

**STATE BANK OF INDIA**

Stressed Assets Management Branch: 4th Floor, Old LHO Building, Lal Darwaja, Ahmedabad-380001

Phone: 079-26580795 / 079-26581081 e-mail: sbi.04199@sbi.co.in,
team3samb.ahm@sbi.co.in

Dealing Officer: Shri Ronak Parmar; Mob: 7600050349

Authorized Officer's name: Shri Gaurang Anand; Mob: 7600038903

Property will be sold on “**AS IS WHERE IS, AS IS WHAT IS, WHATEVER THERE IS AND WITHOUT RECOURSE**” basis

1	Name and address of the Borrower	M/S. HARU WORLDWIDE PVT LTD (ERSTWHILE BRR UDHYOG PVT. LTD.) Office Address: 308 Shukan Business Center, Swastik Cross Road, Ahmedabad, Gujarat PIN: 380001	
2	Name and address of Branch, the secured creditor	STATE BANK OF INDIA Stressed Assets Management Branch, 4 th Floor, Old LHO Building, Lal Darwaja, Ahmedabad-380001.	
3	Description of the immovable secured assets to be sold. (scan here for Direct Link to E-auction website) 	Property ID No SBIN 070220240003 Property Location: 2888+469 Iyava, Gujarat 	Details of Property Non-Agricultural Industrial Land located at Survey/Block No. 525 Paiki (Old Survey/block No 181 Paiki) admeasuring 5968.90 Sq. mtr., situated at lying and being at Mouje Rupavati, Taluka Sanand, in the Registration Sub-district of Sanand and District of Ahmedabad.
		SBIN 070220240004 Property Location: 2888+VHJ Iyava, Gujarat 	Non-Agricultural Industrial Land located at Survey/Block No. 529 Paiki (Old Survey/block No 183 Paiki) admeasuring 6067.00 Sq. mtr., situated at lying and being at Mouje Rupavati, Taluka Sanand, in the Registration Sub-district of Sanand and District of Ahmedabad.
		SBIN 070220240005 Property Location: 2888+Q83 Iyava, Gujarat	Non-Agricultural Industrial Land located at Survey/Block No. 530 (Old Survey/block No 184)



			admeasuring 3237.00 Sq. mtr., situated at lying and being at Mouje Rupavati, Taluka Sanand, in the Registration Sub-district of Sanand and District of Ahmedabad.	
4	Details of the encumbrances known to the secured creditor.	The intending bidders should make their own independent inquiries regarding the encumbrances, title of property/ies put on auction and claims/ rights/ dues/ affecting the property, prior to submitting their bid. The e-Auction advertisement does not constitute and will not be deemed to constitute any commitment or any representation of the bank. The property is being sold with all the existing and future encumbrances whether known or unknown to the bank. The Authorised Officer/ Secured Creditor shall not be responsible in any way for any third-party claims/ rights/ dues.		
5	The secured debt for recovery of which the property is to be sold	Rs. 39,68,84,376.06 Crore as on 29.11.2025 plus further interest & cost thereon Less: Recoveries thereafter if any.		
6	Deposit of earnest money	Lot No	Property ID	EMD (Rs.)
		1	SBIN 070220240003	43,00,000/-
		2	SBIN 070220240004	43,70,000/-
		3	SBIN 070220240005	23,70,000/-
			Total	1,10,40,000/-
		Being the 10% of Reserve price to be transferred / deposited by bidder in his / her /their own Wallet provided by https://baanknet.com/eauction-psb/x-login on its e-auction site. By means of RTGS/NEFT.		
7	Reserve price of the immovable secured assets:	Lot No	Property ID	Reserve Price (Rs.)
		1	SBIN 070220240003	4,30,00,000/-
		2	SBIN 070220240004	4,37,00,000/-
		3	SBIN 070220240005	2,37,00,000/-
			Total	11,04,00,000/-
Account / Wallet in which EMD to be remitted		Bidders own wallet Registered with https://baanknet.com/eauction-psb/x-login on its e-auction site https://baanknet.com/eauction-psb/x-login Interested bidder may deposit Pre-Bid EMD with before the close of e-Auction. Credit of Pre-bid EMD shall be given to the bidder only after receipt of payment in baanknet.com's Bank account and updating of such information in the e-auction website. This may take some time as per banking process and hence bidders, in their own interest, are advised to submit the pre-bid EMD amount well in advance to avoid any last-minute problem.		

	Last Date and Time within which EMD to be remitted:	Date: 23.12.2025 Time: Up to 11.00 AM													
8	Time and manner of payment	The successful bidder shall deposit 25% of sale price, after adjusting the EMD already paid, immediately, i.e. on the same day or not later than next working day, as the case may be, after the acceptance of the offer by the Authorized Officer, failing which the earnest money deposited by the bidder shall be forfeited. The Balance 75% of the sale price is payable on or before the 15th day of confirmation of sale of the secured asset or such extended period as may be agreed upon in writing between the Secured Creditor and the e-Auction purchaser not exceeding three months from the date of e-Auction.													
9	Time and place of public e-Auction or time after which sale by any other mode shall be completed.	Auction will be held online at the web portal on 23.12.2025 from 11.00 A.M. to 4.00 P.M. with unlimited extensions of 10 Minutes each.													
10	The e-Auction will be conducted through the Bank's approved service provider. e-Auction tender documents containing e-Auction bid form, declaration etc., are available in the website of the service provider as mentioned above.	https://baanknet.com _at the web portal https://baanknet.com/eauction-psb/x-login 'Click here for register'-> https://baanknet.com/eauction-psb/x-login registration For any assistance email support.baanknet@psballiance.com with bidder registration number Or Call +91 82912 20220													
11	(i) Bid increment amount: (ii) Auto extension: unlimited times. (limited / unlimited) (iii) Bid currency & unit of measurement	(i) <table border="1"><thead><tr><th>Lot No</th><th>Property ID</th><th>Bid Increase amount in multiple of (Rs.)</th></tr></thead><tbody><tr><td>1</td><td>SBIN 070220240003</td><td>1,00,000/-</td></tr><tr><td>2</td><td>SBIN 070220240004</td><td>1,00,000/-</td></tr><tr><td>3</td><td>SBIN 070220240005</td><td>1,00,000/-</td></tr></tbody></table> (ii) Unlimited. (iii) Indian Rupees (INR)		Lot No	Property ID	Bid Increase amount in multiple of (Rs.)	1	SBIN 070220240003	1,00,000/-	2	SBIN 070220240004	1,00,000/-	3	SBIN 070220240005	1,00,000/-
Lot No	Property ID	Bid Increase amount in multiple of (Rs.)													
1	SBIN 070220240003	1,00,000/-													
2	SBIN 070220240004	1,00,000/-													
3	SBIN 070220240005	1,00,000/-													
12	Date and Time during which inspection of the immovable assets to be sold and intending bidders	<table border="1"><thead><tr><th>Property ID</th><th>Date and time of public inspection</th></tr></thead><tbody><tr><td>SBIN 070220240003</td><td>18.12.2025 Time 02.00 pm to 03.00 pm</td></tr><tr><td>SBIN 070220240004</td><td>18.12.2025 Time 02.00 pm to 03.00 pm</td></tr><tr><td>SBIN 070220240005</td><td>18.12.2025 Time 02.00 pm to 03.00 pm</td></tr></tbody></table> Name: Ronak Parmar Mobile No. 7600050349		Property ID	Date and time of public inspection	SBIN 070220240003	18.12.2025 Time 02.00 pm to 03.00 pm	SBIN 070220240004	18.12.2025 Time 02.00 pm to 03.00 pm	SBIN 070220240005	18.12.2025 Time 02.00 pm to 03.00 pm				
Property ID	Date and time of public inspection														
SBIN 070220240003	18.12.2025 Time 02.00 pm to 03.00 pm														
SBIN 070220240004	18.12.2025 Time 02.00 pm to 03.00 pm														
SBIN 070220240005	18.12.2025 Time 02.00 pm to 03.00 pm														

	should satisfy themselves about the assets and their specification. Contact person with mobile number															
13	Other conditions	(a) The Bidders should get themselves registered on https://baanknet.com/eauction-psb/x-login By providing requisite KYC documents and registration fees By means of NEFT/RTGS transfer from his bank account. (b) Interested bidder may deposit Pre-Bid EMD with baanknet.com before the close of e-Auction. Credit of Pre-bid EMD shall be given to the bidder only after receipt of payment in baanknet.com's Bank account and updating of such information in the e-auction website. This may take some time as per banking process and hence bidders, in their own interest, are advised to submit the pre-bid EMD amount well in advance to avoid any last-minute problem. (c) The EMD of the successful bidder will be automatically transferred to the bank once the sale is confirmed by the respective Authorized Officer of the bank and the remaining amount i.e. 25% of sale price to be paid immediately i.e. on the same or not later than next working day, as the case may be. <table border="1"><tr><td>Account Number</td><td>: 31666015329</td></tr><tr><td>Account Name</td><td>: Stressed Assets Management Branch Ahmedabad Recovery Account</td></tr><tr><td>Bank Name</td><td>: State Bank of India</td></tr><tr><td>Branch Name</td><td>: Commercial Branch Ahmedabad</td></tr><tr><td>Branch Code</td><td>: 06926</td></tr><tr><td>IFS Code</td><td>: SBIN0006926</td></tr><tr><td>Address</td><td>: Paramsidhi Complex, Opp. VS Hospital, Ellisbridge, Ahmedabad</td></tr></table> (d) During e –Auction, if no bid is received within the specified time, State Bank of India at its discretion may decide to revise opening price/ scrap the e-Auction process / proceed with conventional mode of tendering. (e) The Bank/ service provider for e-Auction shall not have any liability towards bidder for any interruption or delay in access to site irrespective of the causes. (f) The bidders are required to submit acceptance of the terms & conditions and modalities of e-Auction adopted by the service provider, before participating in the e-Auction. (g) The bid once submitted by the bidder, cannot be cancelled/withdrawn and the bidder shall be bound to buy the	Account Number	: 31666015329	Account Name	: Stressed Assets Management Branch Ahmedabad Recovery Account	Bank Name	: State Bank of India	Branch Name	: Commercial Branch Ahmedabad	Branch Code	: 06926	IFS Code	: SBIN0006926	Address	: Paramsidhi Complex, Opp. VS Hospital, Ellisbridge, Ahmedabad
Account Number	: 31666015329															
Account Name	: Stressed Assets Management Branch Ahmedabad Recovery Account															
Bank Name	: State Bank of India															
Branch Name	: Commercial Branch Ahmedabad															
Branch Code	: 06926															
IFS Code	: SBIN0006926															
Address	: Paramsidhi Complex, Opp. VS Hospital, Ellisbridge, Ahmedabad															

		property at the final bid price. The failure on the part of bidder to comply with any of the terms and conditions of e-Auction, mentioned herein will result in forfeiture of the amount paid by defaulting bidder. (h) The decision of the Authorized Officer regarding declaration of successful bidder shall be final and binding on all the bidders. (i) The Authorized Officer shall be at liberty to cancel the e-Auction process / tender at any time, before declaring the successful bidder, without assigning any reason. (j) The bid submitted without the EMD shall be summarily rejected. The property shall not be sold below the reserve price. (k) The conditional bids may be treated as invalid. Please note that after submission of the bid/s, no correspondence regarding any change in the bid shall be entertained. (l) The EMD of the unsuccessful bidder will be refunded to their respective A/c numbers shared with the Bank. The bidders will not be entitled to claim any interest, costs, expenses and any other charges (if any). (m) The Authorized Officer is not bound to accept the highest offer and the Authorized officer has absolute right to accept or reject any or all offer(s) or adjourn/postpone/cancel the e-Auction without assigning any reason thereof. The sale is subject to confirmation by the secured creditor. (n) In case of forfeiture of the amount deposited by the defaulting bidder, he shall neither have claim on the property nor on any part of the sum for which it may be subsequently sold. (o) The successful bidder shall bear all the necessary expenses like applicable stamp duties / additional stamp duty / transfer charges, Registration expenses, fees etc. for transfer of the property in his/her name. (p) The payment of all statutory / non- statutory dues, taxes, rates, assessments, charges, fees etc., owing to anybody shall be the sole responsibility of successful bidder only. (q) In case of any dispute arises as to the validity of the bid amount of bid, EMD or as to the eligibility of the bidder, authority of the person representing the bidder, the interpretation and decision of the Authorized Officer shall be final. In such an eventuality, the Bank shall in its sole discretion be entitled to call off the sale and put the property to sale once again on any date and at such time as may be decided by the Bank. For any kind of dispute, bidders are required to contact the concerned authorized officer of the concerned bank branch only. (r) The sale certificate shall be issued after receipt of entire sale consideration and confirmation of sale by secured creditor. The sale certificate shall be issued in the name of the successful bidder. No request for change of name in the sale
--	--	---

		certificate other than the person who submitted the bid/participated in the e-Auction will be entertained. (s) The bidders are advised to in their own interest to satisfy themselves with the title and correctness of other details pertaining to the immovable secured assets including the size/area of the immovable secured assets in question. They shall independently ascertain any other dues/liabilities/encumbrances in respect of the property from the concerned authorities to their satisfaction before submitting the bids. It would not be open for the Bidder(s) whose bid is accepted by the Authorized Officer to withdraw his bid, either on the ground of discrepancy in size/area, defect in title, encumbrances, or any other ground whatsoever. (t) It shall be the responsibility of the successful bidder to remit the TDS @ 1% as applicable u/s 194/A. If the aggregate of the sum credited or paid for such consideration is Rs. 50.00 lacs or more, TDS shall be filed online by filling Form 26QB & TDS Certificate to be issued in Form 16B. The purchaser has to produce the proof of having deposited this Income Tax into the Government Account within 15 days of e-auction. (u) Above all the properties are in Physical Possession of the Bank under SARFAESI Act. (v) Any decision of the authorized officer with respect to the selection of bidders will be final and binding on all bidders.
14	Details of pending litigation, if any, in respect of property proposed to be sold	Not Known

Date: 04.12.2025
Place: Ahmedabad

**AUTHORISED OFFICER
STATE BANK OF INDIA**

**M/s BRR Udhyog Pvt. Ltd.
Non-Agricultural Industrial Open Plot**



**STATE BANK OF INDIA**

Stressed Assets Management Branch:, 4th Floor, Old LHO Building, Lal Darwaja, Ahmedabad-380 001, Phone: 079-26580795 / 079-26581081,

E-mail: sbi.04199@sbi.co.in, team3samb.ahm@sbi.co.in

Dealing Officer: Shri Ronak Parmar; Mob: 7600050349

Authorized Officer's name: Shri Gaurang Anand; Mob: 7600038903

USP OF AUCTIONABLE PROPERTIES

Commercial Property: Non-Agricultural Industrial Open Plot located at Post Rupavati, Taluka Sanand Dist Ahmedabad.

Name of the Project/Unit	BRR Enterprise Pvt Ltd And M/S. Haru Worldwide Pvt Ltd Erstwhile BRR Udhyog Pvt. Ltd.
Location	At. Po. Rupavati, Taluka Sanand Dist. Ahmedabad
Nearby Location	Sanand, Ahmedabad
Auction Price	Rs. 12.38 Crore for BRR ENTERPRISE PVT LTD and Rs. 11.04 for M/S. HARU WORLDWIDE PVT LTD ERSTWHILE BRR UDHYOG PVT. LTD.
Auction Date	23.12.2025 from 11:00 AM to 4:00 PM
Public inspection	18.12.2025 (Timings: 02.00 AM to 03.00 PM)
Paper Publication	Sandesh & indian Express on 07.12.2025

Bank website www.sbi.co.in	E-auction website https://baanknet.com	Property Location:	Property Photo	Property Video
				