

Pridhvi Asset Reconstruction And Securitisation Company Ltd.

Ref. No.340/2025/412

RPAD

Date: 02.08.2025

To

- 1 **M/s. Vaishnavi Brick Industries,**
Rep. by its Prop: Sri. N. Sreenivasa,
No: 43/1, Union Bank of India Bldg., Service Road,
Off Bengaluru –Tumkur Road, Yeshwanthpur,
Bengaluru – 560 022
- 2 **M/s.Vaishnavi Brick Industries,**
Rep. by its Prop: Sri. N. Sreenivasa
Near Kantaraja Circle, Aavani Road,
Devarayasamudra Village, Aavani Hobli,
Mulbagal Taluk, Kolar Dist-563131
3. **Sri. N Sreenivasa**
S/o Sri. R. Narayana Setty
Residing at No: 208, 2nd Main Road
Mahalakshmi Layout,
Bengaluru – 560 086
- 4 **Smt. S. Bhavana**
D/o Sri. N. Sreenivasa
Residing at No: 208, 2nd Main Road
Mahalakshmi Layout
Bengaluru – 560 086

Dear Sir/Madam,

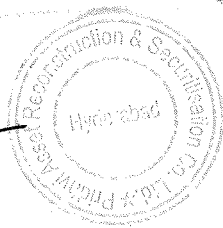
Sub: NPA Accounts of M/s. Vaishnavi Brick Industries - Sale Notice issued Under Rule 9(1) of Security Interest (Enforcement) Rules, 2002 r/w proviso to Rule 8 (6) of Security Interest (Enforcement) rules, 2002.

Please find enclosed herein the Sale Notice issued by the undersigned with respect to the property as described in the said Sale Notice on 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 IMMOVABLE PROPERTY OF M/S. VAISHNAVI BRICK INDUSTRIES.

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/s & 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 M/s. Pridhvi Asset Reconstruction and Securitisation Company Limited (PARAS), will be sold on “AS IS WHERE IS”, “AS IS WHAT IS” and “WHATEVER THERE IS” on 10.09.2025 (i.e., WEDNESDAY), for recovery of Rs.11,52,79,543/- (Rupees Eleven Crores Fifty Two Lakhs Seventy Nine Thousand Five Hundred and Forty Three Only) outstanding as on 31.07.2025 with expenses, further interest and costs due to Secured Creditor i.e., PARAS from M/s. Vaishnavi Brick Industries as borrower, Mr. N Sreenivasa Guarantor cum Mortgagor and Smt. S. Bhavana as Guarantor.

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	Rs.3,25,00,000/- (Rupees Three Crores Twenty Five Lakhs only)
EARNEST MONEY DEPOSIT (EMD)	Rs.32,50,000/- (Rupees Thirty Two Lakhs Fifty Thousand only)
Last date for submission of Bid	09.09.2025 (TUESDAY) UPTO 4.00 PM.
Date of E-Auction	10.09.2025 (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 IMMOVABLE PROPERTY:

All that piece and parcel of the converted land bearing Old Sy. No: 123, present Sy. No: 706, land admeasuring 4.00 Acres situated at Devarayasamudra Village, Aavani Hobli, Mulbagal Taluk, Kolar District and bounded by:

NORTH : Land of R. G. Ramappa; **SOUTH**: Sy. No: 123/P22 of Sri N. B. Sreenivas Rao;
EAST : Govt. Road towards Aavani; **WEST** : Land of R. G. Ramappa;

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) ddharani.p@c1India.com and (2) andhra@c1India.com



Prithvi Asset Reconstruction And Securitisation Company Ltd.

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.

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 09/09/2025 by 4.00 P.M. at the following address:

Sri. MS Hussain, Vice President & Authorised Officer, M/s. Prithvi 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.

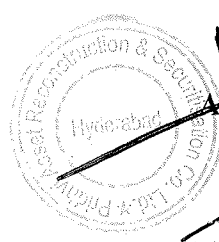
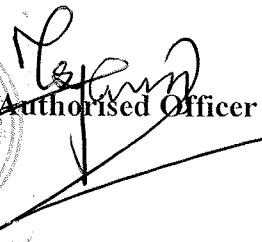
Date and Time of Inspection of the property: 21.08.2025 between 11.00 AM to 2.00 PM.

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/guarantors of M/s. Vaishnavi Brick Industries about holding of the sale on the above mentioned date and other details.

Date: 02.08.2025
Place: Hyderabad.



Authorised Officer