



Pridhvi Asset Reconstruction And Securitisation Company Ltd.

Regd Post with AD

Ref: 383/2025/479

Dated: 04.09.2025

To,

Mrs. Gudimetla Saroja, W/o. Bala Gangadhara Reddy, D.No. 4-22, Mallipudi Village, Penumantra Mandal, West Godavari Dist. - 533004	Mr. G. Bala Gangadhara Reddy, S/o. G. Satti Reddy, D.No. 4-22, Mallipudi Village, Penumantra Mandal, West Godavari Dist. - 533004
---	---

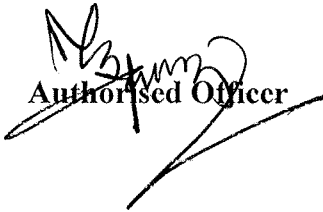
Dear Sir/Madam,

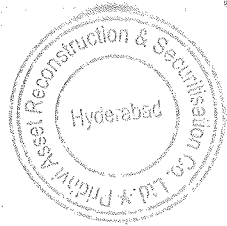
Sub: NPA Account of Mrs. Gudimetla Saroja, - Sale Notice issued Under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 r/w proviso to Rule 8 (6) of Security Interest (Enforcement) rules, 2002.

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

This is for your information.

Yours faithfully,


Authorised Officer





Pridhvi Asset Reconstruction And Securitisation Company Ltd.

NOTICE INVITING SEALED TENDERS-CUM-E-AUCTION FOR SALE OF SECURED ASSETS OF Mrs. GUDIMETLA SAROJA

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, Mortgagor & Guarantor that the below described immovable property mortgaged to the Secured Creditor, the Possession of which has been taken by the Authorised Officer of M/s. Pridhvi Asset Reconstruction and Securitisation Company Limited (PARAS), will be sold by the undersigned under the provisions of SARFAESI Act on "AS IS WHERE IS", "AS IS WHAT IS" and "WHATEVER THERE IS" basis on 15.10.2025, for recovery of Rs.8,24,43,640/- (Rupees Eight Crores Twenty Four Lakhs Forty Three Thousand Six Hundred and Forty Only) as on 31.08.2025, with further interest, costs and expenses due to Secured Creditor i.e., PARAS from Mrs. GUDIMETLA SAROJA and Mortgagor/Guarantor Mr. G. Bala Gangadhara Reddy.

Sale of Schedule Property will be held 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:

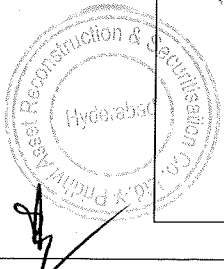
Reserve Price for Property Sl.No.1	Rs.3,70,00,000/- (Rupees Three Crores Seventy Lakhs only)
Reserve Price for Property Sl.No.2	Rs.1,58,00,000/- (Rupees One Crore Fifty Eight Lakhs only)
EARNEST MONEY DEPOSIT (EMD) for Property Sl.No.1	Rs.37,00,000/- (Rupees Thirty Seven Lakhs only)
EARNEST MONEY DEPOSIT (EMD) for Property Sl.No.2	Rs.15,80,000/- (Rupees Fifteen Lakhs Eighty Thousand only)
Last date for submission of Bid	14.10.2025 (TUESDAY) Upto 4.00 PM.
Date of E-Auction	15.10.2025 (WEDNESDAY)
Time of Auction	11.30 AM to 12.30 PM*
Bid Increment	Rs.1,00,000/- (One Lakh only)

*Time of E-auction – with an auto extension 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.

DESCRIPTION OF THE IMMOVABLE SECURED ASSETS

(Amount in Rs.)

Sl.No.	DESCRIPTION OF IMMOVABLE PROPERTY	
1	Reserve Price: Rs.3,70,00,000/-	Earnest Money Deposit: Rs.37,00,000/-
	Ac.00.58 cents of land in R.S.No.569/1B of Gadala Village, Ac.00.33 cents of land in R.S.No. 569/6 of Gadala Village, Ac.00.70 cents of land in R.S.No. 569/1A in Gadala Village, Ac.00.38 cents of land in R.S. No. 569/3 of Gadala Village and Ac.00.43 cents of land in R.S.No. 569/2 of Gadala Gram Panchayat, (total extent Ac.2.42 cents), Korukonda Mandal, Pidumgoyya SRO, Pidumgoyya Sub-division, under Rajahmundry Registrar Office, East Godavari District and bounded by: East: Land in R.S.No. 569/7	





Pridhvi Asset Reconstruction And Securitisation Company Ltd.

	West: Land of Mr.GangisetiSatyanarayana North: Land of Mr.Kandula Suresh South: Lands of R.S.No.569/4A,569/4B, 569/4C, 569/5 and 569/8	
2	Reserve Price: Rs.1,58,00,000/-	Earnest Money Deposit: Rs.15,80,000/-
	Ac.00.20 cents of land in R.S.No. 569/4A of Gadala Village, A.C.No.00.22 cents in R.S.No.569/4B of Gadala Village, Ac.00.15 cents of R.S.No. 569/4C of Gadala Village, Ac.00.28 cents in Rs.No. 569/5 of Gadala Village and Ac.00.19 cents in R.S.No. 569/8 of Gadala Gram Panchayat, (total extent Ac.1.04 cents), Korukonda Mandal, Pidumgoyya SRO, Pidumgoyya Sub-Division, under Rajahmundry Registrar office, East Godavari Dist and bounded by: East: Chagalnadu Canal West: Land of Mr. Ganiseti Satyanarayana North: Land of R.S.No. 569/2,569/3,569/6 South: Punta Road leading to Dwarapudi.	

Encumbrances known to Secured Creditor if any: NIL

For detailed terms and conditions of Sale, please refer to the link provided in M/s. Pridhvi Asset Reconstruction and Securitisation Company Limited, website i.e., www.paras.org.in/tenders

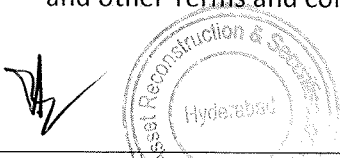
Sale of Schedule Property/ies will be held by adopting "Online-Auction Sale" through the website <https://www.bankeauctions.com> of the service provider. For detailed terms and conditions of e-auction sale, public are required to contact the Service provider for online registration, user ID, password, help, procedure, online training about e-auction etc., for submitting their bid forms and for taking part in e-auction sale proceedings.

The address and details of service provider are: M/s C 1 India Pvt Ltd.,
Contact person: Mr. Dharani Krishna. Contact No: 99481 82222
E mail id: (1) dharani.p@c1india.com and (2) andhra@c1india.com

The intending participants shall deposit EMD amount by RTGS/NEFT/Funds transfer to the credit of E-auction collection account of Secured Creditor mentioned below:

Account No	100631100000229
Secured Creditor	M/s. PRIDHVI ASSET RECONSTRUCTION AND SECURITISATION COMPANY LIMITED.
Bank	UNION BANK OF INDIA
Branch	Mid Corporate Branch, Punjagutta, Hyderabad
IFSC Code	UBIN0577901

The intending bidders are advised to submit the Bid Forms with requisite details viz., proof of deposit of EMD, PAN Card, AADHAR, Address and ID Proof along with duly signed Terms and conditions of the sale and other Terms and conditions of sale on or before the last date mentioned in the above auction table.





Pridhvi Asset Reconstruction And Securitisation Company Ltd.

The intending bidders shall send hard copy of Bid form duly filled in along with self attested copies of above documents by Regd. Post / Speed Post / Courier to the undersigned so as to reach on or before 14/10/2025 by 4.00 P.M. at the following address:

MS Hussain, Vice President & Authorised Officer, M/s. Pridhvi Asset Reconstruction and Securitisation Company 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 properties before participating in the e-auction.

Date and Time of Inspection of the property: 29.09.2025 between 11.00 AM to 2.00 PM.

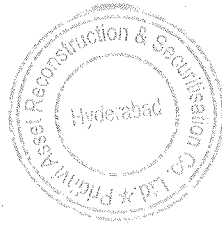
The intending participants are also advised to contact Sri. MS Hussain, Vice President/Authorised Officer (Contact. Mobile: 80084 55665. Office land line No: 040-41413315. E-mail id: mshussain@paras.org.in) for detailed queries, terms & conditions, guidance, inspection of schedule properties, perusal of copies of title deeds and latest encumbrance certificates to exercise due diligence and satisfy themselves about the title of property under E-auction sale.

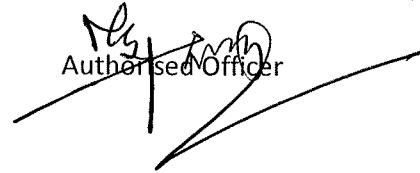
In the event the auction scheduled herein above fails for any reason whatsoever, PRIDHVI ASSET RECONSTRUCTION AND SECURITISATION COMPANY LTD., have the right to sell the secured asset under auction through this notice by way of PRIVATE TREATY under the provisions of the SARFAESI Act, 2002

This is also a notice to the borrower/guarantor of Mrs. Gudimetla Saroja/Mr. G. Bala Gangadhara Reddy about holding of the sale on the above mentioned date and other details.

Date: 04.09.2025

Place: Hyderabad




Authorised Officer