

ASSET RECOVERY BRANCH

Door No. 26-15-150, UNION BANK OF INDIA, CHANGALRAOPETA,

VISAKHAPATNAM 530001

Telephone No. 0891-2537782, E-Mail: ubin0817295@unionbankofindia.bank.in

To:

M/s. ORANGE MEDIA Flat No 101, Sukshetra Beach Front, Opp senora beach resorts gate, Yendada village, Visakhapatnam-45	Mr. PINNAMARAJU B V S C SRINIVASA RAJU, S/o Suryanarayana Raju Flat no 311, 3rd floor, Akshaya Pebbles Bay Apartments, China waltair, visakhapatnam- 530017
Mr. PINNAMARAJU B V S C SRINIVASA RAJU, S/o Suryanarayana Raju Flat no 101, Sukshetra beach front, Opp:Senora beach resorts gate, Yendada village, Visakhapatnam-45	Estate of the Late Uddandam Appa Rao <i>Represented by</i> 1.Smt. Uddandam Achayamma W/o Late Uddandam Appa Rao and others R/O H. No. 1-13, Penugollu, S. Rayavaram, District: Visakhapatnam, Andhra Pradesh - 531055.

Sir/Madam,

Sub: Notice of 30 days for Sale of immovable secured assets under Rule 8 and 9 of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002.

1. Union Bank of India, A U Campus Branch (EAB), SiriPuram Junction, Visakhapatnam, Andhra Pradesh-530003, the secured creditor, caused a demand notice dated 03-10-2018 under Section 13(2) of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002, calling upon you to pay the dues within the time stipulated therein. Since you failed to comply the said notice within the period stipulated, the Authorised Officer, has taken symbolic possession of the immovable secured assets under Section 13(4) of the Act read with Rule 8 of Security Interest (Enforcement) Rules, 2002 on 05-01-2019.
2. As you have failed to clear the dues of the secured creditor, the scheduled immovable secured assets that have been taken possession of by the Authorised Officer, will be sold by holding public E-auction on 28-10-2026, Wednesday from 12:00 NOON to 05:00 PM by inviting Bids from the public through online mode on www.baanknet.com.



3. The Reserve Price of the properties will be as given below:

SCHEDULE OF PROPERTY

S. no	Description of immovable	Reserve Price
1	All that site measuring an extent of AC 0.59 cents or 2855.6 sq yards or 2387.65 sq.mts covered by old survey No.82/2B, New survey No.82/2B3 as per Revenue records issued by RDO vide its Dis No.409/2016/IDT/dt 09.08.2016 situated at Penguollu Revenue Village & Panchayat of S Rayavaram mandal, Nakkapalli sub-Registrar office limits, Visakhapatnam district belonging to sri Uddandam Appa Rao. East : Land belongs to Uddandam Rajeswara Rao, Gram Panchayat & others South : Land belongs to Danturthi subba lakshmi & others West : NH-16 Road, North : Road	Rs.1,36,00,000/- (Rupees One Crore and Thirty-Six Lakh Only)

4. For detailed Terms and Conditions of the sale, please refer to the link provided in <https://www.unionbankofindia.bank.in/auction-property/viewauction-property.aspx> and the same is also enclosed herewith.

Yours Faithfully,

Place: Visakhapatnam
Date: 18-09-2026

यूनिऑन बैंक ऑफ इंडिया
एसेट रेकवरी ब्रांच (एआरबी)
मुख्य प्रबंधक/Chief Manager/अधिकृत अधिकारी/Authorized Officer
विशाखपट्टणम/Visakhapatnam
Union Bank of India,

Encl: Sale Notice



आस्तिवसूलीशाखा Asset Recovery Branch
Door No 26-15-150, Union Bank of India, Changalraopeta

विशाखपट्टणम VISAKHAPATNAM 530001

Telephone No.0891-2537782 ईमेल email: ubin0817295@unionbankofindia.bank.in

APPENDIX - IV-A

[See Proviso to Rule 8 (6)]

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

E-Auction Sale Notice for Sale of Immovable Assets 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.

Notice is hereby given to the public in general and in particular to the Borrower(s) and Guarantor(s) that the below described immovable properties mortgaged/charged to Union Bank of India, the Physical Possession of which has been taken by the Authorised Officer of Union Bank Of India (Secured Creditor), will be sold on "As is where is", "As is what is", and "Whatever there is" basis on 28-10-2026 for recovery Rs.1,98,93,648.17 (Rupees one crore ninety eight lakh ninety three thousand six hundred forty eight and seventeen paise only) together with contractual rate of interest as of 31-08-2026 plus further interest, costs and charges due to the Union Bank of India from Borrower/Guarantor:

Borrowers/Guarantor:

M/s. ORANGE MEDIA Flat No 101, Sukshetra Beach Front, Opp senora beach resorts gate, Yendada village, Visakhapatnam-45	Mr. PINNAMARAJU B V S C SRINIVASA RAJU, S/o Suryanarayana Raju Flat no 101, Sukshetra beach front, Opp:Senora beach resorts gate, Yendada village, Visakhapatnam-45
Mr. PINNAMARAJU B V S C SRINIVASA RAJU, S/o Suryanarayana Raju Flat no 311, 3rd floor, Akshaya Pebbles Bay Apartments, China waltair, visakhapatnam-530017	Estate of the Late Uddandam Appa Rao Represented by 1.Smt. Uddandam Achayamma W/o Late Uddandam Appa Rao and others R/O H. No. 1-13, Penugollu, S. Rayavaram, District: Visakhapatnam, Andhra Pradesh - 531055.

The Reserve Price of the Secured Assets is fixed as detailed hereafter below which the property would not be sold. The earnest money to be deposited is mentioned below and Bidder/s shall improve their offers in multiples of Bid Increment amount at the time of bidding in e-auction process.



SCHEDULE OF PROPERTY AND RESERVE PRICE:

(Value in Rs)

Details of Security	Reserve Price	EMD@ (10%)	Bid Increment	Date and time of e auction
All that site measuring an extent of AC 0.59 cents or 2855.6 sq yards or 2387.65 sq.mts covered by old survey No.82/2B, New survey No.82/2B3 as per Revenue records issued by RDO vide its Dis No.409/2016/IDT/dt 09.08.2016 situated at Penguollu Revenue Village & Panchayat of S Rayavaram mandal, Nakkapalli sub-Registrar office limits, Visakhapatnam district belonging to sri Uddandam Appa Rao. East : Land belongs to Uddandam Rajeswara Rao, Gram Panchayat & others South : Land belongs to Danturthi subba lakshmi & others West : NH-16 Road, North : Road	Rs.1,36,00,000/- (Rupees One Crore and thirty six lakh only)	Rs. 13,60,000/- (Rupees thirteen lakh and sixty thousand only)	Rs.1,36,000/- (Rupees one lakh and thirty six thousand only)	28-10-2026 From 12.00 NOON to 05.00 pm With 10 minutes unlimited auto extension.

For detailed terms and conditions of the sale, please visit the link provided in

<https://www.unionbankofindia.co.in/auction-property/view-auction-property.aspx> and www.unionbankofindia.co.in

- There are no encumbrances known to the Bank on the property.

Place: Visakhapatnam
Date: 18-09-2026

कृते यूनियन बैंक ऑफ इंडिया/ UNION BANK OF INDIA
 एसेट रिकवरी शाखा, (विशाखापत्तनम) Asset Recovery Br., (ARB)
 मुख्य प्रबंधक/Chief Manager/Authorized Officer
 विशाखापत्तनम/VISAKHAPATNAM
 Union Bank of India, Asset Recovery Branch



आस्ति वसूली शाखा Asset Recovery Branch

Door No 26-15-150, Union Bank of India, Changalraopeta

विशाखपट्टणम VISAKHAPATNAM 530001

Telephone No.0891-25377982 ई मेल email:ubin0817295@unionbankofindia.bank.in

TERMS AND CONDITIONS OF SALE OF IMMOVABLE SECURED ASSETS

1. Name and address of the Borrower/Guarantor	M/s. ORANGE MEDIA Flat No 101, Sukshetra Beach Front, Opp senora beach resorts gate, Yendada village, Visakhapatnam-45 Mr. PINNAMARAJU B V S C SRINIVASA RAJU, S/o Suryanarayana Raju Flat no 311, 3rd floor, Akshaya Pebbles Bay Apartments, China waltair, visakhapatnam- 530017 Mr. PINNAMARAJU B V S C SRINIVASA RAJU, S/o Suryanarayana Raju Flat no 101, Sukshetra beach front, Opp:Senora beach resorts gate, Yendada village, Visakhapatnam-45 Estate of the Late Uddandam Appa Rao Represented by 1.Smt. Uddandam Achayamma W/o Late Uddandam Appa Rao and others R/O H. No. 1-13, Penugollu, S. Rayavaram, District: Visakhapatnam, Andhra Pradesh - 531055.
2. Name and address of the Secured Creditor	Originally sanctioned by base branch "A U Campus" further transferred to Asset Recovery Branch, Door No 26-15-, Union Bank Building Changalraopeta, VISAKHAPATNAM 530001, TelNo.0891-25377982 email: ubin0817295@unionbankofindia.bank.in
3. Description of immovable secured assets to be Sold: -	All that site measuring an extent of AC 0.59 cents or 2855.6 sq yards or 2387.65 sq.mts covered by old survey No.82/2B, New survey No.82/2B3 asper Revenue records issued by RDO vide its Dis No.409/2016/IDT/dt 09.08.2016 situated at Penguollu Revenue Village & Panchayat of S Rayavaram mandal, Nakkapalli sub-Registrar office limits, Visakhapatnam district belonging to sri Uddandam Appa Rao. East : Land belongs to Uddandam Rajeswara Rao, Gram Panchayat & others South : Land belongs to Danturthi subba lakshmi & others West : NH-16 Road, North : Road
4.The details of encumbrances, if any known to the Secured Creditor	Nil, as known to the bank.
5. Details of Stay / Status Quo /Litigation pending against the	Nil, as known to the bank.



property, if any, known to the secured creditor in Courts/Tribunals etc.	
6. Last date for submission of EMD	EMD shall be deposited and Linked/Map the EMD amount with the Property ID before End Time of Auction as per clause 7 below. It is advisable to deposit and Link / Map the EMD amount with the property ID well in advance to avoid any technical glitch.
7. Date & Time of auction	28-10-2026, Wednesday from 12.00 Noon to 05.00 pm (with 10 min unlimited auto extensions) E-auction website- https://baanknet.com
8. The secured debt for the recovery of which the immovable secured asset is to be sold:	Total Dues of Rs.1,98,93,648.17 (Rupees one crore ninety-eight lakh ninety-three thousand six hundred forty eight and seventeen paise only) as on 31-08-2026 plus further interest, costs and charges due to the Union Bank of India.
9.1. Reserve price for the property / Properties below which the property will not be sold:	<u>Reserve price for the property:</u> Rs.1,36,00,000/- (Rupees one crore and thirty-six lakh only) <u>Properties below which the property will not be sold:</u> Reserve price of the property plus one bid increment
9.2. EMD Payable	10% of the Reserve Price mentioned above.
10.1. Registration The Online E-Auction will be held through web portal/website https://baanknet.com on the date and time mentioned above with unlimited extension of 10 minutes. The intending bidders / purchasers required to register through https://baanknet.com (Buyer Registration - link provided in the home page of the website) by using their mobile number and valid email-id. The intending bidders / purchasers further required to upload KYC documents and Bank Details. The intending bidders / purchasers can be guided by the Buyer Manual provided in the home page of the website.	
10.2. KYC Verification While registering as buyer/bidder, the intending bidder / purchaser are required to upload KYC documents and Bank account details. Further, for approval of the KYC documents the bidder/ purchasers should have "Digi Locker" facility. Registration formalities shall be completed well in advance.	
10.3. EMD Payment On completion of KYC verification, the intending bidders / purchasers may login and make the EMD payment. For EMD payment intending bidders/purchasers can be guided by the buyer manual provided therein after login as buyer. Payment can be made through payment gateway and also by way of creating challans and deposit the amount in the wallet. The payment shall be ensured well in advance before the stipulated time. If the required EMD amount is not linked with the property ID from the wallet of the bidder/ purchaser ID, the intending bidder / purchaser will not be allowed to bid the property	
10.4 Bidding The bidder has to select the property for which offer is submitted from the list mentioned in the above website and/ or bidder can directly enter Property ID.	
10.5. Help Desk ➤ For queries contact Number: 8291220220 & email ID support.BAANKNET@psballiance.com ➤ For Registration and Login and Bidding Rules visit Buyer Manual link provided in the home page of https://baanknet.com ➤ For auction related queries e-mail to ubin0817295@unionbankofindia.bank.in or contact 09324517291	
10.6 Steps Involved	



- Register on <https://baanknet.com> using mobile number and email ID.
 - Upload requisite KYC Documents.
 - Pay EMD amount by Payment Gateways and also by Generate(ing) challan and transfer EMD amount to bidder's EMD Wallet.
 - Link/ Map the EMD amount with the property ID from the wallet of the bidder/ purchaser ID
- Submission of bid shall be through Online mode on the auction date and time.
- In case of successful Bid, the balance bid amount to be paid as per the terms as mentioned hereunder.

Bidders are advised to go through the website: <https://baanknet.com> and <https://www.unionbankofindia.co.in/auction-property/view-auction-property.aspx> for detailed terms and conditions of Auction Sale before submitting their bids and taking part in the E-Auction sale proceedings. Successful bidder will be intimated through e-mail by PSB Alliance Pvt. Ltd after the closing of the e-Bidding Process.

11. The intending bidders may, if they choose, after taking prior appointment from the Authorised Officer, inspect the immovable/movable secured assets to be sold before the date of E-Auction. It shall be the sole responsibility of the bidders to inspect and satisfy themselves about the secured assets and specification before submitting the bid. On participation by any person or corporate it shall be deemed that the bidders have fully satisfied themselves as to the property /assets and claims/ dues affecting the property under Sale in all respects.

12(a). In case of bidding the bid increment shall not be less than Rs.1,36,000/- (Rupees one lakh and thirty six thousand only), in excess of highest bid amount or the immediate preceding bid, as the case may be with multiple increment value of bid amount of property.

12(b). Invariably, the first bid of the property/ies will be Reserve Price + one Increment. This amount will be the minimum bid amount to participate in bidding process.

13. The sale will be confirmed in favour of the highest bidder and the confirmation of sale shall be subject to the confirmation by the Secured Creditor.

14. Bids once made shall not be cancelled or withdrawn. The failure on the part of bidder to comply with any of the terms and conditions of e-auction, mentioned herein will result in forfeiture of the amount paid by the bidder.

15. The successful bidder so declared by the Authorised Officer shall deposit 25% of the Sale Price (inclusive of EMD) in Cash/DD/RTGS/NEFT/Internet transfer/Cheque subject to realisation, immediately on the sale day or not later than next working day with the Bank in the account bearing number 172911980050000 in the Name of INWARD RTGS, IFSC: UBIN0817295 and the balance 75% of the Sale Price on or before 15th day of confirmation of Sale or within such extended period as agreed upon in writing between the secured creditor and the purchaser, in any case not exceeding 3 months. In the event of failure to tender 25% (15%+EMD) of the sale price as per the terms of Sale by the successful bidder, the EMD so deposited by him shall be forfeited to secured creditor and the bid accepted shall stand cancelled automatically and the defaulting bidder shall neither have claim on the property nor on any part of the sum for which it may be subsequently sold. In default of payment of balance amount of purchase price before 15 days from the date of confirmation of sale by the Secured Creditor or such extended period as may be mutually agreed upon between the secured creditor and the purchaser (not exceeding 3 months) the amount already deposited by the auction purchaser shall be forfeited and the property shall forthwith be sold again and the defaulting purchaser shall neither have claim on the property nor on any part of the sum for which it may be subsequently sold.

16. The Authorised Officer may, where the property sold is subject to any encumbrances, if he thinks fit, allow the purchaser to deposit with him the money required to discharge the encumbrances and any interest due thereon together with such additional amount that may be sufficient to meet the contingencies or further costs, expenses and interest as may be determined by him. On such deposit of money for discharge of encumbrances, the Authorised Officer may issue or cause the purchaser to issue the notices to the persons interested in or entitled to the money deposited with him and take steps to make the payment accordingly.



