



# PRASADITYA ARC LIMITED

FORMERLY PRIDHVI ASSET RECONSTRUCTION AND  
SECURITISATION COMPANY LIMITED

Ref: 306/2026/269

RPAD

Date:10.06.2026

To:

01	<b>M/s. VM Commodities (India) Pvt. Ltd.</b> Plot No. 194, Road No. 10C, MLA & MPs Colony, Jubilee Hills, Hyderabad – 500 033.	02	<b>Mr. Veerla Sobhanadri</b> S/o Mr. Ganga Raju, D. No. 22-72-10, Chatraju vari Street, Vishakhapatnam – 530 001
03	<b>Mrs. V. Shiva Kumari</b> W/o Veerla Sobhanadri, D. No. 22-72-10, Chatraju vari Street, Vishakhapatnam – 530 001	04	<b>Mr. K. V. R. Vidya Sagar</b> S/o Late Nageswar Rao, Plot No. 194, Road No. 10C, MLA & MPs Colony, Jubilee Hills, Hyderabad – 500 033
05	<b>Mr. K. Mohan Kumar</b> S/o Late Nageswar Rao H. No. 401, Padmaja Mansion, – II, Srinagar Colony, Hyderabad – 500 073		

Dear Sir/Madam,

**Subject: NPA Account of M/s. VM Commodities (India) Pvt. Ltd - Sale Notice Under Rule 9(1) of Security Interest (Enforcement) Rules, 2002, read with 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/ics as described in the said Sale Notice on such dates as mentioned therein.

This is for your information.

Yours faithfully,



  
**Authorised Officer and Vice President**



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## SALE NOTICE INVITING SEALED TENDERS-CUM- E AUCTION FOR SALE OF SECURED ASSETS/IMMOVABLE PROPERTY HELD IN THE ACCOUNT OF M/s. VM COMMODITIES (INDIA) PVT. LTD.,

E-Auction Sale Notice for Sale of Immovable Asset held in the account, under Rule 9 (1) of Security Interest (Enforcement) Rules 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/s that the below described immovable property mortgaged to the Secured Creditor, possession of which has been taken by the Authorised Officer of of i.e., M/s. Prasaditya ARC Limited (Formerly known as Pridhvi Asset Reconstruction and Securitisation Company Limited (PARAS)) - Secured Creditor, 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, for recovery of Rs.61,20,19,953/- (Rupees Sixty One Crores Twenty Lakhs Nineteen Thousand Nine Hundred and Fifty Three Only) outstanding as on 31.05.2026, with further interest, costs and expenses due to Secured Creditor i.e., Prasaditya ARC Limited from M/s. VM Commodities (India) Pvt. Ltd., represented by its Director Mr. Veerla Sobhanadri and Mortgagors/Guarantors Mr. Veerla Sobhanadri, Mrs. V. Shiva Kumari, Mr. K.V.R. Vidya Sagar, and Mr. K. Mohan Kumar.

The authorised officer issued E auction - Sale of Schedule property/ies 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 04.07.2026 Between 1.00 PM to 03.00 PM	On or before 05.00 PM on 18.07.2026	20/07/2026 (MONDAY)	Rs.1,00,000/-
<b>Time of E-Auction</b>	<b>Item No.1 – 11.30 AM to 12.00 Noon</b>		
* 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 [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, 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 18/07/2026 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 property/ies and fully satisfy themselves about the details of the property/ies 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 property/ies, 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.

Item No.	Description of properties	Reserve Price	Earnest Money Deposit (EMD)
1.	<p><b>Property belonging to Mr. Kukkala Venkatarama Vidya Sagar.</b> All that vacant residential land admeasuring 30201 Sq. yds after division of the entire extent of Ac 12.00 vacant land into house plots falling in R.S.No.396/2A2H/1 situated at nearest Door No. 5-353, Vidya Nagar, 7<sup>th</sup> Ward, Jaggaiahpet, Krishna District bounded by: East: Land belonging to PITS Engineering College and Others; South: Land belonging to Gadde Prasad and Others; West: Land belongs to school; North: Land belonging to Mulakalapalli Janakiramaiah;</p>	Rs.2,53,00,000/-	Rs.25,30,000/-





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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/guarantors/legal heirs/mortgagors of M/s. VM Commodities (India) 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: 10.06.2026  
Place: Hyderabad

  
Authorised Officer

