT PART AND PARCEL OF RESIDENTIAL PROPERTY BEARING PATTAN NO.18, BOOK NO.8, DATED-02.12.2010. MEASURING AREA-364 SQ.FT., GRAM-KAMERI, GRAM PANCHAYAT- MAAD, PANCHAYAT SAMITI- DEOGARH, DISTRICT- RAJSMAND. BOUNDED AS- NORTH- AAM RASTA SOUTH- HOUSE OF KAILASH /LACHCHHU BHIL EAST- PLOT OF SHIV JI SAIN WEST- HOUSE OFMANGU JI
9	RESERVED PRICE FIXED AND EMD (RS)	RESERVE PRICE: Rs.3,37,564/- EARNEST MONEY DEPOSIT: Rs33,757/-
10	MINIMUM BID INCREMENT AMOUNT	Rs. 10000/-

Please treat this notice as Notice under Rule 8(6) & 9 (1) of the Security Interest (Enforcement) Rules, 2002.

For M/s. Ummeed Housing Finance Private Limited



Authorized Officer

TERMS AND CONDITIONS OF AUCTION

1. The E- Auction is being held through the service provider's portal <https://www.bankeauctions.com> via online
2. Bid Documents, Declaration, General Terms and Conditions of online auction sale are available at website of service provider i.e. <https://www.bankeauctions.com>
3. The interested bidders who require assistance in creating Login ID & Password, uploading data, submitting bid, training on e-bidding process, etc. may contact M/s C 1 India Private

Limited, Plot No.68, 3rd floor, sector 44, Gurgaon,122003, Haryana. Support No. 7291981124,25,26 & Contact Sh. Bhavik Pandya-8866682937 Support Email ID: support@bankeauctions.com or auction@ummeedhfc.in and for any property related query may contact the Ummeed Housing Finance Pvt Ltd Contact at -**18002026127**.

4. Intending bidder must deposit the EMD amount via DD/Pay order/NEFT/RTGS in favor of Ummeed Housing Finance Pvt Ltd A/c no. 50200021387303, IFSC- HDFC0003906 on or before date and time of EMD.
5. After depositing the EMD, bidders must register on the aforementioned portal and upload proof of EMD deposit along with Pan Card, Aadhar Card/ID proof, and Address Proof
6. The successful bidder shall deposit 25% of the bid amount including EMD immediately after the declaration of the successful bid or very next day and balance 75% within 15 days from the date of confirmation of the sale.
7. In case of failure to deposit the balance amount within the stipulated time, the EMD and the amount already deposited shall be forfeited and the property shall be re-auctioned.
8. The UHFPL reserves the right to accept or reject any or all bids without assigning any reason.
9. All expenses related to stamp duty, registration, municipal taxes, electricity, water and other incidental charges shall be borne by the successful bidder.
10. Borrowers are requested to remove their movable assets (if Any) from the mortgaged property which is in secured creditor's possession.

