पंजाब नैशनल बैंक punjab national bank

SAM BRANCH DELHI, 4th FLOOR, 7 Bhikaji Cama Place, Delhi
E-mail: zs8343@pnb.bank.in

Date 29.10.2026

M/s Atarson Overseas Private Limited (Formerly known as M/s Shri Balaji Rohilkhand Rice Mills Private Limited) C-67, Vaibhav, Suncity Vistar, Bareilly – 243001 **Also at:** C-1, Industrial Area, Growth Centre, Vill Jamour, Tehsil & District Shahjahanpur - 242226	
Sh. Rachin Gupta s/o Naresh Chandra Gupta (Director and Guarantor) D-35, Royal Suncity Vistar, Bareilly – 243001 **Also at:** C-67, Vaibhav, Suncity Vistar, Bareilly - 243001	**Smt. Seema Gupta W/o Shri Sunil Kumar Gupta (Director and Guarantor)** C-67, Vaibhav, Suncity Vistar, Bareilly – 243001
Sh. Sunil Kumar Gupta s/o Sh. Ram Niwas Gupta (Guarantor) D-35, Royal Suncity Vistar, Bareilly - 243001	**M/s Balaji Foodgrains Pvt Ltd (Guarantor)** D-35, Royal Suncity Vistar, Bareilly - 243001

Sub: Auction Sale Notice for Sale of Immovable Properties under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8(6) of the Security Interest (Enforcement) Rules, 2002

Sir/Madam,

Notice is hereby given to the public in general and in particular to the Borrower(s) and Guarantor(s) that the below described immovable property mortgaged/charged to the Secured Creditor, the properties given below is under **Physical Possession** which has been taken by the Authorized Officer of Punjab National Bank, will be sold on "**As is where is**", "**As is what is**", and "**Whatever there is**" on **03.12.2026** for recovery of dues of PNB of **Rs. 25,59,80,814.49/- (as on date 04.06.2019) {(Rs Twenty-Five Crore Fifty-Nine Lakh Eighty Thousand Eight Hundred Fourteen & Paise Forty-Nine only as on 04.06.2019**) plus Interest + other charges} + Interest + other charges w.e.f. 01.06.2019 **AND** of PNB (e-OBC) of **Rs. 45,09,48,004.60 (as on date 31.01.2019) {(Rs Forty-Five Crore Nine Lakh Forty-Eight Thousand Four & Paise Sixty only as on 31.01.2019**) plus Interest + other charges} + interest and other charges w.e.f. 01.02.2019 due to Bank from M/s Atarson Overseas Private Limited.

The reserve price and the earnest money deposit along with Details and full description of the immovable property:

S.N.	Details of Property	Reserve Price (In Crore)	EMD (In Crore)	EMD deposit last date and time
1.	Leasehold property situated at Plot No. H-3, H-4, E-14, E-15 & E-16, Industrial Area, Growth Centre, Village Jamour, Tehsil and District Shahjahanpur in the name of M/s Shri Balaji Rohilkhand Rice Mills Pvt Ltd through its director Sh. Rachin Gupta S/o Sh. Naresh	4.58	0.458	03.12.2026 and 03:50 PM

कृते पंजाब नैशनल बैंक
For Punjab National Bank

प्राधिकृत अधिकारी/Authorised Officer
सैम ब्रांच, दिल्ली/SAM Branch, Delhi

पंजाब नैशनल बैंक punjab national bank

SAM BRANCH DELHI, 4th FLOOR, 7 Bhikaji Cama Place, Delhi
E-mail: zs8343@pnb.bank.in

	Chandra Gupta admeasuring 6600 Sq. Mtr. by deposit of lease deed bahi no 1, zild no 7457, pages no 357 to 478, S.N. 3611 dated 09.04.2012. Boundary North - Plot No. H-2, South - Plot No. H-5, East - Road 24.00 Mt. Wide, West - Road 18.00 Mt.			
2.	Leasehold property situated at Plot No. H-86, H-87, H-88 & F-100, F-101, F-102, F-103 Industrial Area, Growth Centre, Shahjahanpur, District Shahjahanpur in the name of M/s Shri Balaji Rohilkhand Rice Mills Pvt Ltd through its director Sh. Rachin Gupta S/o Sh. Naresh Chandra Gupta admeasuring 8600 Sq. Mtr. by deposit of lease deed bahi no 1, zild no 10837, pages no 303 to 360, S.N. 6665 dated 02.08.2017. Boundary North – Road 12 Mt. wide, South – Road 24 Mt. wide, East – Road 24 Mt. wide, West – Plot No. F-89 & F-104.	4.49	0.449	03.12.2026 and 03:50 PM
3.	Property situated at part of Gata No. 36 & 1/3 part of 37, Village Fatehpur, Pargana & Tehsil Faridpur, Distt. Bareilly in the name of Sh. Sunil Gupta s/o Sh. Ram Niwas Gupta admeasuring area 10360.00 Sq. Mtr. Boundaries of Khasra No. 36: Boundary East – Khet Bhupendra Singh & others, West – Khet of Chandra Pal Singh, North – Property of Deep Devender Singh, South – Khet of Smt. Kamla Gupta etc., Boundaries of Khasra No. 37: Boundary East – Khet of Makhan Lal & others, West – Khet of Smt. Kamla Gupta, North – Khet of Seller, South – Link Road.	0.88	0.088	03.12.2026 and 03:50 PM

For detailed terms and conditions of the sale please refer the enclosed sale notice or may contact SAMB Delhi, 4th Floor, 7 Bhikaji Cama Place, Africa Avenue, Delhi during office hours on any working day.

इसे पंजाब नैशनल बैंक
For Punjab National Bank

Authorised Officer
PUNJAB NATIONAL BANK, Delhi

AUTHORISED OFFICER
PUNJAB NATIONAL BANK
(SECURED CREDITOR)

ENCLOSURE – SALE NOTICE

पंजाब नैशनल बैंक punjab national bank

SAM BRANCH DELHI, 4th FLOOR, 7 Bhikaji Cama Place, Delhi
E-mail: zs8343@pnb.bank.in

Sale notice for sale of immovable properties

Auction Ref No. Atarson Overseas Private Limited Date: 29.10.2026

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

e-Auction Sale Notice for Sale of Immovable Assets under the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with proviso to Rule 8 (6) of the Security Interest (Enforcement) Rules, 2002.

Notice is hereby given to the public in general and in particular to the Borrower (s) and Guarantor (s) that the below described immovable property mortgaged/charged to the Secured Creditor, the constructive/physical/ symbolic possession of which has been taken by the Authorized Officer of the Bank/ Secured Creditor, will be sold on "**As is where is**", "**As is what is**", and "**Whatever there is**" on the date as mentioned in the table herein below, for recovery of its dues due to the Bank/ Secured Creditor from the respective borrower (s) and guarantor (s). The reserve price and the earnest money deposit will be as mentioned in the table below against the respective properties.

SCHEDULE OF THE SECURED ASSETS

Lot. No.	Name of the Branch: - Name of the Account: - Name & addresses of the Borrower/Guarantors Account	Description of the Immovable Properties Mortgaged/ Owner's Name (mortgagers of property(ies))	A) Dt. Of Demand Notice u/s 13(2) of SARFESI ACT 2002 B) Outstanding Amount C) Possession Date u/s 13(4) of SARFESI ACT 2002 D) Nature of Possession Symbolic/Physical	A) Reserve Price (Rs. In Cr.) B) EMD (In Rs. Cr.) C) EMD deposit last date and time D) Bid Increase Amount (In Rs. Cr.) E) Property visit date and time	Date/ Time of E-Auction	Details of the encumbrances known to the secured creditors

कृते पंजाब नैशनल बैंक
For Punjab National Bank

प्राधिकृत अधिकारी/Authorised Officer
सैम ब्रांच, दिल्ली/SAM Branch, Delhi

पंजाब नैशनल बैंक punjab national bank

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1.	**Punjab National Bank** _____ Atarson Overseas Private Limited _____ 1. **M/s Atarson Overseas Private Limited (Formerly known as M/s Shri Balaji Rohilkhand Rice Mills Private Limited)** C-67, Vaibhav, Suncity Vistar, Bareilly – 243001 **Also at:** C-1, Industrial Area, Growth Centre, Vill Jamour, Tehsil & District Shahjahanpur – 242226 2. **Sh. Rachin Gupta s/o Naresh Chandra Gupta (Director**	Leasehold property situated at Plot No. H-3, H-4, E-14, E-15 & E-16, Industrial Area, Growth Centre, Village Jamour, Tehsil and District Shahjahanpur in the name of M/s Shri Balaji Rohilkhand Rice Mills Pvt Ltd through its director Sh. Rachin Gupta S/o Sh. Naresh Chandra Gupta admeasuring 6600 Sq. Mtr. by deposit of lease deed bahi no 1, zild no 7457, pages no 357 to 478, S.N. 3611 dated 09.04.2012. Boundary North - Plot No. H-2, South - Plot No. H-5, East - Road 24.00 Mt. Wide, West - Road 18.00 Mt.	A) PNB (e-OBC) - 04.02.2019 PNB – 10.06.2019 B) e-OBC - Rs. 45,09,48,004.60 + interest & other charges w.e.f. 01.02.2019 PNB – Rs. 25,59,80,814.49 + interest & other charges w.e.f. 01.06.2019 C) 25.04.2019 D) Physical Possession	A) 4.58 Cr. B) 0.458 Cr. C) 03.12.2026 and 03:50 PM D) 0.01 Cr. E) 30.11.2026 04:00 PM to 05:00 PM	03.12.2026 From 11:00 AM to 04:00 PM	Not known

कृते पंजाब नैशनल बैंक
For Punjab National Bank

प्राधिकृत अधिकारी/Authorised Officer
सैम ब्रांच, दिल्ली/SAM Branch, Delhi

	and Guarantor) D-35, Royal Suncity Vistar, Bareilly – 243001 **Also at:** C-67, Vaibhav, Suncity Vistar, Bareilly – 243001 3. **Smt. Seema Gupta W/o Shri Sunil Kumar Gupta (Director and Guarantor)** C-67, Vaibhav, Suncity Vistar, Bareilly – 243001 4. **Sh. Sunil Kumar Gupta s/o Sh. Ram Niwas Gupta (Guarantor)** D-35, Royal Suncity Vistar, Bareilly – 243001 5. **M/s Balaji Foodgrains Pvt Ltd (Guarantor)**					

कृते पंजाब नैशनल बैंक
For Punjab National Bank

प्राधिकृत अधिकारी/Authorised Officer
सैम ब्रांच, दिल्ली/SAM Branch, Delhi

	D-35, Royal Suncity Vistar, Bareilly – 243001					
2.	Same as Lot No. 1.	Leasehold property situated at Plot No. H-86, H-87, H-88 & F-100, F-101, F-102, F-103 Industrial Area, Growth Centre, Shahjahanpur, District Shahjahanpur in the name of M/s Shri Balaji Rohilkhand Rice Mills Pvt Ltd through its director Sh. Rachin Gupta S/o Sh. Naresh Chandra Gupta admeasuring 8600 Sq. Mtr. by deposit of lease deed bahi no 1, zild no 10837, pages no 303 to 360, S.N. 6665 dated 02.08.2017. Boundary North – Road 12 Mt. wide, South – Road 24 Mt. wide, East – Road 24 Mt. wide, West – Plot No. F-89 & F-104.	Same as Lot No. 1.	A) 4.49 Cr. B) 0.449 Cr. C) 03.12.2026 and 03:50 PM D) 0.01 Cr E) 30.11.2026 04:00 PM to 05:00 PM	03.12.2026 From 11:00 AM to 04:00 PM	Not known
3.	Same as Lot No. 1.	Property situated at part of Gata No. 36 & 1/3 part of 37, Village Fatehpur, Pargana & Tehsil Faridpur, Distt. Bareilly in the name of Sh. Sunil	Same as Lot No. 1.	A) 0.88 Cr. B) 0.088 Cr. C) 03.12.2026	03.12.2026 From 11:00 AM to 04:00 PM	Not known

कृते पंजाब नैशनल बैंक
For Punjab National Bank

प्राधिकृत अधिकारी/Authorised Officer
सैम ब्रांच, दिल्ली/SAM Branch, Delhi

		Gupta s/o Sh. Ram Niwas Gupta admeasuring area 10360.00 Sq. Mtr. Boundaries of Khasra No. 36: Boundary East – Khet Bhupendra Singh & others, West – Khet of Chandra Pal Singh, North – Property of Deep Devender Singh, South – Khet of Smt. Kamla Gupta etc., Boundaries of Khasra No. 37: Boundary East – Khet of Makhan Lal & others, West – Khet of Smt. Kamla Gupta, North – Khet of Seller, South – Link Road.		and 03:50 PM D) 0.005 Cr. E) 01.12.2026 04:00 PM to 05:00 PM		

TERMS AND CONDITIONS OF E-AUCTION SALE

1. The sale shall be subject to the Terms & Conditions prescribed in the Security Interest (Enforcement) Rules 2002 and to the following further conditions. The auction sale will be "online through e-auction" portal **https://Baanknet.com.**
2. The intending Bidders/ Purchasers are requested to register on portal (**https://Baanknet.com**) using their email-id and mobile number. The process of e-KYC is to be done through Digilocker. Once the e-KYC is done, the intending Bidders/ Purchasers may transfer the EMD amount to their e-Wallet using online/challan mode before the e-Auction Date and time in the portal. The registration, verification of e-KYC, transfer of EMD in wallet and linking of wallet amount to Property must be completed well in advance, before auction.
3. Earnest Money Deposit (EMD) amount as mentioned above shall be paid online/challan mode and will be credited in bidders e-Wallet. Bidders, not depositing the required EMD online, will not be allowed to participate in the e-auction. The Earnest Money Deposited shall not bear any interest.
4. Platform (**https://Baanknet.com**) for e-Auction will be provided by e Auction service provider **M/s PSB Alliance Pvt. Ltd**. having its Registered office at **Unit 1, 3rd Floor, VIOS Commercial Tower, Near Wadala Truck Terminal, Wadala East, Mumbai-400037** (Helpdesk Number +91 8291220220, Email Id: support.ebkray@psballiance.com). The intending Bidders/ Purchasers are required to participate in the e-Auction process at e-Auction

प्राधिकृत अधिकारी/Authorised Officer
सैम ब्रांच, दिल्ली/SAM Branch, Delhi

SAM BRANCH DELHI, 4th FLOOR, 7 Bhikaji Cama Place, Delhi
E-mail: zs8343@pnb.bank.in

Service Provider's website https://Baanknet.com.This Service Provider will also provide online demonstration/ training on e-Auction on the portal.

5. The Sale Notice containing the General Terms and Conditions of Sale is available / published in the following websites/ web page portal.
   (1) **https://Baanknet.com**
   (2) **www.pnb.bank.in**
6. The intending participants of e-auction may download free of cost, copies of the Sale Notice, Terms & Conditions of e-auction, Help Manual on operational part of e-Auction related to this e-Auction from e-auction portal (**https://Baanknet.com**).
7. Bidder's e-Wallet should have sufficient balance (>=EMD amount) at the time of bidding.
8. During the e-auction, bidders will be allowed to offer higher bid in inter-se bidding over and above the last bid quoted and the increase in the bid amount must be of increment amount mentioned. 10 **minutes** time will be allowed to bidders to quote successive higher bid and if no higher bid is offered by any bidder after the expiry of 10 **minutes** to the last highest bid, the e-auction shall be closed.
9. It is the responsibility of intending Bidder(s) to properly read the Sale Notice, Terms & conditions of e-auction, Help Manual on operational part of e-Auction and follow them strictly.
10. In case of any difficulty or need of assistance before or during e-Auction process, bidder may contact authorized representative of our e-Auction Service Provider M/s PSB Alliance Pvt. Ltd. Details of which are available on the Baanknet portal.
11. After finalization of e-Auction by the Authorized Officer, only successful bidder will be informed by our above referred service provider through SMS/ email. (On mobile no/ email address given by them/ registered with the service provider).
12. The secured asset will not be sold below the reserve price.
13. The successful bidder shall have to deposit 25% (twenty five percent) of the bid amount, less EMD amount deposited, on the same day or not later than the next working day and the remaining amount shall be paid within 15 days from the date of auction in the form of Banker's Cheque/ Demand Draft issued by a Scheduled Commercial Bank drawn in favor of "The Authorized Officer, Punjab National Bank, A/c (Name of the A/C) Payable at. In case of failure to deposit the amounts as above within the stipulated time, the amount deposited by successful bidder will be forfeited to the Bank and Authorized Officer shall have the liberty to conduct a fresh auction/ sale of the property & the defaulting bidder shall not have any claim over the forfeited amount and the property.
14. Payment of sale consideration by the successful bidder to the bank will be subject to TDS under Section 194- 1A of Income Tax Act 1961 and TDS is to be made by the successful bidder only at the time of deposit of remaining 75 % of the bid amount/full deposit of BID amount.
15. The Authorised Officer reserves the right to accept any or reject all bids, if not found acceptable or to postpone/cancel/adjourn/discontinue or vary the terms of the auction at any time without assigning any reason whatsoever and his decision in this regard shall be final.
16. The sale certificate shall be issued in the favour of successful bidder on deposit of full bid amount as per the provisions of the act.
17. The properties are being sold on "***AS IS WHERE IS BASIS***" and "***AS IS WHAT IS BASIS***" and "***WHATEVER THERE IS BASIS***".
18. The particulars of Secured Assets specified in the Schedule hereinabove have been stated to

For Punjab National Bank

प्राधिकृत अधिकारी/Authorised Officer
सैम ब्रांच, दिल्ली/SAM Branch, Delhi

the best of the information of the Authorised Officer, but the Authorised Officer shall not be answerable for any error, misstatement or omission in this proclamation.

19. It shall be the responsibility of the bidders to inspect and satisfy themselves about the asset and specification before submitting the bid. The bidder inspects the property in consultation with the dealing official as per the details provide.
20. All statutory dues/attendant charges/other dues including registration charges, stamp duty, taxes etc. shall have to be borne by the purchaser.
21. The Authorized Officer or the Bank shall not be responsible for any charge, lien, encumbrances, or any other dues to the Government or anyone else in respect of properties (E-Auctioned) not known to the bank. The Intending Bidder is advised to make their own independent inquiries regarding the encumbrances on the property including statutory liabilities, arrears of property tax, electricity dues etc.
22. The bidder should ensure proper internet connectivity, power back-up etc. The Bank shall not be liable for any disruption due to internet failure, power failure or technical reasons or reasons/contingencies affecting the e-auctions.
23. It is open to the Bank to appoint a representative and make self-bid and participate in the auction.

For detailed term and conditions of the sale, please refer https://Baanknet.com & www.pnb.bank.in.

कृते पंजाब नैशनल बैंक
For Punjab National Bank

प्राधिकृत अधिकारी/Authorised Officer
सैम ब्रांच, दिल्ली/SAM Branch, Delhi

Date: 29.10.2026
Place: Delhi.

Authorized Officer
Punjab National Bank
Secured Creditor

STATUTORY SALE NOTICE UNDER RULE 8(6) OF THE SARFAESI ACT, 2002