



PRASADITYA ARC LIMITED

FORMERLY PRIDHVI ASSET RECONSTRUCTION AND
SECURITISATION COMPANY LIMITED

Ref. No. 197/2026/370

Dated: 22.09.2026

BY REGD.POST/SPEED POST/COURIER

To

1. Ms. Baliya Ramadevi
W/o Sri Rajasheker,
r/o: Door No: 8-1-16/4, Greencity,
Shahipur, Old Tandur Mandal,
Vikarabad District
PC: 501 141.
Ph No: 9652 80 8239
2. Mr. Baliya Rajasheker,
S/o Sri Chen Basappa
r/o: Door No: 8-1-16/4, Greencity,
Shahipur, Old Tandur Mandal,
Vikarabad District
PC: 501 141.
Ph No: 9652 80 8239

Madam / Sir,

Sub: Notice of sale under proviso to rule 8(6) and 9(1) of Security Interest
(Enforcement) Rules, 2002 in respect of mortgaged property situated at
Shahipur village, Tandur Mandal, Virabad District. Telangana State.

Ref: NPA Loan account Nos: 29527400 and 29378679

Please find attached herein the Sale Notice issued by the undersigned with respect to
the sale of mortgaged property as described in the attached Sale notice on the date as
mentioned therein.

This is for your information.

Yours sincerely,

K. Venkatesh

AUTHORISED OFFICER.

Registered and Corporate Office: D.No. 1-55, Raja Praasadamu, 4th Floor, Wing-I, Masjid Banda Road, Kondapur, Hyderabad-84
CIN: U67120TG2007PLC053327, Tel: 040-41413333, Email: co@paras.org.in, Web:www.paras.org.in

Registered and Corporate Office: D.No. 1-55, Raja Praasadamu, 4th Floor, Wing-I, Masjid Banda Road, Kondapur, Hyderabad-84
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E – AUCTION SALE NOTICE

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

The Authorised Officer under the provisions of Section 13 (2) of SARFAESI Act – 2002 issued demand notice dated 21.03.2025 calling upon the Borrower and Co-borrower Mrs. Balija Ramadevi W/o Mr. B. Rajashekar and co-borrower Mr. Balija Rajashekar S/o Sri Chen Basappa, as on 11.03.2025 to pay an amount of Rs.1,47,76,591/- (Rupees One crore forty seven lakhs seventy six thousand five hundred ninety one only) along with further interest, costs and expenses. Further under the provisions of Section 13 (4) of SARFAESI Act issued Possession Notice dated 19.06.2025 and took symbolic possession of the mortgaged property under SARFAESI Act.

The Loan Account Nos. 29527400 and 29378679 of Mrs. Balija Ramadevi and Mr. Balija Rajashekar., the borrower & co-borrower/guarantor/mortgagor respectively, along with its underlying security(ies), including the Immovable Property, had been assigned by CRISS FINANCIAL LIMITED (CFL) to M/s. Prasaditya ARC Limited (PARC) (Formerly known as Pridhvi Asset Reconstruction and Securitisation Company Limited), the Secured Creditor vide Assignment Agreement dated 31.03.2026.

The Authorised Officer by way of this public e-auction intends to sell the below described Immovable Property 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 dues.

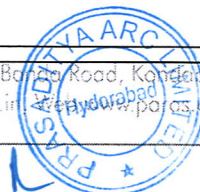
Description of the schedule property	RESERVE PRICE	EARNEST MONEY DEPOSIT (EMD)
All that piece and parcel of land (converted) admeasuring 77319.00 Sq.ft., equivalent to 7183,18 Sq. mtrs (Ac.1.3100 guntas) bearing Sy. No. 72/A, situated at Shahipur village, Tandur Municipality and Mandal, Vikarabad district, Telangana (converted into residential vide NALA proceedings No. G/829/2019, dated 20.11.2019 standing in the name of Mr. Baliji Raja Shekar S/o Chen Basappa and bounded as under: North: Land of Sadiq Ali; South: R & B Road to Kokat village; East: Land of B Rama devi W/o Raja sheker; West : Land of V. Rama Devi W/o Ramachander Rao and Vijaya Devi.	Rs.200.00 lakhs.	Rs.20.00 lakhs.

E-auction date: 27/10/2026 - Time: 11.00 AM to 12.00 Noon

Incremental bidding: Rs.10.00 lakhs.

(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.

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.





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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 for terms & conditions, contact Service Provider: M/s. C1 India Pvt. Ltd, Contact Person: (1) Mr. Dharani Krishna, Contact No.9948182222, E-mail ID: (1) dharaani.p@c1india.com & (2) andhra@c1india.com

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. Prasaditya ARC Limited (PARC)
Bank	Union Bank of India
Branch	Mid Corporate Branch – Punjagutta Hyderabad
IFSC Code	UBIN0577901

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 **26.10.2026 by 04.00 P.M.** at the following address:

Mr. K.V. Ramakrishna Prasad, Authorized Officer,
M/s. Prasaditya ARC Limited,
Door No. 1-55, 4th Floor, 'Raja Praasadamu',
Masjid Banda Road, Kondapur, Hyderabad – 500084. Postal delays are not entertained.

Date & Time of Inspection of the properties: 16.10.2026 between 11:00 A.M. to 2:00 P.M.

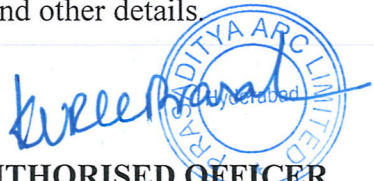
For any other details, please contact Mr. D. Nageswara Prasad, Manager (Legal & Resolutions)
Mobile No. 6301102497 & 9652250044

Dues/taxes, if any, known and / or not known to the Secured Creditor are to be borne by the auction purchaser only and the same is exclusive of the final bid amount. 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 viz., Mrs. B. Rama Devi and Mr. B. Rajashekhar, about holding of the sale on the above-mentioned date and other details.

Date: 22.09.2026.

Place: Hyderabad


AUTHORISED OFFICER