



PRASADITYA ARC LIMITED

FORMERLY PRIDHVI ASSET RECONSTRUCTION AND
SECURITISATION COMPANY LIMITED

BY COURIER/E-MAIL/RPAD

Ref. No. 358

Date: 08/09/2026

1. RAJEN VASANT DIHRUV
901/1001, VASTU PALI HILL, 9TH &
10TH FLOOR, NARGIS DUTT ROAD,
BANDRA (WEST) MUMBAI - 400050,
MAHARASHTRA
 2. MID-CITY LANDMARKS LLP
(THROUGH ITS PARTNERS)
SHIVRAJ HEIGHTS, 4TH FLOOR
CORNER 14, LINKING ROAD
KHAR WEST, MUMBAI - 400052
MAHARASHTRA
 3. MID-CITY PROJECTS LLP
(THROUGH ITS PARTNERS)
SARKAR HERITAGE, 1ST FLOOR,
HALL NO.1, KANE ROAD,
BANDSTAND, BANDRA (WEST),
MUMBAI-400050. MAHARASHTRA
- ALSO AT:-
MID-CITY PROJECTS LLP
(THROUGH ITS PARTNERS)
4TH FLOOR, SHIVRAJ HEIGHTS
OPP. VISHNU PRASAD HALL,
14TH ROAD CORNER, LINKING
ROAD, KHAR (WEST) MUMBAI -
400052, MAHARASHTRA

Email id: info@midcityinfra.com rajendhruv@midcityinfra.com

**SUB.: NOTICE OF SALE UNDER RULE 8(6) OF THE SECURITY INTEREST
(ENFORCEMENT) RULES, 2002 IN RELATION TO THE LAND BEARING SURVEY
NO.114, HISSA NO.19 BEARING CORRESPONDING CTS NO.2099, HISSA NO.19
BEARING CORRESPONDING CTS NOS. 2008 AND 2008/1 AND HISSA NO.35
(PART) BEARING CORRESPONDING CTS NO.2099D (PART), SITUATED AT
MARBLE MARKET, NAVPADA, VILE PARLE EAST, VILE PARLE MUMBAI -
400099, MAHARASHTRA ("Mortgaged Property").**

Re.: Loan Account No. S000242642 and S000242543

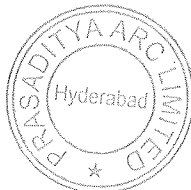
Dear Sir/Madam,

Please find attached 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 OF SECURED ASSETS Held IN THE ACCOUNT OF MR. RAJEN DHURV

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

(Refer proviso to rule 8(6) and 9(1) of Security Interest (Enforcement) Rules, 2002)

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) and 9(1) 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 to **M/s. Prasadiya ARC Limited (PARC) (Formerly known as Pridhvi Asset Reconstruction and Securitisation Company Limited)**, ("Secured Creditor"), the constructive possession of which has been taken by the Authorised Officer of the Secured Creditor will be sold by the undersigned under the provisions of SARFAESI Act by way of online public auction on "AS IS WHERE IS", "AS IS WHAT IS" and "WHATEVER THERE IS" basis on the date, time and at the place mentioned hereunder for recovery of the following amounts due to the Secured Creditor:

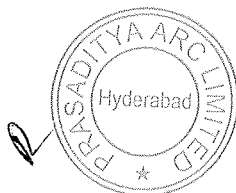
S.No.	Loan Account Number	Total outstanding dues as on 17.08.2026	TDS Pending	Total Amount as on 17.08.2026
1.	S000242642	171,72,67,395/-	22,13,492/-	1,71,94,80,887/-
2.	S000242543	180,74,39,486/-	1,30,91,618/-	1,82,05,31,104 /-
TOTAL		352,47,06,881/-	1,53,05,110/-	3,54,00,11,991/-

The amounts mentioned in the table above are pending towards the respective Loan Accounts by way of outstanding principal, arrears and interest till 17.08.2026 with applicable future interest in terms of the Loan Agreement(s) and other document(s) w.e.f. 18.08.2026 along with legal expenses and other charges.

The Loan Account Nos. **S000242642** and **S000242543** were assigned by Sammaan Capital Limited (SCL) (formerly known as India bulls Housing Finance Ltd.) together with interest as per the loan documents and the underlying securities to the Secured Creditor vide Assignment Agreement dated 31.12.2025 pursuant to which the Secured Creditor has stepped into the shoes of SCL as the Secured Creditor.

DESCRIPTION OF THE IMMOVABLE SECURED ASSETS

ALL THAT PIECES OR PARCELS OF LAND/PROPERTIES AS UNDER TOGETHER WITH ALL THE PRESENT AND FUTURE FSI AND ALL THE PRESENT AND/OR FUTURE STRUCTURES, BUILDINGS, FURNITURE, FIXTURES, FITTINGS, STANDING AND/OR PLANT AND MACHINERY INSTALLED/ TO BE INSTALLED AND/OR CONSTRUCTED/TO BE CONSTRUCTED THEREON AND ALL THE PRESENT AND/OR FUTURE RIGHTS, TITLE AND/OR INTERESTS, BENEFITS, CLAIMS, DEMANDS AND/OR ENTITLEMENTS OF MR.RAJEN VASANT DHURV THEREIN:





PRASADITYA ARC LIMITED

FORMERLY PRIDHVI ASSET RECONSTRUCTION AND
SECURITISATION COMPANY LIMITED

1) LAND BEARING SURVEY NO.114, HISSA NO.19 BEARING CORRESPONDING CTS NO.2099 ADMEASURING 651 SQ. MTRS, SITUATED AT VILLAGE VILE PARLE, TALUKA ANDHERI IN THE REGISTRATION SUB-DISTRICT AND DISTRICT OF MUMBAI CITY AND MUMBAI SUBURBAN, OWNED BY MR. RAJEN VASANT DHURV BUTTED AND BOUNDED BY IN THE:

NORTH: BY WESTERN EXPRESS HIGHWAY AND LAND BEARING CTS NO. 2008 (PART) OF VILLAGE VILE PARLE (EAST);

EAST : BY LAND BEARING CTS NO. 2009 AND 2009A OF VILLAGE VILE PARLE (EAST);

WEST : BY LAND BEARING CTS NO. 2008 (PART) AND 2099C OF VILLAGE VILE PARLE (EAST); AND;

SOUTH: BY LAND BEARING CTS NO. 2009 AND 2099D OF VILLAGE VILE PARLE (EAST).

2) LAND BEARING SURVEY NO.114, HISSA NO.19 BEARING CORRESPONDING CTS NOS. 2008 AND 2008/1 ADMEASURING 245.52 SQ.MTRS., SITUATED AT VILLAGE VILE PARLE, TALUKA ANDHERI IN THE REGISTRATION SUB-DISTRICT AND DISTRICT OF MUMBAI CITY AND MUMBAI SUBURBAN, OWNED BY MR. RAJEN VASANT DHURV BUTTED AND BOUNDED BY IN THE:

NORTH : BY WESTERN EXPRESS HIGHWAY;

EAST : BY LAND BEARING CTS NO. 2008 OF VILLAGE VILE PARLE (EAST);

WEST : BY LAND BEARING CTS NO. 2008 OF VILLAGE VILE PARLE (EAST); AND

SOUTH : BY LAND BEARING CTS NO. 2008 OF VILLAGE VILE PARLE (EAST).

3) LAND BEARING SURVEY NO.114, HISSA NO.35 (PART) BEARING CORRESPONDING CTS NO.2099D (PART) ADMEASURING 477 SQ.MTRS., SITUATED AT VILLAGE VILE PARLE, TALUKA ANDHERI IN THE REGISTRATION SUB-DISTRICT AND DISTRICT OF MUMBAI CITY AND MUMBAI SUBURBAN, OWNED BY MR. RAJEN VASANT DHURV BUTTED AND BOUNDED BY IN THE:

NORTH : BY LAND BEARING CTS NOS., 2010, 2099C, 2099B AND 2099A OF VILLAGE VILE PARLE (EAST);

EAST : PARTLY BY NALLA, PARTLY BY LAND BEARING CTS NO. 2099A OF VILLAGE VILE PARLE (EAST); AND

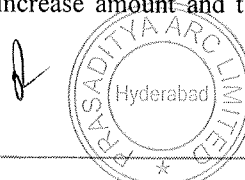
WEST : BY LAND BEARING CTS NO. 2099E OF VILLAGE VILE PARLE (EAST); AND

SOUTH : BY LAND BEARING CTS NO. 2099F OF VILLAGE VILE PARLE (EAST) AND PARTLY BY NALLA ADJACENT TO AIRPORT LAND.

TOTAL ADMEASURING:- 1373.52 SQ. MTRS.

For detailed terms and conditions of the Sale, please refer to the link provided in M/s. Prasaditya ARC Limited website i.e., www.paras.org.in/tenders

Sale of Schedule property/ies will be held by adopting "Online- Auction Sale" through the website <http://www.bankeauctions.com> of the service provider. The details of date of E-Auction, last date of submission of Bid form, Reserve Price, Earnest Money Deposit, Bid increase amount and time of E- Auction are mentioned hereunder:





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Date of Auction	Item No.	Lot	Reserve price	Earnest Money Deposit (EMD)	Incremental bidding	Time of Auction
14.10.2026	1 to 3	ONE LOT	Rs.48.50 Crores	Rs.4.85 Crores	Rs.10,00,000/-	12 Noon to 1.00 PM

* 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.

Public are invited to participate in “online e-auction” through the website <https://www.bankeauctions.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) ddharani.p@clindia.com & (2) andhra@clindia.com

The intending participants/bidders are advised to go through the website <https://www.bankeauctions.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.

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

Account No.	100631100000229
Secured Creditor	M/s. Prasadiya ARC Limited (PARC)
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 **13.10.2026 by 05.00 P.M.** at the following address:

Mr. K.V. Ramakrishna Prasad, Authorized Officer, M/s. Prasadiya ARC Limited, Door No. 1-55, 4th Floor, ‘Raja Praasadamu’, Masjid Banda Road, Kondapur, Hyderabad – 500084. 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 S.R.O concerned before participating in the e-auction.

Date & Time of Inspection of the property :- 06.10.2026 between 10:00 A.M. to 2:00 P.M.

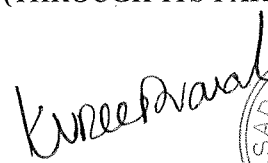
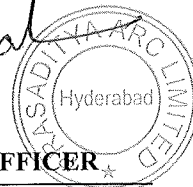
Please contact Mr. K.V. Ramakrishna Prasad, Authorized Officer, Mob No. 9652250044 for detailed queries, terms and conditions, queries, guidance, inspection of schedule property, perusal of copies of title deeds and latest encumbrance certificates to exercise due diligence and satisfy themselves about the title property under E -auction sale.

In the event the auction scheduled herein above fails for any reason whatsoever, PARC 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.

This is also a notice to the borrower/mortgagors/guarantors of **RAJEN VASANT DHRUV, MID-CITY PROJECTS LLP (THROUGH ITS PARTNERS) AND MID-CITY LANDMARKS LLP (THROUGH ITS PARTNERS)**, about holding of the sale on the above-mentioned date and other details.

Date: 08.09.2026

Place: Hyderabad



AUTHORISED OFFICER