

from Italy

Thirukodikaval Thirukotteswarar Temple

Ancient shrine built 1,300 years ago



SHIVALIK SMALL FINANCE BANK LTD. Registered Office: 501, Salcon Aurum, Jasola District Centre, New Delhi - 110025 CIN: U65900DL2020PLC366027

AUCTION NOTICE

The following borrowers of Shivalik Small Finance Bank Ltd. are hereby informed that Gold Loan's availed by them from the Bank have not been adjusted by them despite various demands and notices including individual notices issued by the Bank. All borrowers are hereby informed that it has been decided to auction the Gold ornaments kept as security with the Bank and accordingly 25.09.2024 has been fixed as the date of auction at 03:00 pm in the branch premises from where the loan was availed. All, including the borrowers, account holders and public at large can participate in this auction on as per the terms

Branch	Account No.	Actt Holder name	Father's/ Spouse Name	Address	Ac opening Date	Payoff
PUNE TILAK ROAD	104242510661	MERLIN J	D/O JAYAKUMAR	2 209 VINTEX NAGAR, VIJAYAPURI (CT) ERODE TAMILNADU 638056	14/05/2024	387613.26

The Bank reserves the right to delete any account from the auction or cancel the auction without any prior notice.

Authorised Officer, Shivalik Small Finance Bank Ltd

அஞ்சுசுகங்கள் உள்ளெ நாடி நமசிவாயம் புகலும் கோடிகா மேவும் குளிர்மதியே

Thirukotteswarar Temple is located approximately 19 kilometres from Kumbakonam. It is the 137th of the 275 Paadal Petra Shiva Sthalams, situated on the banks of the river Kaveri. The presiding deity here is Lord Sri Koteeswarar, also known as Vedhanariswarar. The goddess is called Thirupurasundari, also referred to as Vedivambikai. The temple's sacred tree (Sthala Vriksham) is the Perambu plant. The Lord is also venerated as Sri Vedhravaneswarar.

The name of this temple is one of the few that ends with "Ka," which means "beautiful garden" in Tamil. The temple has been praised in hymns by the Saivite saints Appar, Sambandar, and Bhaskaraya. Lord Shiva here is a Swayambumurthi(selfmanifested).

According to inscriptions, this ancient temple was built about 1,300 years ago. The earliest inscriptions date back to 750 AD, during the reign of the Pallava king Nandivarman. It has seen contributions from the early and later Pallavas, the Pandya king Maran Sadayan, and the Chola kings Rajaraja I, Kulothunga I, and Kulothunga III. The current structure was constructed

by Sembiyan Mahadevi, the

mother of Uttama Chola, in

Architecture

The sanctum sanctorum is composed of the sanctum, antarala (vestibule), and artha mandapam (hall). The artha mandapam is designed in the Vavvaknethi style and was built during the Maratha period. The vimana (tower) above the sanctum follows the Dravidian architectural style. The outer floor has been elevated, concealing the adhisthana (base). The upana (plinth) is adorned with intricate sculptures, including dancing ladies in the Kuda Koothu style, as well as scenes from the Ramayana and the Siva Purana.

Legend

According to legend, it is believed that all 30 crore devas, sages, and angels of Hindu mythology ("Muppaththu Mukkodi Devarkal" in Tamil) have visited this temple and worshipped the Lord. The angels are said to have

attained salvation ("Sayujya Mukthi") here.

While granting his darshan to the devas, Lord Thirukoteeswarar emphasized the sacredness of "Vedhravana Kshetram" (another name for Thirukkodikaval) and its holy waters. The Lord further said, "This, my kshetram here, is also known as 'Bhaavagam.' It is situated on the banks of the Kaveri, and it is very sacred. This kshetram is equal to my body. This tank, Sirungothbava Theertham, was created by Nandhi using his horns."

The Lord also explained that when Mount Kailash and Thirukkodikkaval were placed on a balance, the latter weighed more, thereby proving its greatness.

Another legend tells of the Azhwars (Vaishnava devotees) who were instructed by Lord Venkatachalapathi of Tirupati to worship Goddess Thripurasundari here before offering worship at Tirupati. However, they could not reach this place as the river Kaveri was in flood at the time. Sage Agastya appeared before them and advised them to pray to Lord Karaiyetrum Vinayakar for help in crossing the river. The goddess is believed to have granted her darshan in the form of the Lord.

It is also said that Lord Yama, the god of death, worshipped Lord Shiva here. Lord Shiva is believed to have instructed Lord Yama that no devotee who visits Thirukkodikkaval and worships him should be punished by Yama. Similar to Banaras, the people of Thirukkodikkaval do not fear the god of death. It is also believed that 1,008 devas surround Lord Shiva here, which is why there is no cremation ground ("Rudra Bhoomi") in this village. Instead, the villagers use the cremation ground on the other side of the riverbank.

Another legend involves Saint Haradhathar, who was born into a Vaishnava family in Kanchanur, a nearby village. He later became a devout worshipper of Lord Shiva. Every day, he would visit seven Shiva temples (Thiruvalankadu. Thiruvavaduthurai, Aduthurai, Thirumangalakkudi, Thirumanthurai, Thirukkodikkaval, and Kanchanur) before having his dinner. One day, after leaving this temple, a heavy rainstorm struck, and in the darkness, he could not find his way back to his village.

It is said that Lord Shiva, disguised as a villager, guided him back to Kanchanur. Haradhathar offered the prasad he had received from the Kanchanur temple to the villager. The next day, when

he visited this temple, he was surprised to see the food he had offered to the villager placed in front of the Lord. Haradhathar realized that the villager was none other than Lord Shiva himself.

According to the Sthalapuranam (temple legend), sages Dhurvasa and Agastya visited this place and performed penance. It is also believed that Rama, Balarama, Veerabhadra, and Kali worshipped the Lord here to seek absolution for their sins. Additionally, Saint Karaikkal Ammaiyar is said to have worshipped the Lord here. Legend has it that Karaikkal Ammaiyar came to this temple by walking on her head.

In addition to the shrines of Lord Shiva and Goddess Parvathy, the temple features shrines and idols of Karaiyetrum Vinayakar, Murugan, Nataraja, Gajalakshmi, Kalabairavar, Survan, Chandran, Nalvar, Sage Agasthiyar, Sage Dhurvasar, and Chandikeswarar in its

Deities

is no Navagraham shrine here. The corridors also house Shivalingams named after the four Vedas-Rig, Yajur, Sama, and Atharvana—as well as three Shivalingams worshiped by the mukkodi Devas. Lord Saneeswarar and Lord Yama are positioned

facing each other, and

similarly, Chitragupta, Yama's

corridors. Interestingly, there

divine accountant, is placed opposite Sage Dhurvasar. There is also a remarkable carving, made from a single stone, that depicts Saneeswarar's wife Jeastadevi along with their son Manthi and daughter Mantha. Surrounding the sanctum sanctorum, or "koshtam," are idols of Narthana Vinayakar, Natarajar, Karaikkal Ammaiyar, Dakshinamurthy, Lingothbavar, Brahma. Astapuja Durgai, Pitchadanar, and Agasthiyar. Lord Brahma's idol is found in two

places—once in the koshtam

and again in a smaller

Blue lotuses-filled

moats surround Lanka

shrine. The stone idol of Lord Nataraja, accompanied by Goddess Sivakami, is an exquisite sight.

In addition to daily rituals, special pujas are performed on Chitirai Pournami, with a unique rice offering made to Chitragupta on this occasion. Sthala Viruksham

The sacred tree of this temple is the Perambu plant, known in Sanskrit as Vedhra Viruksham." For this reason, the deity is revered as "Sri Vedhravaneswarar," with "vanam" meaning forest and "eswarar" meaning lord in Tamil. The temple's holy waters, or theerthams, include the Sirungothbava Theertham, the Cauvery River, and the Mukkodi Theertham.

Festivals Several festivals are celebrated at the temple, including Vinayakar Chaturthi, Navarathri, Skanda Shashti, Thiru Karthikai, Thiruvadhirai, Makara Sankranthi, and Shivarathri, which is observed in the Tamil month of Masi. Additionally, Pradosham is regularly observed. Chitra Pournami, or Chitirai Purnima, is a unique Tamil festival held on the full moon day in the month of Chitirai (April/May).

Benefits

The Cauvery River flows here in the rare Uthiravahini direction, from south to north. Taking a dip in the river and the temple's theertham during the Tamil month of Karthigai (November-December) is considered highly auspicious and is believed to absolve one of all sins. Worshiping the deity on Pradosham day is said to offer the same benefits as performing the grand "Ashvametha Yagna."

Since both Yama and Chitragupta can be worshiped together at this temple, devotees believe that doing so relieves them from "Yama Bhayam," the fear of death.

On Chitra Pournami, devotees bathe in holy rivers and temple ponds to cleanse themselves of sins. as the day is dedicated to Chitragupta, the keeper of deeds in the realm of Yama. Timings: From 6 a.m. to 12 noon. Evening 4 p.m. to 8:30 p.m.



Home First Finance Company India Limited

CIN: L65990MH2010PLC240703

Website: homefirstindia.com

Phone No.: 180030008425 Email ID: loanfirst@homefirstindia.com

POSSESSION NOTICE

REF: POSSESSION NOTICE UNDER SUB-RULE (1) OF RULE 8 OF THE SECURITY INTEREST (ENFORECEMENT) RULES, 2002 WHEREAS the undersigned being the Authorized Officer of HOME FIRST FINANCE COMPANY INDIA LIMITED, pursuant to demand notice issued on its respective dates as given

below, under the Securifization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 (Act No. 54 of 2002) and in exercise of powers conferre under section 13(2) read with rule 3 of the Security Interest (Enforcement) Rules, 2002 calling upon you/Borrowers, the under named to pay outstanding dues as within 60 days from the date of receipt of respective notices. You/Borrowers all, however, have failed to pay the said outstanding dues within stipulated time, hence HOME FIRST FINANCE COMPANY INDIA LIMITED are in exercise and having right as conferred under the provision of sub section (4) of section 13 of SARFAESI ACT, 2002 read with rules thereunder, taken POSSESSION of the secured assets as mentioned herein below:

Sr. No	Name of Borrowers/ Co-Borrowers/ Guarantors	Description of Mortgaged Property	Date of Demand Notice	Total O/s as on date of Demand Notice (in INR)	Date of possession
1.	Kaliappan G, Sathiya C	House -Site 6,RS.No:78/1,Site No:,Door No:3/43-C,RS.No:78/1,Site No:6, Sri Sakthi Nagar, Vattaathi Village, Uthukkuli Panchayat, Union Kunnathur SRO, Uthukkuli Taluk, Tiruppur District,Tamil Nadu,641687. Bounded by:- North of 20 ft wide east west layout road, South of 30 ft width east west road, East of site no.7, West of site no.5, In the middle, East West on North 25 ft, East West on south 25 ft, North south on East 64 ft, North South on west 69 ft	04-07-2024	5,69,829	10-09-2024
2.	Palanisamy Rangan- "Thilagavathi Palanisamy	Flat-204/8,Old Natham S F No.122/4, New Natham S F No.204/8, Pottiyapuram Village, Omalur Sub Reg, Salem west Reg, Kadaiyampatti Tk & Salem Dt - Salem,Tamil Nadu, 636309. Bounded by:- North to -Chendrayan tile House property, East to- Pavayee and Veeran and others Property and Road, South to - Rangan House Property, West to -Empty lands	04-07-2024	6,32,510	10-09-2024
3	Sathish Kumar,Naveena Ramalingam	House-S.No:573/9,Old S.F.no. 573, New S.F.no. 573/9, Karur Joint I SRO Manmangalam Taluk,Nerur North Village, Manmangalam Taluk, Karur District ,Tamil Nadu,639004. Bounded by:-West:-13 feet width South -North pathway, North, East & South by:-Property of Kandasamy	04-07-2024	16,28,868	10-09-2024
5.	Sirajtheen kajamaideen, Sowriyath	Flat-62, SF.No: 423/1A1, Patta.No:773, Site No: 62, Senthil Nagar, Sirukinar Village & Panchayat, Dharapuram SRO, Dharapuram Taluk, Tiruppur District, Tiruppur, Tamil Nadu, 638706. Bounded by:- North of site no 61, South of site no 63, East of 30 wide south north Layout road, West of site no 75	04-07-2024	14,83,948	10-09-2024

The borrower having failed to repay the amount, notice is hereby given to the borrower / Guarantor and the public in general that the undersigned has taken Possession of the property described herein below in exercise of powers conferred on him/her under section 13(4) of the said Act read with rule 8 of the said rule on the date mentioned above

The BORROWERS/ GUARANTORS and the PUBLIC IN GENERAL are hereby cautioned not to deal with the above referred Properties/Secured Assets or any part thereof and any dealing with the said Properties/Secured Assets shall be subject to charge of HOME FIRST FINANCE COMPANY INDIA LIMITED for the amount mentioned hereinabove agains Properties/Secured Assets which is payable with the further interest thereon until payment in full

The borrower's attention is invited to the provisions of subsection (8) of Section 13 of the Act, in respect of time available to redeem the secured asset.

Place: Coimbatore Authorised Officer Home First Finance Company India Limited



CIN: L67100MH1995PLC093797

Read, Office: IJFL House, Sun Infotech Park, Road No. 16V, Plot No.B-23. Thane Industrial Area, Wagle Estate, Thane - 400604. Tel: (91-22) 41035000 Fax: (91-22) 25806654 • E-mail: reach@iifl.com • Website: www.iifl.com

PUBLIC NOTICE OF E-AUCTION OF GOLD ORNAMENTS

It is hereby notified to all concerned borrower(s) in specific and the public, in general, that we, IIFL Finance Limited ("IIFL") are auctioning gold ornaments of defaulted customers who neither regularized their loans nor paid the outstanding amount despite being informed through registered auction notices and repeated reminders. Public auction of the gold ornaments pledged in the following loan accounts will be conducted online through Shriram Automall India Limited on their online auction platform https://gold.samil.in on 17.09.2024 between 04:15 P.M to 06:45 P.M. Change in venue or date (if any) will be displayed at the auction center. If for any reason the E-Auction cannot be held on the date mentioned herein or the auction does not get completed on the same day. IIF reserves the right to conduct or proceed with the said auction on any subsequent date on the auction platform and/or auction center with same terms and conditions. The unauctioned gold ornaments shall be auctioned on subsequent working days after displaying the details on auction platform and/or auction center. In case the auction at Branch level fails, the same will be re auctioned on 28.09.2024 at the specified district centre. If for any reason, the district level auction cannot be held on the date mentioned herein or the auction does not get completed on the same day, IIFL reserves the right to conduct or proceed wit the district level auction on any subsequent date with same terms and conditions. If the customer is deceased, then all the conditions pertaining to auction will be applicable to nominee/legal heir.

District Centre: Coimbatore-Mettupalayam Road, # 72 E,F,G,H,J, Ground Floor, Mettupalayam Road, Sf No.135/2, Sanganur Village, Kauvandampalayam, Coimbatore, Pin-641030

Branch Name: COIMBATORE-CBE SUNDARAPURAM SANGAM STREET GL, Taluka - Coimbatore South

Gold Loan A/C No.: GL30741466, GL30727387, GL32451661, GL32445952, GL30474572, GL30488058, GL30301124, GL30321767, GL30114011, GL30099759, GL29960345, GL29946576, GL27735438, GL27748868.

Branch Name: COIMBATORE-KUNIYAMUTHUR GL, Taluka - Coimbatore South

Gold Loan A/C No.: GL28728016. GL28696624. GL33389194. GL28731449. GL28715334. GL30522294. GL30517377. GL28672387. GL28655142. GL30430771. GL32305545, GL30403828, GL28767575, GL28039780, GL30115124, GL30104003, GL28845889, GL28813896, GL23933626, GL23927770

Branch Name: COIMBATORE-METTUPALAYAM NILGIRIS GL. Taluka - Mettupalayam Gold Loan A/C No.: GL32570007, GL30435425, GL30322314, GL30308301, GL30228521, GL27733175

Branch Name: COIMBATORE-METTUPALAYAM ROAD, Taluka - Coimbatore North

Gold Loan A/C No.: GL28699550, GL28731567, GL30516688, GL30522187, GL28207046, GL28016917, GL28452276, GL29850756, GL29837360, GL29587938, GL29580028, GL29403982, GL29390719.

Branch Name: COIMBATORE-PAPANAICKENPALAYAM, Taluka - Coimbatore South Gold Loan A/C No.: GL30819118, GL28689458, GL30207596, GL30214682, GL30214878, GL30206158, GL30073504, GL30087460, GL27732762, GL29876641,

GL29864028, GL29202470, GL29191831, GL28428333, GL20407491 Branch Name: COIMBATORE-RAMANATHAPURAM GL, Taluka - Coimbatore South

Gold Loan A/C No.: GL30804749, GL28854925, GL30826189, GL28869071, GL28616156, GL28598943, GL22051910, GL22052271, GL30010094, GL29988303, GL30102714, GL30115325, GL28805213, GL28820355, GL30030914, GL29539322, GL27075787, GL27079149, GL28643442, GL28619482, GL27155933,

Branch Name: COIMBATORE-UKKADAM, Taluka - Coimbatore South

Gold Loan A/C No.: GL30787898, GL30802496, GL28807609, GL28803214, GL28804956, GL28813574, GL28783792, GL28786064, GL30673839, GL22097799, GL28607357, GL29530599, GL30562131, GL30567857, GL30276423, GL30258859, GL30140128, GL30117489, GL29790846, GL29548260, GL29673466, GL29533884, GL28949239, GL28927038, GL28912814.

Branch Name: POLLACHI-UDUMALPET, Taluka - Udumalaipetta

Gold Loan A/C No.: GL28590000, GL28614663, GL30593272, GL30552988, GL30566184, GL32296771, GL30515578, GL30518437, GL30357835, GL28146206, GL28145158, GL28464209, GL27738010, GL27735902, GL31459866, GL26770028, GL28145645, GL26797427, GL28902749, GL28885873, GL28161559, GL28184169, GL27977958, GL27996201, GL27933039, GL27912467, GL19992735, GL28489004

Branch Name: POLLACHI-UNITED MAHAL BUILDING, Taluka - Pollachi

Gold Loan A/C No.: GL30567120, GL30549356, GL30523540, GL30382994, GL30075539, GL25441869, GL29618568, GL29600950, GL29144860, GL29154656. Branch Name: TIRUPUR-PALLADAM ROAD, Taluka - Coimbatore North

Gold Loan A/C No.: GL30772629, GL30768560, GL28709976, GL28727984, GL32384769, GL32523937, GL22130669, GL30415380, GL30113564, GL30097553

GL30038510, GL30056072, GL30005277, GL26976194, GL28769224, GL28791304, GL26273200, GL26354853, GL26366113, GL26070826, GL26055999

The E-Auction shall be conducted on "AS IS WHERE IS". "AS IS WHAT IS" and "WHATEVER THERE IS" basis and IIFL does not make any representation or warranties regards quality, purity, caratage, weight or valuation of the said gold ornaments. The E-Auction process and the sale (if any) pursuant to such E-Auction shall be subject to terms and conditions as IIFL may at its sole discretion deem fit to impose. IIFL, at its absolute sole discretion, may either postpone or remove, any of accounts from auction list and any proceedings without prior notice and without assigning any reason therefor and to reject any or all the bids or offers without assigning any reason for the same. Details of defaulting borrower(s), pledged ornaments and other details have been displayed at the respective branch. The defaulter borrower(s) have an option to repay the entire dues including up to date interest and all applicable charges and close or regularize their loan account even after publication of this notice but in any case, till the date of auction, failing which the pledged gold ornaments will be sold and balance dues (if any) will be recovered with interest and costs. However, the defaulter loans which are closed or regularized on or after this publication, will have to bear the proportionate publication charge. Borrowers are requested to submit/update their latest bank account details to enable timely refund of excess auction proceeds, if any. For detailed information, terms and conditions, contact the concerned branch office of IIFL Finance Limited.

Date: 14.09.2024

Place: COIMBATORE



AUTHORISED SIGNATORY

IIFL FINANCE LIMITED

समासाद्य च लक्ष्मीवान् लङ्कां

ındar Kandam chapter II

प रिखा भाः स प दुमा भाः सोत्पलाभरिलङ्कृताम्।।5.2.14।। सीतापहरणार्थेन रावणेन सुरक्षतािम्।

समन्ताद्वचिरद्भश्चि राक्षसैरुग्रधन्वभिः।।5.2.15।। काञ्चनेनावृतां रम्यां प्राकारेण

गृहैश्च ग्रहसंकाशैः शारदाम्बुदसन्नभिः।।5.2.16।। पाण्डुराभः प्रतोलीभि sannibhaiḥ□□5.2.16□□

अटटालक शताकीरणां पताका ध्वजमालिनीम्।।5.2.17।।

रुच्चाभरिभसिंवृताम्।

तोरणैः काञ्चनैरुदिवियै

र्लतापङ्तुकि विचित्रितैः।

ददर्श हनुमान् लङ्कां दविदिवपुरीं यथा।15.2.18।Isamāsādya ca laksmīvān lankān rāvaņapālitām. parikhābhih sapadmābhih sōtpalābhir alankṛtām □ □5.2.14 □ □

surakşitām. samantād vicaradbhiśca rāksasai rugradhanvibhiḥ□□5.2.15□□

sītāpaharaņārthēna rāvaņēna

kāńcanēnāvṛtān ramyān prākārēņa mahāpurīm. grhaiśca grahasankāśaih

śāradāmbuda pāṇdurābhih pratolībhir

uccābhirabhisanvṛtām. aţţālaka śatākīrnān patākā dhvajamālinīm □ □5.2.17 □

latāpantki vicitritaih.

dadarśa hanumān lankān divi dēvapurīn yathā □ □ 5.2.18 □ [

"Fortunate Hanuman, having reached Lanka, which was ruled by Ravana, found it surrounded by moats full of blue lotuses and guarded by demons wielding frightening bows. In sight of Sita, who had been abducted and kept there, the city was protected by boundary walls inlaid with gold. That great and beautiful city, with buildings resembling an assembly of planets and whitewashed, elevated houses that looked like autumn clouds, had well-laid-out streets decorated with garlands of banners, flagpoles, rows of colorful creepers, and festoons. The city of Lanka appeared like tōraṇaiḥ kāñcanair divyair Amaravati, the city of the gods."