



PRASADITYA ARC LIMITED

FORMERLY PRIDHVI ASSET RECONSTRUCTION AND
SECURITISATION COMPANY LIMITED

**SALE NOTICE FOR SALE OF SECURED ASSET OF
M/s. TOURISM AND TRAVEL MEDIA ENTERTAINMENT PVT LTD.,**

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 that the following secured asset will be sold by the undersigned under the provisions of SARFAESI Act by way of Sealed Tenders cum E - 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 dues to M/s. Prasaditya ARC Limited (PARC) (formerly Pridhvi Asset Reconstruction and Securitisation Company Limited) amounting to **Rs.68,93,58,779/- (Rupees Sixty eight crores ninety three lakhs fifty eight thousand seven hundred seventy nine Only)** as on **30.04.2026** with further interest and costs thereon from **M/s. Tourism and Travel Media Entertainment Pvt. Ltd.**

DESCRIPTION OF THE IMMOVABLE SECURED ASSET	
Reserve Price: Rs.7,50,00,000/-	Earnest Money Deposit: Rs.75,00,000/-
All that the portion of House bearing No.8-2-608/1/4 and 8-2-608/1/5 forming part of survey Nos.120 and 121 of Shaikpet Village, Shaikpet Revenue Mandal, admeasuring 357.5 Square Yards or 298.90 Square Meters, situated at Road No.10, Banjara Hills, Hyderabad, A.P., belonging to M/s. Time and Media and bounded by: North : H.No.8-2-608/1/6; South: Neighbour's House East : 40'-0" Wide Road; West: Portion of H.No.8-2-608/1/4 & 5	

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:

Date of E-Auction: 30.06.2026			
Last Date for submission of Bid: 29.06.2026 (05.00 P.M)			
Reserve Price	Earnest Money Deposit	Bid Increase Amount	Time of E-Auction* Between
Rs.7,50,00,000/-	Rs. 75,00,000/-	Rs.5,00,000/-	11.00 AM to 12.00 Noon

* 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.

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> 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	UBIN05779012

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 29.06.2026 by 05.00 P.M. at the following address:

Mr. K.V. Ramakrishna Prasad, Authorized Officer, M/s. Prasaditya ARC Limited (formerly 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 property before participating in the e-auction.


Date & Time of Inspection of the property: 20.06.2026 between 11.00 A.M to 3.00 P.M only.

The intending participants are also advised to contact Mr. K.V. Ramakrishna Prasad, Vice President (Legal & Resolutions), (contact Mobile No. 91- 9652250044 – Office Land line No. 040-41413314 (E-mail id: ramakrishnaprasadkv@paras.org.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.

In the event the auction scheduled herein above fails for any reason whatsoever, PARAS 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 **M/s. Tourism and Travel Media Entertainment Private Limited**, about holding of the sale on the above-mentioned date and other details.

Date: 26.05.2026
Place: Hyderabad.


AUTHORISED OFFICER