



Pegasus Assets Reconstruction Pvt. Ltd.  
Unit No.106, Best Business Park,  
Plot No.P-2, Netaji Subhash Place,  
Opp.,Fun Cinema,  
Pitampura-New Delhi-110034  
Telephone: 011 - 45793246  
email : sys@pegasus-arc.com  
Url : www.pegasus-arc.com

**WITHOUT PREJUDICE**

Ref: RBL/Arata Universal/081/2024-25

05/04/2024

1) ARATA UNIVERSAL CO. (Borrower) THROUGH ITS PROPRIETOR SH. SAHIL ARORA AT : C-178, BASEMENT, ANAND VIHAR, NEW DELHI-110092.	2) SH. SAHIL ARORA (Co-Borrower) S/O SH. DHEERAJ KUMAR ARORA AT : C-178, BASEMENT, ANAND VIHAR, NEW DELHI-110092  ALSO AT : B-130, FIRST FLOOR, ANAND VIHAR, NEW DELHI- 110092.
3) SH. DHEERAJ KUMAR ARORA (Co-Borrower/ Mortgagor) R/O B-130, FIRST FLOOR, ANAND VIHAR, NEW DELHI- 110092.	4) THROUGH LEGAL HEIRS OF LATE SH. DINA NATH DANG (Co-Borrower/ Mortgagor) R/O B-130, FIRST FLOOR, ANAND VIHAR, NEW DELHI- 110092.

Dear Sir/Madam,

**INTIMATION NOTICE UNDER RULE 8 (6) & 9 (1) OF THE SECURITY INTEREST  
(ENFORCEMENT) RULES, 2002; SALE OF MORTGAGE PROPERTY BY WAY OF  
PRIVATE TREATY IN RESPECT OF THE OUTSTANDING DUES OF  
M/S ARATA UNIVERSAL CO.**

Please take Notice that we intend to sell the mortgaged security through private treaty to realize the outstanding dues in respect of **M/s Arata Universal Co.** under the provisions of Rule no. 8 & 9 of The Security Interest (Enforcement) Rules, 2002 read with SARFAESI Act through Private Treaty on 25/04/2024. The Private Treaty notice is published in Jansatta (Hindi Edition) and Financial Express (English Edition) at Delhi on 05/04/2024. The details of Auction are as follows:





**1. Name of the Borrower/Guarantors:**

1. M/s. Arata Universal Co.
2. Mr. Sahil Arora
3. Mr. Dheeraj Kumar Arora
4. Through Legal Heirs of  
Late Deena Nath Dang

**Outstanding Dues for which the secured asset is being sold:**

Rs. 3,17,01,438.20/- (Rupees Three Crores Seventeen Lakhs One Thousand Four Hundred Thirty Eight and Twenty Paisa Only) as on 30/11/2021 as per notice issued u/s 13(2).

[As on 13/10/2023, Rs. 4,70,80,288.57/- (Rupees Four Crore Seventy Lakhs Eighty Thousand Two Hundred Eighty-Eight and Fifty-Seven Paisa Only) plus interest w.e.f. 14/10/2023 at the contractual rate and plus costs, charges and expenses thereon].

**2. Reserve Price below which the property will not be sold:**

Rs. 2,28,02,000/- (Rupees Two Crores Twenty-Eight Lakhs and Two Thousand Only)

**3. Details of property under auction:** All that piece and parcel of Entire First Floor portion without roof right of freehold built up residential property bearing no. B-130 area measuring 360 Sq. yds. Situated in the layout plan of The Railway Board Employees Co-operative House Building Society Ltd., colony known as Anand Vihar, Delhi-92.

**4. CERSAI-Security Interest ID-400016645045 and Asset ID-200016607603**

**5. Earnest Money Deposit (EMD):** Rs. 22,80,200/-

**6. Last date for submission of bid:** 24/04/2024 till 4.00 p.m.

**7. Date of Sale Through Private Treaty:** 25/04/2024

The sale is subject to the conditions prescribed in the SARFAESI Act, 2002 and governed by the terms and conditions mentioned in the tender document and sale notice dated 05/04/2024.







This is a 15 days' notice to the borrower/co-borrowers/mortgagor in the captioned account under Rule 8(6) & 9(1) of The Security Interest (Enforcement) Rules, 2002.

Please also be informed that you may close your loan account and redeem the secured asset by making payment of the total outstanding dues aggregating to **Rs. 4,70,80,288.57/- (Rupees Four Crore Seventy Lakhs Eighty Thousand Two Hundred Eighty-Eight and Fifty-Seven Paise Only)** being the dues of **M/s Arata Universal Co. as on 13/10/2023 plus interest w.e.f. 14/10/2023** plus costs, charges and expenses thereon till payment / realization, any time before the said sale.

Yours faithfully,



Authorised Officer  
Pegasus Assets Reconstruction Pvt. Ltd.  
(Trustee of Pegasus Group Thirty-Nine Trust - 1)



Pegasus Assets Reconstruction Pvt. Ltd.  
Unit No.106, Best Business Park,  
Plot No.P-2, Netaji Subhash Place,  
Opp.,Fun Cinema,  
Pitampura-New Delhi-110034  
Telephone: 011 - 45793246  
email : sys@pegasus-arc.com  
Url : www.pegasus-arc.com

### NOTICE OF SALE THROUGH PRIVATE TREATY

#### **SALE OF IMMOVABLE ASSETS CHARGED TO PEGASUS ASSETS RECONSTRUCTION PVT LTD. UNDER THE SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT 2002 (SARFAESI ACT).**

The undersigned as Authorized Officer of Pegasus Assets Reconstruction Pvt. Ltd. (Pegasus) has taken over possession of the schedule property u/s 14 under the provision of SARFAESI Act in its capacity as Trustee of Pegasus Group Thirty-Nine Trust-1. In view of the aforesaid the below mentioned mortgaged property will be sold through Private Treaty on "**As is where is**", "**As is what is**", and "**Whatever there is**" basis with all known and unknown liabilities on **25.04.2024**, for recovery of **Rs. 3,17,01,438.20/- (Rupees Three Crores Seventeen Lakhs One Thousand Four Hundred Thirty-Eight and Twenty Paise Only)** as on **30/11/2021** as per notice issued u/s 13(2) [As on **13/10/2023**, **Rs. 4,70,80,288.57/- (Rupees Four Crore Seventy Lakhs Eighty Thousand Two Hundred Eighty-Eight and Fifty-Seven Paise Only)** plus interest w.e.f. **14/10/2023** at the contractual rate and costs, charges and expenses thereon till realization, due to Pegasus Assets Reconstruction Pvt. Ltd., from M/s Arata Universal (through Proprietor Sh. Sahil Arora), Sh. Sahil Arora, Sh. Dheeraj Kumar Arora, and Through Legal Heirs of Late Deena Nath Dang. If the borrower/guarantors pay the dues amount of Pegasus Assets Reconstruction Pvt. Ltd. in full with all costs, charges and expenses incurred, to Pegasus Assets Reconstruction Pvt. Ltd.

**The Reserve Price will be Rs. 2,28,02,000/- (Rupees Two Crores Twenty-Eight Lakhs and Two Thousand Only) and the earnest money deposit will be Rs.22,80,200/- (Rupees Twenty-Two Lakhs Eighty Thousand and Two Hundred Only).**

Public at large is informed that the secured property as mentioned in the Schedule are available for sale through Private Treaty, as per the terms agreeable to Pegasus.

Standard terms & conditions for sale of property through Private Treaty are as under:

1. Sale through Private Treaty will be on "**AS IS WHERE IS BASIS**" and "**AS IS WHAT IS BASIS**" and "**WHATEVER THERE IS BASIS**".
2. The purchaser has to deposit 10% of the offered amount along with application which will be adjusted against 25% of the deposit to be made as per clause (3) below.
3. The purchaser will be required to deposit 25% of the sale consideration on the next working day of receipt of Pegasus acceptance of offer for purchase of

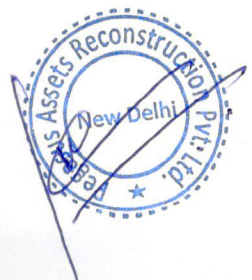






property and the remaining amount within 15 days thereafter. (Pegasus at its discretion may extend the 15 days' time and in any case it will not exceed three months.)

4. Failure to remit the amount as required under clause (3) above, will cause forfeiture of amount already paid including 10% of the amount paid along with application.
5. In case of non-acceptance of offer of purchaser by Pegasus, the amount of 10% paid along with the application will be refunded without any interest.
6. The property is being sold with all the existing and future encumbrances whether known or unknown to Pegasus. The Authorized Officer / Secured Creditor shall not be responsible in any way for any third-party claims / rights / dues.
7. Bids shall be submitted through Offline/Application to our corporate Office address: Pegasus Assets Reconstruction Pvt. Ltd. at 55-56, 5<sup>th</sup> floor, Free Press House, Nariman Point, Mumbai- 400021. Bids should be submitted on or before 24.04.2024 till 4.00.p.m. Email address: [nitin@pegasus-arc.com](mailto:nitin@pegasus-arc.com) / [surender@pegasus-arc.com](mailto:surender@pegasus-arc.com) In addition to the above, the copy of Pan card, Aadhar card, Address proof, in case of the company, copy of board resolution passed by board of directors of company needs to submitted by the bidder.
8. The sale is subject to confirmation from Pegasus. If the borrowers/co-borrowers/guarantor pay the amount due to the Pegasus in full before date of sale, no sale will be conducted.
9. **Intending Bidders shall deposit the aforesaid EMD/s on or before the date and time mentioned herein above by way of a Demand Draft / Pay Order drawn in favor of "Pegasus Group Thirty Nine Trust 1" payable at Mumbai or EMD by RTGS/NEFT/Fund Transfer to the credit of A/c no. 409819116154, A/c name: - Pegasus Group Thirty Nine Trust 1, Bank Name: RBL Bank Limited, Branch Office: Ground Floor, Mittal Court, 224 Nariman Point, Mumbai-400021, MICR Code: 400176023, IFSC Code: RATN0000155.**
10. The purchaser should conduct due diligence on all aspects related to the property (under sale through private treaty) to his satisfaction. The purchaser shall not be entitled to make any claim against the Authorized Officer / Secured Creditor in this regard at a later date.
11. The purchaser shall conduct due diligence upon the litigation pending against the secured asset, The purchaser shall not be entitled to make any claim against the Authorized Officer / Secured Creditor in this regard at a later date.





12. Pegasus reserves the right to reject any offer of purchase without assigning any reason.
13. If any bidder submits its bid matching the reserve price (i.e. Rs. 2,28,02,000/-) and or above, Pegasus will conduct an inter se bidding between the interested parties and sale will be knocked down in favor of the highest bidder.
14. The purchaser has to bear all stamp duty, registration fee, and other expenses, taxes, duties in respect of purchase of the property.
15. Sale shall be in accordance with the provisions of SARFAESI Act/Rules.
16. The interested parties may contact the Authorized Officer for further details / clarifications and for submitting their application. For the detailed terms and condition of the sale please refer to the link provided in the secured creditors website i.e. "www.pegasus-arc.com" and you may contact Mr. Nitin Kashyap-8447636680 and Mr. Surender Singh-8947960010.

#### **SCHEDULE**

<b>Description of the Property</b>	
All that piece and parcel of Entire First Floor portion without roof right of freehold built up residential property bearing no. B-130 area measuring 360 Sq. yds. Situated in the layout plan of The Railway Board Employees Co-operative House Building Society Ltd., colony known as Anand Vihar, Delhi-92.	
<b>Reserve Price (Rs.) (Below which the properties will not be sold)</b>	<b>Rs.2,28,02,000/- (Rupees Two Crores Twenty-Eight Lakhs and Two Thousand Only)</b>
<b>Earnest Money Deposit</b>	<b>Rs.22,80,200/- (Rupees Twenty-Two Lakhs-Eighty Thousand and Two Hundred Only).</b>

**This publication is also a 'Fifteen days' notice to the borrowers/guarantors under Rule 8 (6) & 9 (1) of The Security Interest (Enforcement) Rules, 2002.**



**Date: 05/04/2024  
Place: Delhi**

**Authorised Officer  
Pegasus Assets Reconstruction Private Limited  
(Trustee for Pegasus Group Thirty-Nine Trust 1)**







