



# PRASADITYA ARC LIMITED

FORMERLY PRIDHVI ASSET RECONSTRUCTION AND  
SECURITISATION COMPANY LIMITED

Ref: 389/2026/257

RPAD

30.05.2026

To,

01	<b>M/s. Vadlamudi Cotton Mills Private Limited,</b> Rep by its Managing Director Mrs. Vadlamudi Padmavathi, D.No. 5-87-34/7, 2 <sup>nd</sup> Lane, Main Road, Laxmipuram, Guntur – 522007  <b>Also at:</b> Factory: S. No. 128/C-2, NH 5, Ganapavaram, Chilakaluripeta, Guntur District – 522616	03	<b>Mr. Vadlamudi Ayyappa Chowdary</b> S/o. Mr. Siva Subba Rao, D.No. 5-87-34/7, 2 <sup>nd</sup> Lane, Main Road, Laxmipuram, Guntur - 522007
02	<b>Mrs. Vadlamudi Padmavathi</b> W/o. Mr. Vadlamudi Siva Subba Rao, D.No. 5-87-34/7, 2 <sup>nd</sup> Lane, Main Road, Laxmipuram, Guntur – 522007	04	<b>Mr. Vadlamudi Siva Subba Rao</b> S/o. Mr. Krishna Murthy, D.No. 5-87-34/7, 2 <sup>nd</sup> Lane, Main Road, Laxmipuram, Guntur - 522007

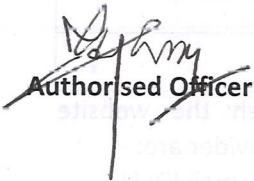
Dear Sir/Madam,

**Subject: NPA Account of M/s. Vadlamudi Cotton Mills Private Limited - 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





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## **SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES HELD IN THE ACCOUNT OF M/s. VADLAMUDI COTTON MILLS PVT. LTD**

**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 properties mortgaged to the Secured Creditor, the physical possession of which has been taken by the Authorised Officer of i.e., M/s. Prasaditya ARC Limited (Formerly known as 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", on 16/08/2024 (i.e., FRIDAY) for recovery of Rs.11,66,09,118/- (Rupees Eleven Crores Sixty Six Lakhs Nine Thousand One Hundred and Eighteen Only) outstanding as on 30.04.2026 with further interest and costs thereon due to the Secured Creditor i.e., Prasaditya ARC Limited from M/s. Vadlamudi Cotton Mills Pvt. Ltd as borrower, Mrs. Vadlamudi Padmavathi, Mr. Vadlamudi Ayyappa Chowdary and Mr. Vadlamudi Siva Subba Rao as Guarantors.

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 and time of Inspection	Last date of submission of bid	Date of E-Auction	Min. Bid Increments
On 25.06.2026 Between 1.00 PM to 03.00 PM	On or before 05.00 PM on 16.07.2026	17/07/2026 (FRIDAY)	Rs.1,00,000/- for each item
<b>Time of E-Auction</b>	<b>Item No.1 – 11.00 AM to 11.30 AM &amp; Item No.2 – 11.30 AM to 12.00 Noon.</b>		
<i>* 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.</i>			
<i>List of Encumbrance/Litigations: Nil</i>			

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.paras.org.in/tenders](http://www.paras.org.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.





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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, 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 16/07/2026 by 05.00 P.M. at the following address:

**Mr. MS 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 properties and fully satisfy themselves about the details of the properties 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@paras.org.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	Reserve Price: Rs.3,60,00,000/-	Earnest Money Deposit: Rs.36,00,000/-
Factory Land admeasuring Ac. 1.35 cents or 6534 sq. yds (out of Ac.7-56 cents in D.No.128/C2) with Building and Godowns thereon with D.No.5-299, located at Ganapavaram Village, with Assessment No. 2551,3095 in Nadendla Mandal, Guntur District, A.P., belonging to M/s. Vadlamudi Cotton Mills Pvt. Ltd and is bounded by: East: Road National Highway-5 (GT Road); South: Property of Sri Chilakala Ramanjaneyulu - Door No 5-289; West: Property of Sri Chundi Ranganayakulu; North: Land of Sri Chundi Ranganayakulu, and Door No 5-314, belongs to Sri Chundi Subbarao in which M/s. Hindustan cotton is located;		
Item No.2	Reserve Price: Rs.80,00,000/-	Earnest Money Deposit: Rs.8,00,000/-
Non Agricultural land admeasuring Ac. 2.75 cents at D.No.982 located at Ravipativari Palem Village, Prathipadu Village, of Prathipadu Mandal, Guntur Dist. A.P., belonging to Mr. Vadlamudi Siva Subba Rao S/o. Mr. Vadlamudi Krishna Murthy and is bounded by: East: Land belonging to Vasimalla Koteswara Rao in D No 983/B; South: NSP Canal; West: Donka Poramboke; North: R and B Road;		

In the event the auction scheduled herein above fails for any reason whatsoever, Prasaditya ARC Ltd., have the right to sell the secured asset/s 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. Vadlamudi Cotton Mills Pvt. Ltd**, 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.paras.org.in/tenders](http://www.paras.org.in/tenders)

**Date: 30.05.2026**

**Place: Hyderabad**



**Authorized Officer**

