



**Impaired Assets Recovery Branch**

**‘e-AUCTION NOTICE’  
(Rule 8 to 9 of the Security Interest (Enforcement) Rules)**

Whereas, the Authorized Officer of The Jammu & Kashmir Bank Ltd in exercise of powers conferred under Section 13(2) of SARFAESI Act issued demand notices dated 18.02.2021 calling upon the Borrower Company M/s Alpine Fresh Pvt Ltd through its Borrower(s)/Mortgagor(s)/Guarantor(s) for payment of its dues of Rs.19,62,37,659.78 (Rupees Nineteen crore Sixty Two lakh Thirty seven thousand six hundred fifty nine and paisa seventy eight only) being outstanding in the loan accounts as on 31.01.2021 together with future interest w.e.f 01.02.2021 and other costs/charges incurred within a period of 60 days. Consequent upon failure by borrower to repay the Bank’s dues, the Authorized Officer has taken possession of the mortgaged property mentioned hereinafter under section 13(4) of SARFAESI Act 2002 on 18.02.2021. Now the undersigned in exercise of the powers conferred under Section 13(4) of the Act read with Rule 8 to 9 of the Security Interest (Enforcement) Rules, 2002 notify the sale of the Secured Asset detailed herein-below for realization of the dues on “as is where is”, “as is what is”, “whatsoever there is” and “no complaint” basis.

<p>Name of the Director(s) Borrower(s)/ Mortgagor(s)/Guarantor(s)</p>	<p>Mr. Shuib Nabi Lone (Director) S/o Late Ghulam Nabi Lone R/O Opposite District Hospital, Sopore, Baramulla, Kashmir.</p> <p>Ms Shabana Shuib Lone (Director) W/o Mr. Shuib Nabi Lone Opposite District Hospital, Sopore, Baramulla, Kashmir.</p> <p>Mr Harmeet Singh Sasan C/O M/s Alpine Fresh Private Limited. Lone Complex Opposite District Hospital, Sopore, Baramulla, Kashmir.</p> <p>Mr Asif Nazir Karnai (Director) S/o Abdul Rehman Karnai R/o Noor bagh Sopore, Baramulla, Kashmir.</p> <p>Mr Nazir Ahmad Karnai (Director) S/o Abdul Rehman Karnai R/o Noor bagh Sopore, Baramulla, Kashmir.</p> <p>Mr Abdul Rashid Bandey (Mortgagor) S/o Ghualm Hassan Bandey R/o Beerwah, Budgam, Kashmir.</p> <p>Mr Nazrul Islam (Mortgagor) S/o Assad Ullah (Ajagi) R/o Zaloosa Charari Sharief, Budgam, Kashmir.</p> <p>Mr Maroof Nabi Lone (Mortgagor) S/o Late Ghulam Nabi Lone R/O Opposite District Hospital, Sopore, Baramulla, Kashmir.</p> <p>Ms Humaira Nabi (Mortgagor) D/o Late Ghulam Nabi Lone R/O Opposite District Hospital, Sopore, Baramulla, Kashmir.</p> <p>Nasreen Firdous Lone (Mortgagor) W/o Late Ghulam Nabi Lone R/O Opposite District Hospital, Sopore, Baramulla, Kashmir.</p> <p>Mr Abu Bakr Ahmed (Guarantor) S/o Assad Ullah Baba R/o Madina Bagh Chanapora Srinagar, Kashmir.</p> <p>Mr Ghulam Mohammad Bandey (Guarantor) S/o Ghulam Hassan Bandey R/o Raj Bagh Extension, Srinagar, Kashmir.</p>
<p>Amount of Demand Notice</p>	<p>Rs.19,62,37,659.78 (Rupees Nineteen crore Sixty Two</p>



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dated 18.02.2021	lakh Thirty seven thousand six hundred fifty nine and paisa seventy eight only)
Description of the mortgaged asset (Put on sale)	<p><u>1.</u>Land measuring 6 Kanals falling under Khasra No. 2350/2224/2178 min, of Khata No 1468 of Khewat No. 258 standing in the name of Mr Nazrul Islam Baba S/o Mr Assadullah Baba R/o Zalsoo Charisharief Budgam. <u>The property is located at Narkara Bemina Budgam.</u></p> <p><u>2.</u>Mortgage of Land measuring 6 Kanals &amp; 10 Marlas of land:</p> <p>(2 Kanals falling under Khasra No. 2272/2172/1 Khatta No. 1450 and Khewat No. 258);</p> <p>(2 Kanals falling under Khasra No. 2270/2156 Khatta No. 1434 and Khewat No. 258);</p> <p>(2 Kanals &amp; 10 Marlas falling under Khasra No. 2377/2223/2178 Khatta No. 1501 and Khewat No. 258), Standing in the name of Mr Abdul Rashid Banday S/o Mr. Ghulam Hassan Banday R/o Hassanabad Beerwah Budgam. <u>The property is located at Narkara Bemina Budgam.</u></p>
Reserve Price	Rs. 337.50 Lacs (Rupees Three Crore Thirty Seven Lacs and Fifty Thousand only)
Earnest Money Deposit (EMD)	Rs.33.75 (Rupees Thirty Three Lakhs Seventy Five Thousand Only), being 10% of Reserve Price.
Bid Increase Amount	Rs.1.00 lakh (Rupees one lakh)
Name of the Branch	Impaired Assets Recovery Branch, J&K Bank, Corporate Headquarters, M.A.Road, Srinagar (J&K).
Last Date & Time of submission of Bid	19.09.2023(5:00 PM)
Date and Time of e-Auction	20.09.2023 (3PM to 4PM)
Earnest Money Deposit (EMD) & Other Remittance/s details by RTGS to Account Number	<p>THE JAMMU AND KASHMIR BANK LIMITED</p> <p>Business Unit: Impaired Assets Recovery Branch, IFSC CODE: JAKAOIMPIRD</p> <p>Account no.0490070700000003 in the name of 'Sundry Pointing IMPIRD'.</p>

### TERMS AND CONDITIONS

The E-Auction is being held on "AS IS WHERE IS" and "AS IS WHAT IS" and "WHATSOEVER THERE IS" and "NO COMPLAINT" basis.

To the best of knowledge and information of the Authorized officer, there are no encumbrances on the properties, except specifically disclosed herein. However, the intending bidders should make their own independent enquiries regarding the encumbrances, title of property/ies put on auction and claims/rights/dues affecting the property, prior to submitting their bids. The Authorized Officer/Secured Creditor shall not be responsible in any way for any third party claims/rights/dues. The bidders shall satisfy



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themselves as to the description, condition or accuracy of the details regarding the property/ies given hereinabove.

It shall be the responsibility of the bidders to inspect and satisfy themselves about the asset and specification before submitting the bid.

Inspection of the documents relating to the properties will be permitted to the interested bidder at Business Unit: IARB, Corporate Headquarters, M.A.Road Srinagar between 4.00 PM to 5.00 PM up to 18.09.2023. The bid price shall be absolute in terms and should not be linked to any reference. Conditional bids shall be rejected.

The interested bidders shall submit their offer along with EMD through website <https://sarfaesi.auctiontiger.net> (the user ID and password can be obtained free of cost by registering name with <https://sarfaesi.auctiontiger.net> through their login ID and Password.

The EMD 10% of Reserve Price shall be payable through NEFT/RTGS/DD (EMD remittance details given above) on or before 19.09.2023 at 5.00 PM.

After Registration by the bidders in the web-site, the intending purchaser/ bidder is required to get the copies of following documents uploaded in the web-portal before last date of submission of the bid(s) viz, i) Copy of the NEFT/RTGS/DD details. ii) Copy of PAN card/Aadhar Card iii) Proof of identification (KYC) viz. copy of Voter ID Card/Driving License/ Passport etc. iv) Copy of proof of address, without which the bid is liable to be rejected.

The Interested bidders who require assistance in creating login ID and password, uploading data, submitting bid, training on e-bidding process etc. may avail online training on E-Auction from M/s E-Procurement Technologies Ltd. at <https://sarfaesi.auctiontiger.net> e-mail Id: support@auctiontiger.net & ramprasad@auctiontiger.net support@auctiontiger.net & chintan.bhatt@ auctiontiger.net, Contact No's: 9265562818/9265562821/6352634834 and for any property related query may contact Branch Manager Mr. Abdul Rashid Najar, Mobile No.8826117693 Email: iarb.chq@jkbmail.com.

Only buyers holding valid User ID/Password and confirmed payment of EMD through shall be eligible for participating in the online auction process.

The interested bidders who may have submitted their EMD not below the 10% of reserve price through online mode before 5.00 P.M. on 19.09.2023 shall be eligible for participating in the e-auction.

The e-auction of above property would be conducted exactly on the scheduled date & time as mentioned above by way of inter-se bidding amongst the bidders. The bidders shall improve their offer in multiple of amount mentioned under the column 'Bid Increase Amount' against the Property. In case bid is placed in the last 5 minutes of the closing time of the e-auction, the closing time will automatically get extended for 5 minutes (subject to unlimited extensions of 5 minutes each). The bidder who submits the highest bid (not below the reserve price) on closure of online auction shall be declared as successful bidder and a communication to that effect will be issued through electronic mode which shall be subject to approval by the Authorized Officer and Secured Creditor.

The Earnest Money Deposit (EMD) of the successful bidder shall be retained towards part sale consideration and the EMD of unsuccessful bidders shall be refunded. The Earnest Money Deposit shall not bear any interest.

The successful bidder shall have to deposit 25% of the sale price, including the EMD already paid immediately of the acceptance of bid price by the Authorized Officer and the balance 75% of the sale price within 03 months of the confirmation of sale.



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In case of default in payment by the successful bidder, the amount already deposited by the Bidder shall be liable to be forfeited and the property shall be put to re-auction and the defaulting bidder shall have no claim/right in respect of property/amount.

The Borrower's/Guarantor's/Mortgagor's attention is invited to the provisions of sub-Section (8) of Section 13 of the SARFAESI Act, in respect of the time available to redeem the secured assets.

The Authorized Officer reserves the right to cancel/reject any/all the bids without assigning reasons.

**(Authorized Officer)**

Place: Srinagar (J&K)

Date: 16.08.2023