



PRASADITYA ARC LIMITED

FORMERLY PRIDHVI ASSET RECONSTRUCTION AND
SECURITISATION COMPANY LIMITED

Ref: 405-1/2026/290

Date: 07.07.2026

RPAD

To,

1	M/s. Rupa Traders , Represented by its Partner Mr. Bade Chandra Sekhar Reddy, General Merchants and Commission Agent, D.No. 24-11-117, Patnam Bazar, Guntur - 522003	2	Mr. Bade Chandra Sekhar Reddy S/o. B. Krishna Reddy, Partner M/s. Rupa Traders, D.No. 18-40-2, Redla Bazar, Sangadigunta, Guntur - 522003
3.	Mr. Mareddy Srinivasa Reddy S/o. M. Nagi Reddy, D.No. 3-29-224/A, Yaganti Bliss Apartments, Flat No.402, Main Road, Krishna Nagar, Pattabhipuram, Guntur 522006	4.	Mr. Machavaram Chenna Reddy , D.No. 18-4-4/1, Redla Bazar, Guntur - 522003
5.	Mr. Sannapureddy Venkateswara Reddy S/o. Sannapureddy AdhiSeshi Reddy, D.No. 24-10-104, Patnam Bazar, Guntur - 522001 Also at: D.No. 18-40-4/1, Redla Bazar, Sangadigunta, Guntur - 522003		

Dear Sir/Madam,

Subject: NPA Account of M/s. Rupa Traders - Sale Notice Under Rule 9(1) of Security Interest (Enforcement) Rules, 2002.

Please find enclosed herein the Sale Notice issued by the undersigned with respect to the properties as described in the said Sale Notice on date as mentioned therein.

This is for your information.

Yours faithfully,


Authorised Officer





PRASADITYA ARC LIMITED

FORMERLY PRIDHVI ASSET RECONSTRUCTION AND
SECURITISATION COMPANY LIMITED

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES OF M/s. RUPA TRADERS

E-Auction Sale Notice for Sale of Immovable Assets under the Securitisation And Reconstruction of Financial Assets and Enforcement of Security Interest (SARFAESI) 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), Mortgagor (s) and Guarantor (s) that the below described immovable properties mortgaged to the Secured Creditor, the Possession of which has been taken by the Authorised Officer of M/s. PRASADITYA ARC LIMITED "Formerly Known as M/s. Pridhvi Asset Reconstruction and Securitisation Company Limited" Secured Creditor, will be sold on "AS IS WHERE IS", "AS IS WHAT IS" and "WHATEVER THERE IS" basis for recovery of Rs.94,63,202/- (Rupees Ninety Four Lakhs Sixty Three Thousand Two Hundred and Two Only) outstanding as on 30.06.2026 with further interest and costs thereon due to the Secured Creditor i.e., M/s. PRASADITYA ARC LIMITED from M/s. Rupa Traders as borrower, Mr. Bade Chandra Sekhar Reddy, Mr. Mareddy Srinivasa Reddy, Mr. Machavaram Chenna Reddy and Mr. Sannapureddy Venkateswara Reddy as Guarantors/Mortgagors.

The authorised officer issued E auction - Sale of Schedule properties by adopting "online e-Auction Sale" through the website <https://www.bankeauctions.com> of the service provider. The details of date of E-Auction, last date for submission of Bid form, Reserve Price, Earnest Money Deposit, Bid Increase Amount and Time of E-Auction are mentioned hereunder:

Date and time of Inspection	Last date of submission of bid	Date of E-Auction
On 24.07.2026 Between 1.00 PM to 03.00 PM	On or before 05.00 PM on 10.08.2026	11.08.2026 (TUESDAY)
Time of E-Auction		Mandatory Bid Increments
Item No. – 1 from 11.00 AM to 11.30.A.M.		Item No.1 Rs.1,00,000/-
<i>* Time of E-Auction – with an auto extension clause of 5 minutes each i.e., e-auction end time will be extended by 5 minutes each, if bid is made before closure of auction.</i>		
List of Encumbrance/Litigations: NIL		

At the sale, the public are invited to participate in "online e-auction" through the website <https://www.bankeauction.com> of the service provider. The address details of Service Provider are: - M/s. C1 India Pvt. Ltd, Contact Person: (1) Mr. Dharani Krishna, Contact No.9948182222, E-mail ID: (1) dharani.p@c1india.com & (2) andhra@c1india.com.

The intending participants/bidders are advised to go through the website <https://www.bankeauction.com> also <https://www.prasadityaarc.co.in/auctions> for detailed terms and conditions of e-auction sale and are also required to contact the Service Provider for online registration, user ID, Password, help, procedure, online training about e-auction etc., for submitting their Bid Forms and for taking part in e-auction sale proceedings.

The intending participants shall deposit EMD amount by RTGS/NEFT/Funds Transfer to the credit of E-Auction collection below mentioned Account of secured creditor:

Account No.	100631100000229
Secured Creditor	M/s. Prasaditya ARC Limited "Formerly Known as M/s. Pridhvi Asset Reconstruction and Securitisation Company Ltd"
Bank	Union Bank of India
Branch	Mid Corporate Branch – Punjagutta Hyderabad
IFSC Code	UBIN0577901



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The intending bidders are advised to submit the Bid Forms online with requisite details viz. proof of deposit of EMD, PAN Card, Aadhar, Address & ID Proof on or before the last date mentioned in the above auction table. The intending bidders shall send hard copy of Bid Form duly filled in along with self-attested copies of above documents by Registered Post/Speed Post/ Courier to the undersigned so as to reach on or before 10/08/2026 by 05.00 P.M. at the following address:

Mr.M.S. Hussain, Authorized Officer, M/s. Prasaditya ARC Limited "Formerly Known as M/s. Pridhvi Asset Reconstruction and Securitisation Company Limited (PARAS)", Door No. 1-55, 4th Floor, 'Raja Praasadamu', Masjid Banda Road, Kondapur, Hyderabad – 500 084. *(Postal delays are not entertained).

The intending bidders are also advised to visit the property and fully satisfy themselves about the details of the property and its registrability at concerned SRO, before participating in the e auction.

The intending participants are also advised to contact **Mr. Mohammed Yaseer**, Senior Manager (contact Mobile No. **7032806200**, E-mail id: yaseer@prasadityaarc.co.in detailed queries, terms and conditions, queries, guidance, inspection of schedule property, perusal of copies of title deeds and latest encumbrance certificates to exercise due diligence and satisfy themselves about the title property under E -auction sale.

DESCRIPTION OF IMMOVABLE PROPERTIES		
Item No.1	Reserve Price: Rs.52,00,000/-	Earnest Money Deposit: Rs.5,20,000/-
Residential Vacant Site, East west Corner, admeasuring 837 sq. yrds (out of 4186 sq yrds), located in D.No's: 1126/3 & 1126/4, ULC Re- Surveyed D.No. 1126/3 (Near D.No.19-16-10), Kamma Sessaiah Grounds, Guntur Municipal Corporation belonging to Sri.Machavaram Chenna Reddy and is bounded by: East: Site of Nagandla Muralidhar; South: Road; West: Site of Konagalla Seshu; North: Land of Sri Kanyaka Parameswari Ammavari Devasthanam		

In the event of the auction scheduled herein above fails for any reason whatsoever, PARAS has the right to sell the secured assets under auction through this notice by way of **PRIVATE TREATY** under the provisions of the SARFAESI Act, 2002.

For detailed terms and conditions of the sale, please visit website of secured creditor i.e., <https://www.prasadityaarc.co.in/auctions>

Date: 07.07.2026

Place: Hyderabad


Authorised Officer


