



Pridhvi Asset Reconstruction And Securitisation Company Ltd.

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 property mortgaged to the Secured Creditor, the constructive/physical possession of which has been taken by the Authorised Officer of i.e., M/s. Pridhvi Asset Reconstruction and Securitisation Company Limited (PARAS) - Secured Creditor, will be sold on "AS IS WHERE IS", "AS IS WHAT IS", and "WHATEVER THERE IS", on 11/03/2025 (i.e., TUESDAY) for recovery of Rs.28,82,61,016/-(Rupees Twenty Eight Crores Eighty Two Lakhs Sixty One Thousand and Sixteen Only), outstanding as on 31.01.2025 under one portfolio, with further interest and costs thereon due to the Secured Creditor i.e., PARAS from M/s. Kothuri Venkata Ratnam Company (due of Rs. 8,06,31,330/-), M/s. Sri Lakshmi Chillies Trading Company (due of Rs. 1,83,56,038/-), M/s. Sri Raghavendra Chillies Trading Company (due of Rs. 1,83,53,381/-), M/s. Sri Vasavi Chillies Traders (due of Rs.7,21,51,973/-), M/s.Varasiddi Vinayka Traders (due of Rs.1,81,17,916/-) & M/s. Vijayalakshmi Chillies Corporation (due of Rs. 8,06,50,378/-) as borrowers, Mr. Kothuri Venkata Vara Prasada Rao Gupta, Mr. Kothuri Venkata Siva Koteswara Rao Gupta, Mr. Vura Satya Narayana Gupta, Mrs. Vura Rajeswari, Mrs. Syamala Paremi, Mrs. Amara Naga Malleswari, Mrs. Kothuri Satyavathi Devi, Mr. Venkata Subba Rao Kothuri, Mrs. Kothuri Pavani Padmaja, Mr. Amara Venkateswarlu, Mrs. Gopu Raja Ratna Sindhuri, Mr. Gopu Subramanyam, Mr. Gopu Krishna Raghavendra Gupta as Guarantors/Mortgagors.

The authorised officer issued E auction - Sale of Schedule property 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	Min. Bid Increments
On 01.03.2025 Between 10.00 AM to 05.00 PM	On or before 05.00 PM on 10.03.2025	11/03/2025 (TUESDAY)	Rs.1,00,000/-
Time of E-Auction	11.00 AM to 11.30.A.M		

* 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.

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 www.paras.org.in/tenders 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.



Pridhvi Asset Reconstruction And Securitisation Company Ltd.

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. Pridhvi Asset Reconstruction and Securitisation Company Ltd
Bank	Union Bank of India
Branch	Mid Corporate Branch – Punjagutta Hyderabad
IFSC Code	UBIN0577901

The intending bidders are advised to submit the Bid Forms online with requisite details viz. proof of deposit of EMD, PAN Card, Aadhaar, 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 10/03/2025 by 05.00 P.M. at the following address:

Mr. P. RamaKrishna Chowdary, Authorized Officer & Vice President, 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@paras.org.in** detailed queries, terms and conditions, queries, guidance, inspection of schedule properties, 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 PROPERTY	
Reserve Price: Rs.4,80,00,000/-	Earnest Money Deposit: Rs.48,00,000/-
Guntur District, Nallapadu Sub District, Guntur City, Krishna Nagar, III line, Ward No.18, Block No.20, T S NO.1671, Nallapadu Village, D NO.34/2, 41/1A, 44/1B, 42, 43 an extent of 488 1/9 sq.yds (out of Ac.10.77 cts), having construction of RCC building with Ground Floor Plinth area of 2198 sq. ft, First Floor 2198 sq. ft & Second Floor 624 sq. ft, belonging to Smt. Kothuri Satyavathi Devi is being bounded by : East: Municipal Road; South: Site of Majeti Pandu Ranganatham; West: Site of Chinta Krishna Rao; North: Compound wall of Gopala settee;	

Note: All the above properties are common collateral securities to the debts of 1.M/s.Kothuri Venkata Ratnam Company, 2.M/s.Vijaya Lakshmi Chillies, 3. M/s.Varasiddi Vinayaka Traders, 4.M/s.Sri Vasavi Chillies Traders, 5.M/s.Sri Raghavendra Chillies Trading Company, 6. M/s.Sri Lakshmi Chillies Trading Company.

In the event of the auction scheduled herein above fails for any reason whatsoever, PARAS has the right to sell the secured asset 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., www.paras.org.in/tenders