

TAMILNAD MERCANTILE BANK,
AHMEDABAD BRANCH
1 B, WALL STREET 1, 1 FLOOR,
OPP: ORIENT CLUB, ELLIS BRIDGE,
Ahmedabad-380006, Gujarat M:99250 04931
CIN – L65110TN1921PLC001908



Tamilnad Mercantile Bank Ltd
Ahmedabad Branch
E-Auction Sale Notice

Date : 08.06.2026

(BY Speed Post with Registration)

To,

1. M/s. H R Wire

.....Borrower Concern

Partnership Firm

Plot No.37, Gopinath Mahadevnagar,

Owner Association, Kasindra

Ta-Daskroi, Ahmedabad -382210

2. Mr.Rathod Harkeshkumar Ashokbhai

Guarantor/Partner/Mortgagor

S/o. Ashokbhai Rathod

Rohit vas Kasindhra Sparpanch house,

Ahmedabad-382210

3. Mr. Vishal Rameshchandra Brahmbhatt

..... Partner/Guarantor

S/o. Mr.Rameshchandra Brahmbhatt

B106 Block No.28, Royal Residence

Adalaj, Gandhi nagar, Gujarat

E-Auction Sale Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) & 9 (1) of the Security Interest (Enforcement) Rules, 2002

Notice is hereby given to the public in general and in particular to the Borrower **M/s. HR Wire** and Guarantors/Partners/Mortgagor **1.Mr. Rathod Harkeshkumar Ashokbhai & 2.Mr. Vishal Rameshchandra Brahmbhatt** that the below described immovable property mortgaged/charged to the Secured Creditor, the symbolic possession of which has been taken by the Authorized Officer of Tamilnad Mercantile Bank Limited, Ahmedabad Branch, will be sold on "As is where is", "As is what is", and "Whatever there is" on **10.07.2026** for recovery of **Rs.1,53,57,610.37 (Rupees One Crore Fifty Three Lakh Fifty Seven Thousand Six Hundred Ten and Thirty Seven Paisa)** as on **31.05.2026** (i.e., Cash Credit of Rs.10,66,646.00 Plus Expenses Rs.18,561.80, Term Loan-I of Rs.86,02,342.44 plus Expenses Rs.59.00 and Term Loan-II of Rs.56,69,647.13 plus Expenses Rs.354.00) plus subsequent interest and expensess due to the Tamilnad Mercantile Bank Limited, Ahmedabad Branch **M/s.H R Wire, A partnership firm** through their Partner : **1.Mr. Rathod Harkeshkumar Ashokbhai & 2.Mr. Vishal Rameshchandra Brahmbhatt**. The Reserve price & Earnest Money Deposit (EMD) will be as under.



Place of Auction	TAMILNAD MERCANTILE BANK, Ahmedabad Branch 1 B, WALL STREET 1, I FLOOR, OPP: ORIENT CLUB, ELLIS BRIDGE, Ahmedabad-380006 Gujarat, M:99250 04931
Date and Time of Auction Sale	10.07.2026 at 11.00 AM
Upset Price	Rs.4,92,38,000/- (Rupees Four Crore Ninty Two Lakh Thirty Eight Thousand only)
EMD	Rs.49,23,800/- (Rupees Forty Nine Lakh Twenty Three Thousand Eight Hundred only)

DESCRIPTION OF THE PROPERTIES

Non Agricultural Land bearing Survey No.1595 (Old Survey No.136 Paiki) to an extent of 2378 sq.mt situated at Besides Safalam Greens, Near Aakash Hydraulics, Kasindra Village, Daskroi Taluk, Ahmedabad District and factory shed/building to an extent of 539.95 sq.mt (5809.86 sq.ft), Office Building GF RCC Slap to an extent of 91.20 sq.mt(981.31 sq.ft), FF ACC to an extent of 91.20sq.mt(981.31 sq.ft), 3 labour room & bathroom, other civil works and compound will constricted there standing in the name of **Mr. Rathod Harkeshbhai Ashokbhai**

Boundaries:

As per Title Documents:

North : R.S.No.1599, Akash Haridrolik

East : R.S.No.1590, Diamond Icon

South : R.S.No.1599, Safalam Greens

West : R.S.No.1038, Narmada Canal

As per Actual:

North : Hindalco Ahmedabad warehouse

East : Approach Road

South : R.S.No.1599, Saflam Greens

West : Open Plot

Terms & Conditions

1.

E - Auction website	https://sarfaesi.auctiontiger.net
Upset Price	Rs.4,92,38,000/- (Rupees Four Crore Ninty Two Lakh Thirty Eight Thousand only)
Date and time of e-auction	10.07.2026 between 11.00 AM and 12.00 PM with auto time extension of 5 minutes each, till sale is concluded.
Earnest Money Deposit	Rs.49,23,800/- (Rupees Forty Nine Lakh Twenty Three Thousand Eight Hundred only)
Last date for submission of bid form with EMD	Bid form along with Demand Draft in favour of Tamilnad Mercantile Bank Ltd, should be submitted on or before 10-07-2026 within 10:30 pm.
Place of Submission of BID form and EMD	Authorized Officer, TAMILNAD MERCANTILE BANK LTD., 1 B, WALL STREET 1, I FLOOR, OPP: ORIENT CLUB, ELLIS BRIDGE, Ahmedabad-380006 Gujarat, M:99250 04931
Bid Multiplier	Rs.10,000/- (Rupees Ten Thousand Only)

Other Terms & Conditions



2.The intending bidders may inspect and satisfy themselves about the property/properties and may approach the Branch Manager to inspect the property /documents related to the property between 10.00 A.M., and 4.00 P.M., on all working days before the auction date (Phone No.99250 04931)

3.The successful bidder shall have to deposit 25% of the Bid Amount (including EMD) on the same day or the next working day without fail and EMD shall be adjusted towards 25% of the bid amount immediately, on the sale being knocked down in his favour. In case of default in deposit of 25% of the bid amount as stated above, the EMD will be forfeited and the property shall forthwith be sold again.

4.The successful bidder shall deposit the balance 75% of the bid amount within 15 days from the date of confirmation of the sale or such extended period as agreed upon in writing by the Authorized Officer/Secured Creditor at his discretion. In case of any default in depositing the amount within the stipulated period, the deposit will be forfeited as per sub Rule (5) of Rule (9) of Security Interest (Enforcement) Rules 2002 and the property shall be resold and the defaulting purchaser will forfeit all his/her claims to the property or to any part of the sum for which it may be subsequently sold.

5.No interest shall be payable on any amount deposited for participation in the bid under the SARFEASI Act.

6.To the best of knowledge and information of the Authorized Officer, the properties are not subject to any encumbrance.

7.The Authorized Officer will not be held responsible for any charge, lien, encumbrances, property tax or any other dues to the Government or anybody in respect of the property/ies under sale.

8.The successful bidder should bear the charges/fee payable for conveyance such as registration fee, stamp duty etc., as applicable as per Law.

9.The Authorized Officer has absolute right to accept/reject/postpone or cancel the sale without assigning any reason, whatsoever. The Authorized Officer also has the right to reject the Bid Form of the intending bidder if it's not in order.

10.The property/properties will not be sold below the reserve price fixed above.

11.The intending bidders should submit photo copy of any one of the proofs of identity, ie., adhaar card, passport, driving license, ration card, Voter ID, PAN Card etc., along with the bid form.

12.The sale certificate shall be issued in the name of the purchaser/bidder and will not be issued in the any other name. The purchaser shall bear stamp duty, registration charges and all other connected fees, duties, taxes etc. in relation to the execution of the sale certificate.

13.Successful bidder/purchaser will deduct TDS@1% on sale proceeds as per sec.194(1-A) of the Income Tax, 1961 & deposit the same by furnishing the challan in Form 26QB and submit the original receipt of TDS Certificate to Bank.

14.The sale notice is also uploaded/published on website(www.tmb.bank.in)

Note:

1. Bid form for participating in the e-auction is available in the website <https://sarfaesi.auctiontiger.net>
2. Bidders shall hold a valid Digital Signature Certificate issued by competent authority and valid email ID (e-mail ID is absolutely necessary for the intending bidder) with regard to other relevant information and allotment of ID & password. For participating in the e-auction Contact: **99250 04931**

Place: Ahmedabad

Date: 08-06-2026


Authorised Officer
Tamilnad Mercantile Bank Ltd
Ahmedabad Branch

