E-AUCTION SALE NOTICE

ALCHEMIST ASSET RECONSTRUCTION COMPANY LIMITED
A-270 (FF & SF), Defence Colony, New Delhi-110 024, Tel.: 91-11-46562580 - 83
Fax: 91-11-46562584, Email: admin@alchemistarc.com, Web: www.alchemistarc.com

AUCTION SALE NOTICE

(Please see rule 8(6) & 9 of Security Interest (Enforcement) Rules, 2002 & Appendix IV A)

E-Auction Sale Notice for Sale of Immovable Secured Asset (hereinafter referred to "Secured Asset(s)" under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (hereinafter referred to as "the SARFAESI Act, 2002") read with Rule 8(6) & Rule 9 of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and in particular to **Collage Estates Private Limited** (hereinafter referred to as **"Borrower", Mortgagor & Guarantors**), that the below described Secured Asset(s), mortgaged/charged to the Secured Creditor, the possession of which has been taken by the Authorised Officer of Assignor Bank i.e. United Bank of India on 15.09.2016. After assignment of debt pertaining to M/s Collage Estates Private Limited by United Bank of India assigned all its rights, titles and interests in favour of the Alchemist Asset Reconstruction Company Limited (AARC), AARC become the Secured Creditor and the possession is now stand with the Authorised officer of AARC (acting in its capacity of trustee of **Alchemist-XI Trust**), will be sold through E-Auction, on **"As is where is", "As is what is", "Whatever there is" and "Without Recourse Basis"** by the Authorised Officer of Alchemist Asset Reconstruction Company Ltd.("AO") by way of "Online Auction through E-Auction Agency, **C1 India Pvt. Ltd.,** at their website/portal i.e. http://www.bankeauctions.com on **23.11.2026** at **11:30 AM** with unlimited auto extension of five (5) minutes each if enhanced bid is made before close of e-Auction, for recovery of dues aggregating to **Rs. 39,45,89,028.98** as on 31.10.2026 together with further interest and charges due to the AARC. The details of the Secured Asset(s)/Reserve Price/Auction Date & Time and Earnest Money Deposit (EMD) are mentioned below:

S. No	SCHEDULE OF SALE OF SECURED ASSETS	Reserve Price (RP)	Details of Auction & EMD
1	Basement I, area admeasuring 97,097 Sq. Feet, Basement II, area admeasuring 94,541 Sq. Feet and Basement III area admeasuring 22,235 Sq. Feet (parking) of Viva Collage Mall, located on National Highway I, Jalandhar Punjab, owned by M/s Collage Estates Pvt. Ltd. (Symbolic possession has been taken on 15.09.2016) Shop No TF-3, Third Floor area admeasuring 4,835 Sq. Feet, of Viva Collage Mall, on National Highway I, Jalandhar Punjab, owned by M/s Collage Estates Pvt. Ltd. (Physical possession of shop No. TF-3, has been taken on 06.12.2017)	**Rs. 11,56,00,000/-**	Date of E-auction **23.11.2026** Time of E-auction **11:30 AM IST** Earnest Money Deposit **Rs. 1,15,60,000/-** Bid Increment **Rs. 1,00,000/-**

Terms & Conditions:

- The Sale will be done by the undersigned through e-auction platform provided at Web Portal: https://www.bankeauctions.com, The interested bidders who require assistance in creating Login Id & Password, uploading data, submitting Bid Documents, Training/ Demonstration on Online Inter-se Bidding etc., may contact **M/s. C1 India Pvt. Ltd.**, 3rd Floor, Plot No. 68, Sector – 44, Gurgaon, Haryana Pin: 122003, email Id: support@bankeauctions.com Helpline No. 0124-4302020, 21, 23 Contact No. 9948182222.
- The attention of all interested parties is invited to the provisions of sub-section (8) of Section 13 of SARFAESI Act, 2002 regarding time available to redeem the Secured Assets. Borrower/Mortgagor/Guarantor(s) may also treat this notice as **15 days Sale Notice** (in terms of Rule 8(6) r/w Rule 9(1) of the Security Interest (Enforcement) Rules, 2002) and are hereby given a last and final opportunity to discharge the liability in full on or before 20.11.2026 failing which the Immovable Secured

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Asset(s) will be sold as per terms and conditions mentioned in this sale notice as well as the bid document published in the link provided below.

- For Encumbrances, bidders are advised to see Bid Document. The sale is strictly subject to the terms & conditions incorporated in this Auction Sale Notice and the Bid Document (published in the Link mentioned below) containing details of the Immovable Secured Asset(s) and particulars of terms and conditions of sale forming part of this Auction sale notice. This is without prejudice to any other rights available to Secured Creditor under the SARFAESI Act, 2002 and/or any other law.
- A person is not entitled to submit its bid if such person, or any other person acting jointly or in concert with such person ineligible as per the section 29A of Insolvency Bankruptcy Code, 2016 and all bidder shall be required to submit a Notarised Undertaking with all their KYC, declaring and confirming that bidder do not have any kind of relationship (professional/personal), with Borrower/Promoters/Guarantors/Mortgagors (draft given in Bid Document).
- For participation in the Auction Sale, any bidder, desirous of participating in the auction sale shall have to collect the Bid Document from the office of AO at A-270, First & Second Floor, Defence Colony, New Delhi-110024, on working days from **05.11.2026 to 20.11.2026** during working hours against payment of Rs. 1000/- via Online Payment/Cheque/DD/Pay Order in favour of **"Alchemist XI Trust"**, payable at Delhi or through RTGS/NEFT, **Account No. 911020000871553**, beneficiary "Alchemist XI Trust", IFSC Code No. UTIB0000357, Bank Branch Axis Bank Ltd., Defence Colony, New Delhi - 110024.
- Alternatively, the bidder can also obtain the bid document from AO via email after making payments of Rs. 1000/- via electronic mode in the above Bank account. Bidder Shall submit duly executed bid document with EMD on or **before 21.11.2026 till 3:00 PM**.
- As per Section 194-IA of the Income Tax Act, 1961, TDS shall be applicable on the sale proceeds if the sale consideration is Rs. 50,00,000/- (Rupees Fifty Lakhs only) and above. The Successful bidder/purchaser shall deduct the applicable TDS (1%) and deposit, in favour of transferor i.e. Alchemist-XI Trust, having Pan No. AACTA9895K, with Income Tax Department. Furthermore, only 99% of the sale price is to be remitted to the Secured Creditor.
- For detail terms and conditions of the sale, please visit the **Link {Link:** *www.alchemistarc.com* and click on *LIVE AUCTIONS* tab}. For any clarification/information, interested parties may contact the AO Mob: **8130836012**, telephone numbers – **011 – 46562580-81-82-83** or email at **admin@alchemistarc.com**.

Place: Delhi
Date: 05.11.2026

(Authorised Officer)