

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTY
of PCH RETAIL LIMITED ("In Liquidation")

E-Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (hereinafter referred to as "**SARFAESI Act**") read with proviso to Rule 8 (6) of the Security Interest (Enforcement) Rules, 2002 ("**Rules**").

That, State Bank of India (erstwhile State Bank of Mysore) (hereinafter referred to as "**Assignor Bank**") has assigned the debts of PCH Retail Limited (Hereinafter referred to as "**Borrower**") together with underlying Securities in favour of Edelweiss Asset Reconstruction Company Limited acting in its capacity as the trustee of EARC Trust SC-38 (hereinafter referred to as "**EARC**") vide Assignment Agreement dated March 29, 2014. Pursuant to the said Assignment Agreement, EARC has stepped into the shoes of the Assignor Bank and therefore, exercises its rights as the Secured Creditor.

Notice is hereby given to the public in general and in particular to the Borrower and Guarantor(s) that the below described immovable property mortgaged to the Secured Creditor, the physical possession of which has been taken by the Authorised Officer (AO) of Assignor Bank on February 05, 2013, will be sold "As is where is", "As is what is", and "Whatever there is" basis on **January 05, 2021**, for recovery of **Rs. 21,82,31,618.45/-** (Rupees Twenty One Crores Eighty Two Lakhs Thirty One Thousand Six Hundred and Eighteen and Paise Forty Five Only) as on October 11, 2012 (exclusive of interest from April 01, 2012) due to EARC together with further interest and other cost/expenses thereon deducted for any money received or recovered by Assignor Bank/EARC after the said date.

The reserve price and earnest money deposit shall be as follows:

Lot No.	Reserve Price (Rs. Crores)	Earnest Money Deposit (EMD) (Rs. Crores)	Bid Increment (Rs. Crores)	Date of Inspection	Date of Auction
Lot I	8.00	0.80	0.02	December 21, 2020 11:00 a.m. to 5:00 p.m.	January 05, 2021 11:00 a.m. to 12:00 noon

Description of Secured Assets/Immovable Property for Auction/Sale

LOT I : Residential Site in the name of PCH Retail Ltd. admeasuring 24.50 guntas located at Survey No.159, Katha No.655, and presently Katha No. 696/1, attached to AECS layout, C-Block, Chikka Beguru Village, Beguru Hobli, Bangalore

North: Layout road followed by site for layout planned for park

West: Attached AECS Layout 3rd stage C Block

South: Attached AECS Layout 3rd stage C Block

East: Attached AECS Layout 3rd stage C Block exists with 30 feet approach road to the property

For detailed terms and conditions of the sale, please refer to the link provided in EARC's website i.e. <https://www.edelweissarc.in/PropertySale.aspx>

Mob No. – **77009 86970 / 98190 99457**

Date: 15.12.2020

Place: Bangalore

Sd/-

Authorised Officer