

**Auction Sale Notice under SARFAESI ACT 2002****Sale of immovable asset under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (hereinafter referred to as the Act).**

Notice is hereby given to the public in general and to the Borrower/s and Guarantor/s in particular that the below mentioned property mortgaged to IndusInd bank Limited, the possession of which had been taken by the Authorised Officer of the Bank under Sec 13(4) of the Act will be sold by Auction as mentioned below for recovery of under mentioned dues and applicable interest, charges and costs etc. as detailed below.

The property described below is being sold on "As is where is", "As is what is", and "Whatever there is" under the Rule no. 8 & 9 of the Security Interest (Enforcement) Rules (hereinafter referred to as the rules) for the recovery of the dues detailed as under:

Details of Borrower/Guarantors/Mortgagors	<ol style="list-style-type: none"> <li>1. M/s New Central Book Agency Pvt Ltd (Borrower)</li> <li>2. Mr. Amitabha Sen (Director/Guarantor/Mortgagor)</li> <li>3. Mrs. Chhaya Sen (Director/Guarantor/Mortgagor)</li> <li>4. Mrs. Mita Sen (Director/Guarantor)</li> </ol>
Total Amount due as on 31-01-2026	<p>Rs. 4,70,90,915.84/- (Rupees Four Crore Seventy Lakh Ninety Thousand Nine Hundred Fifteen and Paisa Eighty Four only) as on 31-01-2026 plus further interest at the applicable rate as per Sanction Letter and penal interest at the rate of 18.75% (on simple basis) from 1st February 2026 together with costs, charges and expenses incurred</p> <p>[Total Amount due as per 13(2) Notice dated 12.09.2023 - Rs. 3,22,46,560.84/- (Rupees Three Crore Twenty Two Lakh Forty Six Thousand Five Hundred Sixty and Paisa Eighty Four only) as on 31.08.2023 plus further interest at the rate mentioned in the 13(2) notice and penal interest at the rate of 18.75% (on simple basis) from 1st September, 2023 together with costs, charges and expenses incurred]</p>
Nature of Possession	Physical Possession
Details of encumbrances over the properties	Not known to the Bank

Lot No	Description of the secured asset	Reserve Price	EMD
1	All that self-contained Residential Flat on the ground floor, South Side of Four Storey Building, measuring about super built up area of 430 sq. ft. more or less consisting of One Bed Room, One Kitchen, one Toilet and one Mezzanine Floor measuring about 140 Sq. Ft. more or less along with one covered garage on the ground floor measuring about 140 Sq. Ft. more or less of the building built and constructed at or upon the Plot of Land measuring 2 Cottahs, 13 Chittacks and 30 1/2 Sq. Ft. lying and situated at municipal premises No. 79/18/1 Acharya Jagadish Bose road (Formally 79/18 Lower Circular Road)	Rs. 44,50,000/- (Rupees Forty Four Lakh Fifty Thousand only)	Rs. 4,45,000/- (Rupees Four Lakh Forty Five Thousand only)

Upper Wood Street, Kolkata : IndusInd Bank Limited, Savitri Towers, 3A, Upper Wood Street, Kolkata – 700 017.

Regd. Office: 2401, Gen. Thimmayya Rd. (cantonment), Pune - 411 001, India.  
 Contact Us: (020) 26343201 | Email Us: Reachus@indusind.com | Visit Us: Wwww.indusind.com  
 Cin : L65191pn1994plc076333



P.S -Taltola , Kolkata – 700014 within the local limit of the Kolkata Municipal Corporation, Ward No. 53 together with undivided share and interest on the land as described in the Gift Deed No. I-1901-08499/2021 dated 23.09.2021 registered on 08/11/2021 in the name of Mr. Amitabha Sen		
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The details regarding Auction are mentioned below:

Date and time of Auction	10-03-2026 (10:30 AM till 11:30 AM)
Online Auction Website	<a href="https://www.bankeauctions.com">https://www.bankeauctions.com</a>
Last date for submission of online bids	09-03-2026
Minimum Bid Increment Amount	Rs. 50,000/- only
Date and time of inspection of property for intending purchasers	27-2-2026 (11:30 AM to 12:30 PM)
Contact details Authorised Officer	Mobile No. 9874438785 Email: <a href="mailto:rohit.swaroop@indusind.com">rohit.swaroop@indusind.com</a>

The details regarding E Auction are mentioned below:

Name of Auction Agency	M/s C 1 India Private Limited
Help Line nos.	07291981124/ 25/ 26
Email address	<a href="mailto:support@bankeauctions.com">support@bankeauctions.com</a> ; <a href="mailto:delhi@c1india.com">delhi@c1india.com</a>
Website Address	<a href="https://www.bankeauctions.com">https://www.bankeauctions.com</a>

### **TERMS & CONDITIONS:**

1. The Auction sale is being conducted by Authorised Officer under the provisions of SARFAESI Act with the aid through e-auction. Action/Bidding shall be only through "Online Electronic Mode" through the website <https://www.bankeauctions.com> M/s. C 1 India Private Limited is the service provider to arrange platform for e-auction.
2. The auction is conducted as per the further Terms and Conditions of the Bid Document and as per the procedure set out therein. Bidders may go through the website of IndusInd bank, [www.indusind.com](http://www.indusind.com) and website of the service provider, <https://www.bankeauctions.com> for bid documents and details of the secured assets put up for auction/obtaining the bid form.
3. Bids shall be submitted online only in the prescribed format with relevant details. For details, please contact on above Help Line nos. of M/s C 1 India Private Limited or email at: [support@bankeauctions.com](mailto:support@bankeauctions.com); [delhi@c1india.com](mailto:delhi@c1india.com).
4. Earnest Money Deposit (EMD) shall be deposited through RTGS/NEFT/Fund Transfer to the credit of Sundry A/c Asset Mgt. - A/c No. 00153564604005, IndusInd Bank Limited, Upper Wood Street Branch, Kolkata; IFSC Code: INDB0000015 before submitting bids.
5. The intending bidders should also submit a copy of the bid form submitted 'online' along with the UTR no. of NEFT/RTGS remittance towards EMD in a sealed cover addressed to the Authorised Officer, IndusInd Bank Ltd, 3A Upper Wood Street, Savitri Towers, Kolkata 700017 so as to reach



the same on or before 09-03-2026 at 5:00PM. The sealed cover should be super scribed with "Bid for participating in E-Auction Sale in the A/c of **"M/S New Central Book Agency Pvt Ltd"**".

6. On compliance with the above, the bidders shall be provided with the facility of online participation in the inter se auction bidding. Online bidding will take place at the website of <https://www.bankeauctions.com> and shall be subject to the terms and conditions mentioned herein as well as those given in the bid document. Further the sale shall be in accordance with the SARFAESI Act/Rules.
7. No person other than the intending bidder themselves, or their duly authorized agent shall be allowed to participate in the E-Auction.
8. The intending participants of the E-Auction may download copies of sale notice, terms and conditions of E-auction, help manual on operational part of E-Auction and process compliance form related to this e-auction from the above mentioned website of service provider i.e. <https://www.bankeauctions.com> For the purpose of participation in e-auction, the intending bidders must have an active e-mail ID and PAN Number.
9. It is the sole responsibility of the bidder to obtain the computer terminal system with internet connection to enable him/her to participate in the bidding. Any issue with regard to connectivity during the course of the bidding online shall be the sole responsibility of the bidder and no claim in this regard shall be entertained by the Bank or the E-auction Service Provider.
10. Bidders are required to comply with KYC norms and provide self-attested KYC documents online as well as offline. The genuinity of the KYC documents is the sole responsibility of the bidder.
11. Offers that are not duly filled up or offers not accompanied by the EMD or offers received after the above date and time prescribed herein will not be considered / treated as valid offers and accordingly shall be rejected.
12. After expiry of the last date of submission of bids with EMD, Authorised officer shall examine the bids received by him and confirm the details of the qualified bidders (who have quoted their bids on and above the reserve price and paid the stipulated EMD with the Bank along with other factors like valid KYC etc.) to the service provider <https://www.bankeauctions.com> to enable them to allow only those bidders to participate in the online inter se bidding/auction proceedings at the date and time mentioned in E - Auction Sale notice.
13. Auction will be scheduled for an initial period of 60 minutes followed by unlimited extension of 5 minutes each viz. the auction will run for 60 minutes first and in case there is a valid bid received within last 5 minutes, the auction will get extended for another 5 minutes. The process will continue until there are no valid bids during last 5 minutes.
14. In no eventuality the property would be sold below the Reserve Price.
15. The property shall be sold to highest bidder, subject to acceptance of the bid by the secured creditor.
16. The successful applicant declared through the process of e-auction shall deposit 25% of the purchase amount (inclusive of EMD), immediately on closure of the E-auction sale proceedings through the mode of payment mentioned in Clause (4). The successful bidder is advised to note the business hours of the Bank to avoid technical issues/default.



17. The balance amount of the purchase money shall be paid to the Authorized Officer of IndusInd Bank Limited on or before 15th day from the date of E-Auction or such extended period as agreed upon in writing by the Authorized Officer. In case of any default of respective payment within the stipulated period, the sale will automatically stand revoked, and the entire deposit made by the bidder together with the earnest money shall be forfeited without any notice and the property shall be resold. The defaulting bidder shall not have any recourse/claim against the Bank/Authorised Officer.
18. The EMD of the unsuccessful bidders will be returned on the closure of the E-auction sale proceedings without interest.
19. The successful bidder shall bear the stamp duties, charges including those of sale certificate, registration charges, all statutory dues payable to government, taxes and rates and outgoing, both existing and future relating to the properties.
20. The sale certificate will be issued in the name of the successful bidder only and for the successful bid amount as sale consideration, after payment of the entire successful bid amount/closing bid amount and other charges if any.
21. The defaulting purchaser/bidder shall forfeit all claims to the property or to any part of the sum for which it may be subsequently sold.
22. The property is sold in "AS IS WHERE IS, AS IS WHAT IS AND WHATEVER THERE IS" in all respects and subject to statutory dues if any. The intending bidders should make discrete enquiry as regards any claim, charges/encumbrances on the properties, of any authority, besides the Bank's charges and should satisfy themselves about the title, extent, quality and quantity of the property before submitting their bid. For any discrepancy in the property the participating bidder is solely responsible for all future recourses from the date of submission of bid.
23. No claim of whatsoever nature regarding the property put for sale, charges/encumbrances over the property or on any other matter etc. will be entertained after submission of the bid/confirmation of sale.
24. The Authorized Officer/Bank will not be responsible for any charge, lien, encumbrance, property tax dues, electricity dues etc. or any other dues to the Government, local authority or anybody, in respect of the property under sale.
25. Prospective bidders are advised to peruse the copies of title deed, if any available with the Secured Creditor and also carry out their own inquiries to satisfy themselves regarding title to the property, marketability, right, interest, encumbrances, dues if any, over the property. It is the sole responsibility of the prospective buyer and no claim against the bank will be entertained.
26. The Authorized Officer has the absolute right and discretion to accept or reject any bid or adjourn/postpone/cancel the sale or add/delete/change any of the terms and conditions of this sale at any time without prior notice to the owner, bidder, public etc. and without assigning any reason.
27. The E-Auction sale is subject to the confirmation by the Secured Creditor/Bank. If the borrower/guarantor pays the amount due to the Bank in full before date of sale, no sale will be conducted. The successful bidder shall not have claim in this regard and cancellation of the sale/auction is at the discretion of the Bank/Authorised Officer.



28. IndusInd Bank Ltd has appointed M/s C1 India Private Limited as a service provider who will assist the undersigned in conducting the auction.
29. Prospective bidders may avail online training on e-Auction from M/s C1 India Private Limited on <https://www.bankeauctions.com>; Help Line nos.: 07291981124/ 25/ 26; Email Id: support@bankeauctions.com.
30. The intending purchasers can inspect the property with prior appointment at his/her expenses on the time and date mentioned above. For inspection of the properties please contact the Authorised Officer Mr. Rohit Swaroop on 98744 38785 / rohit.swaroop@indusind.com.
31. The particulars specified in the Description of property have been stated to the best of information of secured creditor and the secured creditor will not be responsible for any error, misstatement or omission.
32. For further details contact the Authorised Officer Mr. Rohit Swaroop on 9874438785 / rohit.swaroop@indusind.com.
33. The submission of the bids shall deem that the Intending Bidders have taken all precautions and satisfied themselves with respect to the conditions of the secured assets and the terms and conditions of the auction. It shall not be open for the Intending Bidders to raise any issue after having submitted the bids and/or participated in the sale proceedings.

**Date: 18-02-2026**

**Place: Kolkata**

**Authorized Officer**  
  
**IndusInd Bank Limited**  
