

# SALE NOTICE

**HALLMARK LIVING SPACE PRIVATE LIMITED (In Liquidation)**  
(CIN: U45400TN2012PTC084362)

Regd office: Suite A, No-43, Old No.62/2, United Plaza, Usman Road, T. Nagar, Chennai - 600 017.  
Site: "Emerald" Chettipunniam, GST Road, Opp. To Mahindra World City  
(Next to RTO office) Chengalpattu - 603002

## E-AUCTION UNDER THE INSOLVENCY AND BANKRUPTCY CODE, 2016

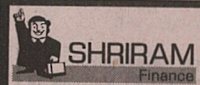
Invitation of Bids in respect of sale of the property given below of M/s Hallmark Living Space Private Limited (in Liquidation) ("Corporate Debtor") under Regulation 32 of the Insolvency and Bankruptcy Board of India (Liquidation Process) Regulations, 2016 on "As is where is basis, As is what is basis, Whatever there is basis and Without any recourse basis" by the Liquidator, appointed by the Hon'ble National Company Law Tribunal (NCLT), Chennai Bench, vide its Order Dated 17.08.2018. Interested persons shall refer to and understand the complete E-AUCTION PROCESS INFORMATION DOCUMENT containing details of Terms and Conditions of E-Auction, E-Auction bid form, Eligibility criteria, Declaration by bidders, Earnest money deposit etc., details of which are available at Corporate Debtor's Website [www.hallmarklivingspace.co.in](http://www.hallmarklivingspace.co.in) and service provider's website. The E-Auction Sale will be conducted strictly subject to said E-Auction process information document through the E-Auction platform <http://ncltauction.auctiontiger.net>. The applicable GST and other taxes / duties will be extra.

Property	Inspection Date	Date and Time of e-Auction	Reserve Price (INR)	EMD Amount & Due Date (INR)	Bid Increase Amount
Building 8,98,137 Sq.ft not fully Built-up and Land 7.62 acres (excluding 6388 sq. ft. UDS) (approximately) situated at "EMERALD" Chettipunniam, GST Road, Opp. To Mahindra World City (Next to RTO Office) Chengalpattu - 603002.	Between 11/11/2024 to 26/11/2024 Timing : 11.00 AM to 5.00 PM	06/12/2024 Between Timing : 03.00 PM to 05.00 PM	Rs. 70.00 Crores (Rupees Seventy Crores Only)	Rs. 5.00 Crores (Rupees Five Crores Only) Due Date : 04/12/2024 till 6.00 p.m.	Rs. 25.00 Lakhs (Rupees Twenty Five Lakhs only)

Sale notice shall be read in conjunction with the E-Auction Process Information Document. For E-Auction details, contact Mr. Praveen Thevar at +91-9722778828, email: [Praveen.thevar@auctiontiger.net](mailto:Praveen.thevar@auctiontiger.net) or [nclt@auctiontiger.net](mailto:nclt@auctiontiger.net). You may also contact the undersigned or email at [csdhanapal.ibt@gmail.com](mailto:csdhanapal.ibt@gmail.com) for further details about the sale. If any modification in time lines and / or in the "E-Auction Process Information Document" including terms and conditions, it will be notified in the website of the Corporate Debtor i.e. [www.hallmarklivingspace.co.in](http://www.hallmarklivingspace.co.in)

Date : 07.11.2024  
Place : Chennai

S. Dhanapal,  
Liquidator for Hallmark Living Space Pvt Ltd. (in Liquidation)  
IBBI Regn.No: IBBI/IPA-002/IP-N00060/ 2017-18/10112  
Suite No.103, First Floor, Kaveri Complex, 96/104, Nungambakkam High Road, Nungambakkam, Chennai - 600 034 Tel.No.044-45530256/0257, Email ID - [csdhanapal.ibt@gmail.com](mailto:csdhanapal.ibt@gmail.com)



## Shriram Finance Limited

(Earlier known as Shriram City Union Finance Limited).

Reg. Off.: 14A, Sri Towers, South Phase, Industrial Estate, Guindy, Chennai-600 032;  
Branch Off: No. 13, 3rd Floor, Meenakshi Towers, Rajamannar Street, T Nagar, G N Chetty Road, Chennai 17 Website: [www.shriramfinance.in](http://www.shriramfinance.in)



### DEMAND NOTICE

Note: "It is informed that "SHRIRAM CITY UNION FINANCE LIMITED" has been amalgamated with "SHRIRAM TRANSPORT FINANCE LIMITED" as per order of NCLT, Chennai. Subsequently the name of "SHRIRAM TRANSPORT FINANCE LIMITED" was changed as "SHRIRAM FINANCE LIMITED" with effect from 30.11.2022 vide Certificate of Incorporation pursuant to change of name dated 30-11-2022."

Whereas the borrowers/co-borrowers/guarantors/ mentioned hereunder had availed the financial assistance from Shriram Finance Limited (Formerly Known as SHRIRAM CITY UNION FINANCE LIMITED). We state that despite having availed the financial assistance, the borrowers/guarantors have committed various defaults in repayment of interest and principal amounts as per due dates. The account has been classified as Non-Performing Asset in accordance with the directives/guidelines issued by Reserve Bank of India, consequent to the Authorized Officer of Shriram Finance Limited under Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 & in exercise of powers conferred under Section 13(2) read with Rule 3 of Security Interest (Enforcement) Rules, 2002 issued Demand Notices on respective dates mentioned herein below under Section 13(2) of SARFAESI Act, 2002 calling upon the following borrowers /guarantors /mortgagors to repay the amount mentioned in the notices together with further interest at the contractual rate on the amount mentioned in the notices and incidental expenses, cost, charges etc. until the date of payment within 60 days from the date of receipt of notices.

The notices issued to them on their last known addresses have returned /un-served and as such they are hereby informed by way of public notice about the same.

The borrower's attention is invited to provisions of sub-section (8) of section 13 of the Act, in respect of time available, to redeem the secured assets.

Name Of The Borrower(s)/ Co-Borrower(S)	Outstanding Amount
1. M/s Reddy Faashion (Applicant/Borrower) Represented by its Proprietor Mr.Bhoopalan Shankar Prasad, No.55, Cathedral Road, RK Salai, Chennai - 600 086 (OPP Hotel Chozha)	Rs. 56,05,110/- (Fifty Six Lakhs Five Thousand One Hundred Ten Only ) with respect to the Loan agreement No. RSTNGLP2207290001 and Rs. 37, 57,964/- (Thirty Seven Lakhs Fifty Seven

Business Standard CHENNAI | THURSDAY, 7 NOVEMBER 2024

(before Exceptional items and/or Extraordinary items)
Net Profit before tax (after Exceptional items and/or Extraordinary items)
Net Profit after tax (after Exceptional items and/or Extraordinary items)
Total Comprehensive Income
Equity share capital (face value of Rs. 10/-)
Earnings Per Share (face value of Rs. 10/-)

MVA lists five non-guarantors