PRASADITYA ARC LIMITED

FORMERLY PRIDHVI ASSET RECONSTRUCTION AND SECURITISATION COMPANY LIMITED

Ref. No: 399/2026/417 **RPAD** 19.11.2026

To,

1. **Mr. Voleti Venkata Subramanyam** S/o Mr. Venkata Narayana, D. No. 20-105, Main Road, Opp. ZP High School, Akiveedu – 534 235	2. **Mr.Kanumuri Kasi Raju** S/o Krishnam Raju, D.No. 4-56, Raju Street, I Bhimavaram Village, Akiveedu 534 235 W.G.Dt
3. **Mr. Nerella Venkata Rama Mohana Rao** S/o. Ramulu, H.No.20-105/1, Vivekanandanagar, Near Ravindra Bharathi School, Akiveedu 534235, W.G.Dt,	4. **Smt. Nerella Venkata Rukmini Sujatha** W/o. Nerella Venkata Rama Mohana Rao, H. No. 20-105/1, Vivekananda Nagar, Near Ravindra Bharathi School, Akiveedu – 534 235
5. **Mr. Nerella Hemanth Naga Kumar** S/o. Nerella Venkata Rama Mohana Rao, H. No. 20-105/1, Vivekananda Nagar, Near Ravindra Bharathi School, Akiveedu – 534 235	6. **Mr. V.V.V. Satyanarayana** S/o Vemulapalli Venkata Rao, H. No. 17-104, Jawahar Street, Akiveedu – 534 235.
Address for 3 to 5 Also at: *D. No. 17-74(3), Chinukuri Street, Akiveedu, 534 235*	

Dear Sir/Madam,

Subject: NPA Accounts of 1) Mr. Nerella Venkata Rama Mohana Rao, 2) Mr.Nerella Hemanth Naga Kumar, 3) Smt. Nerella Venkata Rukmini Sujatha and 4) Mr. Voleti Venkata Subramanyam - Sale Notice Under Proviso to Rule 8(6) of Security Interest (Enforcement) Rules, 2002.

Please find enclosed herein the Sale Notice Under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 issued by the undersigned with respect to the Securities/property/ies as described in the said Sale Notice on such dates as mentioned therein.

This is for your information.

Yours faithfully,

Authorised Officer

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

SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

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) & Guarantor (s) that 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 Pridhvi Asset Reconstruction and Securitisation Company Limited., (PARAS)*) will be sold on **"AS IS WHERE IS", "AS IS WHAT IS" and "WHATEVER THERE IS"** basis on below mentioned dates for recovery of due as on 31.10.2026 with further interest and costs thereon to Secured creditor as mentioned below i.e., M/s. Prasaditya ARC Limited.

S. No.	Account	Amount (in rupees) due as on 31.10.2026
1.	Mr. Voleti Venkata Subramanyam	Rs. 14,35,94,243/-
2.	Mrs. Nerella Venkata Rukmini Sujatha	Rs. 14,39,68,940/-
3.	Mr. Nerella Hemanth Naga Kumar	Rs.14,39,07,732/-
4.	Mr. Nerella Venkata Ram Mohan Rao	Rs.14,38,55,642/-
	TOTAL	**Rs. 57,53,26,557/-**

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 of E-Auction: 22/12/2026, **Date and time of Inspection:** 11/12/2026 Between 1.00 PM to 03.00 PM, **Last date of submission of bid:** On or before 05.00 PM on 21/12/2026, Min. Bid Increments of **Rs.1,00,000/- for each Item.** **Time of E-Auction: Item No. 1** (*a to n under one Lot*) – 11.00 AM to 11.30 AM
* *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.*
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 www.prasadityaarc.co.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 E-Auction collection below mentioned Account of secured creditor:

Account No.	100631100000229
Secured Creditor	M/s. Prasaditya ARC Limited
Bank	Union Bank of India
Branch	Mid Corporate Branch – Punjagutta Hyderabad
IFSC Code	UBIN0577901

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

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 as mentioned above at the following address:
Mr. V. Udaya Bhaskara Rao, Authorized Officer, M/s. Prasaditya ARC Limited, 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 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 PROPERTIES		
Item No. 1 (a to n under one Lot)	**Reserve Price: Rs. 6,50,00,000 /- (Rupees Six Crores Fifty Lakhs Only)**	**Earnest Money Deposit: Rs.65,00,000/- (Rupees Sixty Five Lakhs Only)**
a) Residential Vacant land (Non-Agricultural), **admeasuring 1936 Sq yds** situated at Rs no.114/2A, 114/2B, 117/1B2, 117/1B1, Nearest D no. 1-115, Yanamadurru Village, Bhimavaram mandal, West Godavari District standing in the name of Mr. Nerella Hemanth Naga Kumar and is bounded by: **East** : 40-00 wide Road; **South**: Site sold to Mr. Nerella Hemanth Naga Kumar; **West** : Irrigation bodhi; **North**: Site sold to Mr. Nerella Hemanth Naga Kumar;		
b) Residential Vacant land (Non-Agricultural) **admeasuring 1936 Sq yds** situated at Rs no.114/2A, 114/2B, 117/1B2, 117/1B1, Nearest D no. 1-115, Yanamadurru Village, Bhimavaram Standing in the name of Mr.Nerella Hemanth Kumar Naga Kumar and is bounded by: **East** :40-00 wide Road; **South**: Site of N. H. Naga Kumar; **West**: Irrigation bodhi; **North** :Site of N. H. Naga Kumar;		
c) Residential Vacant land (Non-Agricultural), **admeasuring 2274.8 Sq yds** situated at R.S .No.114/2A, 114/2B, 117/1B2, 117/1B1, Nearest D no. 1-115, Yanamadurru Village, Bhimavaram mandal, West Godavari District standing in the name of Mr. Nerella Hemanth Naga Kumar and is bounded by **East**: 40 Ft Wide Road; **South**: Site sold to Nerella Hemanth Naga Kumar; **West** : Irrigation bodhi; **North**: Site of Innamuri Praveen and others;		
d) Residential Vacant land (Non-Agricultural) **admeasuring 1936 Sq yds** situated at R.S. no.114/2A, 114/2B, 117/1B2, 117/1B1, Nearest D no. 1-115, Yanamadurru Village, Bhimavaram Standing in the name of Mr.Vemulapalli Veera Venkata Satyanarayana and is bounded by: **East** : 40-00 ft. wide Road; **South**: Site of VVV. Satyanarayana; **West** : Irrigation bodhi; **North**: Site of NH. Naga kumar;		
e) Residential Vacant land (Non-Agricultural) **admeasuring 1936 Sq yds** situated at Rs no.114/2A, 114/2B, 117/1B2, 117/1B1, Nearest D no. 1-115, Yanamadurru Village, Bhimavaram.Standing in the name of Mr.Vemulapalli Veera Venkata Satyanarayana and is bounded by: **East** : 40-00 ft. wide Road; **South**: Site of K. Kasiraju; **West** : Irrigation bodhi; **North**: Site of VVV. Satyanarayana;		
f) Residential Vacant land (Non-Agricultural) **admeasuring 1936.00 Sq yds** situated at R.S.No.114/2B,114/2A,117/1B1 & 117/1B2, Nearest D no. 1-115, Yanamadurru Village, Bhimavaram. Standing in the name of Mr.K Kasiraju and is bounded by **East** : 40-00 ft. wide Road; **South**: Site of Kanumuri Kasi Raju; **West** : Irrigation bodhi; **North**: Site of VVV. Satyanarayana;		
g) Vacant site situated at R.S.Nos. 114/2A, 114/2B, 117/1B2, 117/1B1, situated at Yanamadurru village of Bhimavaram Mandal, W. G. Dist. with an extent of Ac. 0-40 cents or **1936 Sq. yds** Property of Mr. Kanumuru Kasi Raju and is bounded by **East** : 40-00 ft. wide Road; **South**: Bodhi; **West**: Irrigation bodhi; **North**: Site of Kanumuri Kasi raju;		

h) Vacant site situated at R.S.Nos. 114/2A, 114/2B, 117/1B2, 117/1B1, situated at Yanamadurru village of Bhimavaram Mandal, W. G. Dist., with an extent of Ac. 0-40 cents or **1936 Sq. Yds** Property of Mr. Nerella Hemanth Naga Kumar and is bounded by **East**: 40-00 wide Road; **South**: Site of VVV. Satyanarayana; **West** : Irrigation bodhi; **North**: Site of N. H. Naga Kumar;
i) Residential Vacant land (Non-Agricultural) **admeasuring 2032.80 Sq yds** situated at R.S.No.113/2B , Nearest D no. 1-115, Yanamadurru Village, Bhimavaram Standing in the name of Mr.Nerella Venkata Rukmini Sujatha and is bounded by: **East** :Bhimavaram to Gollavanithippa Road; **South**: Site of N. VR Sujatha; **West** : Irrigation Bodhi; **North**: Road;
j) Residential Vacant land (Non-Agricultural) **admeasuring 1355.20 Sq yds** situated at Rs no.127/1, 127/4, Nearest D no. 1-115, Yanamadurru Village, Bhimavaram. Standing in the name of Mr.Nerella Venkata Rukmini Sujatha and is bounded by **East** : Bhimavaram to Gollavanithippa Road; **South**: Site of Sanjana Enterprises & land of Gottumukkala Appalaraju; **West** : Irrigation bodhi; **North**: Site of NVR Sujatha;
k) Residential Vacant land (Non-Agricultural) **admeasuring 1936.00 Sq yds** situated at R.S.No.114/2B,114/2A,117/1B1 & 117/1B2, Nearest D no. 1-115, Yanamadurru Village, Bhimavaram. Standing in the name of Mr.Nerella Venkata Rukmini Sujatha and is bounded by **East** : Irrigation bodhi; **South**: Site of N. Hemanth Nagakumar; **West** : Road; **North**: Site of Innamuri Praveen etc;
l) Vacant site situated at RS Nos. 114/2A, 114/2B, 117/1B2, 117/1B1, situated at Yanamadurru village of Bhimavaram Mandal, W. G. Dist., Andhra Pradesh with an extent of Ac. 0-40 cents or **1936 Sq. yds** Property of Mr. Nerella Hemanth Naga Kumar and is bounded by: **East**: Irrigation bodhi; **South**: Irrigation bodhi; **West**: Road; **North**: Site of NV. Rukmini Sujatha;
m) Vacant site situated at RS Nos. 127/1, 127/4, situated at Yanamadurru village of Bhimavaram Mandal, W. G. Dist. with an extent of Ac. 0-39 cents or **1887.6 Sq. Yds** Property of Mrs. Nerella Venkata Rukmini Sujatha and is bounded by: **East**: Bhimavaram to Gollavanithippa Road; **South**: Site of NVR Sujatha; **West** : Irrigation bodhi; **North**: Site of NVR Sujatha;
n) Vacant Site in R.S. Nos. 113/2B, situated at Yanamadurru village of Bhimavaram Mandal, W. G. Dist., Andhra Pradesh with an extent of Ac. 0-42 cents or **2032.8 Sq. Yds** Property of Mrs. Nerella Venkata Rukmini Sujatha and is bounded by **East**:Bhimavaram to Gollavanithippa Road; **South**: Site of NVR. Sujatha; **West**: Irrigation Bodhi; **North**: Site of NVR. Sujatha;

In the event the auction scheduled herein above fails for any reason whatsoever, Prasaditya ARC Limited have 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 about holding of the sale on the above-mentioned date and other details.

For detailed terms and conditions of the sale, please visit website of secured creditor i.e., www.prasadityaarc.co.in/tenders

Date: 19.11.2026 **Place: Hyderabad** **Authorised Officer**

PRASADITYA ARC LIMITED Hyderabad