



PRASADITYA ARC LIMITED

FORMERLY PRIDHVI ASSET RECONSTRUCTION AND
SECURITISATION COMPANY LIMITED

Ref No. 402/2026/347

RPAD

Date:21.08.2026

To,

Borrowers:

1. M/s. Kothuri Venkata Ratnam Company, Rep. by its Partners, 78/1, Block No. 4, Ramachandrapuram Agraharam, No. 1053, Guntur - 522003	2. M/s. Sri Lakshmi Chillies Trading Company, Rep. by its Partners, 78/1, Block No. 4, Ramachandrapuram Agraharam, No. 1053, Guntur - 522003
3. M/s. Sri Raghavendra Chillies Trading Company, Rep. by its Partners, 78/1, Block No. 4, Ramachandrapuram Agraharam, No. 1053, Guntur - 522003	4. M/s. Sri Vasavi Chillies Traders, Rep. by its Partners, 78/1, Block No. 4, Ramachandrapuram Agraharam, No. 1053, Guntur - 522003
5. M/s. Varasiddi Vinayaka Traders, Rep. by its Partners, 78/1, Block No. 4, Ramachandrapuram Agraharam, No. 1053, Guntur - 522003	6. M/s. Vijayalakshmi Chillies Corporation, Rep. by its Partners, 78/1, Block No. 4, Ramachandrapuram Agraharam, No. 1053, Guntur - 522003

Partners/Guarantors/Mortgagors:

7. Mr. Kothuri Venkata Vara Prasada Rao Gupta S/o. Late Mr. Kothuri Venkata Ratnam, 78/1, Block No. 4, Ramachandrapuram Agraharam, No. 1053, Guntur - 522003 Phone:9392334511	8. Mr. Kothuri Venkata Siva Koteswara Rao Gupta, S/o. Mr. Kothuri Venkata Vara Prasada Rao Gupta, 78/1, Block No. 4, Ramachandrapuram Agraharam, No. 1053, Guntur - 522003
Also at: D.No. 2-1-162/1, Bagh Lingampally, Hyderabad - 500044 Phone: 9392334511	10. Mrs. Amara Naga Malleswari, W/o. Mr. Amara Satya Narayana Murty, 78/1, Block No. 4, Ramachandrapuram Agraharam, No. 1053, Guntur - 522003
9. Mrs. Syamala Paremi W/o. Mr. Parimi Siva Sundara Rao, D.No. 3-144, Siripuram, Guntur - 522401	12. Mr. Venkata Subba Rao Kothuri, S/o. Mr. Kothuri Satya Narayana Rao, D.No. 9-7-2, Nadimpalli Vari Street, Kothapeta, Guntur - 522001
11. Mrs. Kothuri Satyavathi Devi W/o. Mr. Kothuri Venkata Vara Prasada Rao Gupta, 78/1, Block No. 4, Ramachandrapuram Agraharam, No. 1053, Guntur - 522003	14. Mr. Amara Venkateswarlu, S/o. Mr. Amara Satya Narayana Murty, Plot no. 831, Defence Colony, Backside of More Super Market, Sainikpuri, Malkajigir, Hyderabad - 500094 ph:9000397456
Also at: D.No. 2-1-162/1, Bagh Lingampally, Hyderabad - 500044 Phone: 9392334511	Also at: 78/1, Block No. 4, Ramachandrapuram Agraharam, No. 1053, Guntur - 522003
13. Mrs. Kothuri Pavani Padmaja, W/o. Mr. Kothuri Venkata Siva Koteswara Rao Gupta, 78/1, Block No. 4, Ramachandrapuram Agraharam, No. 1053, Guntur - 522003	16. Mr. Gopu Subramanyam, S/o. Mr. Gopu Radha Krishna Murthy, D.No. 2-2-1119/4, Flat No. 504, Symphony Heights, Royal Homes, New Nallakunta, Hyderabad - 500044
15. Mrs. Gopu Raja Ratna Sindhuri, D/o. Mr. Gollapudi Satya Narayana, D.No. 2-2-1119/4, Flat No. 504, Symphony Heights, Royal Homes, New Nallakunta, Hyderabad - 500044	17. Mr. Gopu Krishna Raghavendra Gupta, S/o. Mr. Gopu Subramanyam, D.No. 2-2-1119/4, Flat No. 504, Symphony Heights, Royal Homes, New Nallakunta, Hyderabad - 500044

Dear Sir/Madam,

Subject: NPA accounts of M/s. Kothuri Venkata Ratnam Company, M/s. Sri Lakshmi Chillies Trading Company, M/s. Sri Raghavendra Chillies Trading Company, M/s. Sri Vasavi Chillies Traders, M/s. Varasiddi Vinayaka Traders, M/s. Vijayalakshmi Chillies Corporation - Sale Notice under Section 9(1) of Security Interest (Enforcement) Rules 2002.

Please find enclosed herein the Sale Notice issued by the undersigned with respect to the property as described in the said Sale Notice on the 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 NOTICE FOR SALE OF IMMOVABLE PROPERTY

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.

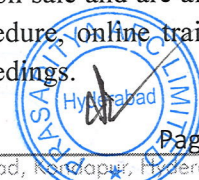
Notice is hereby given to the public in general and in particular to the Borrower (s), Mortgagor (s) and Guarantor (s) that the below described immovable property mortgaged to the Secured Creditor, the possession of which has been taken by the Authorised Officer of i.e., M/s. PRASADITYA ARC Limited {Formerly Known as M/s. Pridhvi Asset Reconstruction and Securitisation Company Limited (PARAS)} - Secured Creditor, will be sold on “AS IS WHERE IS”, “AS IS WHAT IS”, and “WHATEVER THERE IS”, basis on below mentioned dates for recovery of Rs.8,41,47,971/- in the account of M/s. Kothuri Venkata Ratnam Company, Rs.63,72,880/- in the account of M/s.Sri Lakshmi Chillies Trading Company, Rs.63,69,562/- in the account of M/s.Sri Raghavendra Chillies Trading Company, Rs.7,35,58,173/- in the account of M/s.Sri Vasavi Chillies Traders, Rs.60,75,492/- in the account of M/s. Varasiddi Vinayaka Traders and Rs.8,41,71,760/- in the account of M/s.Vijaya Lakshmi Chillies Corporation outstanding as on 31.07.2026 along with further interest, under one portfolio, with further interest and costs thereon due to the Secured Creditor (i.e., PRASADITYA ARC Limited) from borrowers, Mr. Kothuri Venkata Vara Prasada Rao Gupta, Mr. Kothuri Venkata Siva Koteswara Rao Gupta, Mrs. Syamala Paremi, Mrs. Amara Naga Malleswari, Mrs. Kothuri Satyavathi Devi, Mr. Venkata Subba Rao Kothuri, Mrs. Kothuri Pavani Padmaja, Mr. Amara Venkateswarlu, Mrs. Gopu Raja Ratna Sindhuri, Mr. Gopu Subramanyam, Mr. Gopu Krishna Raghavendra Gupta as Guarantors/Mortgagors.

The authorised officer issued E auction - Sale of Schedule property 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 and time of Inspection	Last date of submission of bid	Date of E-Auction
On 11.09.2026 Between 1.00 PM to 03.00 PM	On or before 05.00 PM on 25.09.2026	28.09.2026 (MONDAY)
Time of E-Auction		Mandatory Bid Increments
Item No. – 1(a & b under one lot) from 11.30 AM to 12.00 Noon.		Item No.1 (a & b) - Rs.1,00,000/-
* 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 <https://www.prasadityaarc.co.in/auctions/> 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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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

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 on or before 25/09/2026 by 05.00 P.M. at the following address:

Mr.M.S. Hussain, 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 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.

DESCRIPTION OF IMMOVABLE PROPERTY		
Item No.1(a & b under one lot)	Reserve Price: Rs.1,80,00,000/-	Earnest Money Deposit: Rs.18,00,000/-
Item No.1a - Guntur District, Guntur Sub District, Guntur City, Lalapet Old Ward 10, Block No.3 T.S.No.377 building-with Door No.22-12-88, an extent of 150 Sq.Yds , having-construction of RCC building,with Ground Floor Plinth area of 1400 sq. ft, First Floor Plinth area of 1400 sq. ft, belonging to Sri. Gopu Krishna Raghavendra Gupta and bounded by: East: Road; South: Kanigalpula Venkata Narasimharao; West: Kanigalpula Venkata Narasimha Rao; North: K. Hanumantha rao;		
Item No.1b - Guntur District, Guntur Sub District, Guntur City, Lalapet Old Ward 10, Block No.3 T.S.No.377 building with Door No.22-12-88, an extent of 122 Sq. Yds , with roof tiles having Ground Floor only, belonging to Sri. Gopu Krishna Raghavendra Gupta and bounded by: East: Item (I) above; South: Joint wall with K. V. Narasimha Rao; West: Galli; North: Joint wall with Gunda Punnaiah. (Total extent of item no.3 a & b {under 2 registrations documents} is 272 sq.yrds)		

Note: The above property is common collateral securities to the debts of 1.M/s.Kothuri Venkata Ratnam Company, 2.M/s.Vijaya Lakshmi Chillies, 3. M/s.Varasiddi Vinayaka Traders, 4.M/s.Sri Vasavi Chillies Traders, 5.M/s.Sri Raghavendra Chillies Trading Company, 6. M/s.Sri Lakshmi Chillies Trading Company.





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In the event of the auction scheduled herein above fails for any reason whatsoever, PRASADITYA ARC Limited 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.

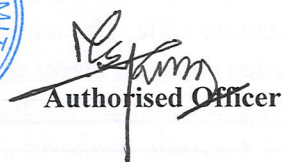
This is also a notice to the borrower/mortgagors/guarantors about holding of the sale on the above-mentioned date and other details.

For detailed terms and conditions of the sale, please visit website of secured creditor i.e., <https://www.prasadityaarc.co.in/auctions/>

Date: 21.08.2026

Place: Hyderabad




Authorised Officer