

**Terms and Conditions for sale of assets of through online e-auction under SARFAESI Act**

	<p>SHRIRAM FINANCE LIMITED, Sri Towers, Plot No.14A, South Phase, Industrial Estate, Guindy, Chennai-600 032. Corporate Office: Level-3, Wockhardt Towers, East Wing C-2 Block, Bandra Kurla Complex, (Bandra East), Mumbai-400 051; Tel: 022 4241 0400, 022 4060 3100; Website: <a href="http://www.shriramfinance.in/auction">http://www.shriramfinance.in/auction</a> Zonal Office : D.NO:- 29-37-141, II Floor,Near Ramamandiram, Eluru Road,Vijayawada-520002 and branch office at Vijayawada-II</p>
---	---

**E-AUCTION SALE OF IMMOVABLE PROPERTY BELONGS TO TO GOVINDA REDDY SEELAM**

**Item No.1:** An extent of 257.52 sq.yards equivalent to 215.320 sq.mtrs. of site in R.S.No.620/1, 621/1, 621/2, 621/3, bearing Plot No.22 situated in Nunna Village and Panchayat Area, Vijayawada Rural Mandal, Nunna Sub-Registry, Krishna Dist., within the following boundaries:  
East: Property of A.Vijaya  
South: Plot No.21  
West: 24 feet width road  
North: Plot No.23.

**Item No.2:**  
An extent of 271.95 sq.yards equivalent to 227.38 sq.Mtrs, of site in R.S.No.620/1, 621/1, 621/2, 621/3, bearing Plot No.17 situated in Nunna Village and Panchayat Area, Vijayawada Rural Mandal, Nunna Su Registry, Krishna Dist., within the following boundaries:  
East: 24 feet width road,  
South: Plot No.16 belonging to P.Anjaneyulu  
West: Plot No. 11  
North: Property sold by G. Srinivasa Reddy and others

Sale of immovable properties mortgaged to the secured creditor Under Securitization and Reconstruction of Financial Assets And Enforcement of Security Interest Act, 2002.

<b>Secured Creditor</b>	M/s Shriram Finance Ltd
<b>Borrower</b>	Seelam Govinda Rddy & others
<b>Loan account</b>	<b>VIJA2TF1411290001</b>
<b>Guarantors</b>	(1). Seelam Santhi Rekha, (2).Kotte Srinivasa Rao,

Whereas under section 13(2) of the Securitization And Reconstruction of Financial Assets And Enforcement of Security Interest Act, 2002, the Authorized Officer of M/s. Shriram City Union Finance Limited had issued demand notice dated 27-01-2023 to the borrowers/guarantors/obligants and subsequently the Authorized Officer has taken possession of the under mentioned secured assets on.09-02-2024 under section 13(4) of the said Act, in respect of loan facilities granted to Seelam Govinda Reddy (hereinafter referred to as the borrower).

Pursuant to the Scheme of Amalgamation approved by the Hon'ble NCLT, Chennai on 09.11.2022 in C.P. No: 69-76 of 2022, M/s. Shriram City Union Finance merged with M/s. Shriram Transport Finance Company Limited. Subsequently, the name of M/s. Shriram Transport Finance Company Limited stands changed to M/s. Shriram Finance

We have carefully gone through terms and conditions for e-auction and unconditionally accept it.		
Name of Bidder	Signature of Bidder	Date

**Terms and Conditions for sale of assets of through online e-auction under SARFAESI Act**

Limited with effect from 30.11.2022 as per "Certificate of Incorporation Pursuant to change of Name" as certified by Registrar of Companies under Ministry of Corporate Affairs.

It has been decided to sell the secured asset mentioned hereunder through E-Auction for realization of the secured debts due to **M/s Shriram Finance Ltd.**, amounting to **Rs.12065643/-** (Rupees One Crore Twenty Lakhs Sixty Five Thousand Six Hundred Forty Three Only) as on.27-01-2023 plus future interest/charges/other costs incurred by the Secured Creditor thereon till final payment/realization.

**Shriram Auto Mall India Limited (SAMIL)**  
Will sell by online e-auction on <https://eauctions.samil.in/>

<b>Start time of E-Auction</b>	<b>26<sup>th</sup> March' 2025 at 11:00 a.m.</b>
<b>End time of E-Auction</b>	<b>26<sup>th</sup> March' 2025 at 1:00 p.m.</b>

**\*subject to auto-extension 5 minutes each till conclusion of sale**

**SCHEDULE OF THE IMMOVABLE PROPERTY BELONGS TO GOVINDA REDDY SEELAM**

**Item No.1:** An extent of 257.52 sq.yards equivalent to 215.320 sq.mtrs. of site in R.S.No.620/1, 621/1, 621/2, 621/3, bearing Plot No.22 situated in Nunna Village and Panchayat Area, Vijayawada Rural Mandal, Nunna Sub-Registry, Krishna Dist., within the following boundaries:

East: Property of A.Vijaya

South: Plot No.21

West: 24 feet width road

North: Plot No.23.

**Item No.2:**

An extent of 271.95 sq.yards equivalent to 227.38 sq.Mtrs, of site in R.S.No.620/1, 621/1, 621/2, 621/3, bearing Plot No.17 situated in Nunna Village and Panchayat Area, Vijayawada Rural Mandal, Nunna Su Registry, Krishna Dist., within the following boundaries:

East: 24 feet width road,

South: Plot No.16 belonging to P.Anjaneyulu

West: Plot No. 11

North: Property sold by G. Srinivasa Reddy and others

<b>Reserve Price</b>	<b>Rs.53,85,000/-(Fifty Three Lakhs Eighty Five Thousand Rupees Only)</b>
<b>Earnest Money Deposit</b>	<b>10% of the Reserve Price i.e. Rs.5,38,500/-(Five Lakhs Thirty Eight Thousand Five Hundred Rupees Only)</b>

The title deeds of the properties can be inspected at the office of the Auctioneers or the Secured Creditor on.08-03-2025 Time 11.00 a.m. to 05.00 p.m., by prior appointment. For appointments, contact the Authorised Officer Mr Lakshmi Narayana Chirakala, Contact No.: 8367466865 or email [narayana.l@shriramfinance.me](mailto:narayana.l@shriramfinance.me)

\*\*\*\*\*

**Terms and Conditions for sale of assets of borrower accounts through online  
E-auction under SARFAESI ACT**

We have carefully gone through terms and conditions for e-auction and unconditionally accept it.		
Name of Bidder	Signature of Bidder	Date

**Terms and Conditions for sale of assets of through online e-auction under SARFAESI Act**

**(Borrower Name:- Seelam Govinda Reddy & Loan Account No. VIJA2TF1411290001)**

**1. Nature and Object of Online Sale:**

- a. The online e-auction sale is with the object of Free and Fair Sale, Transparency and for achieving best-possible recovery of public money.
  - b. The sale is governed by the Provisions of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 and Security Interest (Enforcement) Rules, 2002 and the following specific terms and conditions.
2. (a) The auction sale will be On-line E-Auction / Terms & Conditions available in website [http:// shriramfinance.in/auction](http://shriramfinance.in/auction) & Bidding and Auction through service provider website <https://eauctions.samil.in/home> respectively on ( 26-03-2025) between **11.00 AM and 1.00 PM with unlimited extension of 5 minutes time in case of receipt of bid in last 5 minutes**. Bidders shall improve their offers in multiples as specified in the Notice **during online bidding of the property**.
- (b) **Last date for submission of bid: on or before 24<sup>th</sup> March' 2025 up to 05.00 p.m.**
- (c) **Inspection Date & Time: 08-03-2025 Time 10.00 a.m. to 05.00 p.m.**
3. Registration of Bidders with auction service provider-**Shriram Auto Mall India Limited (SAMIL)** for bidding in e-auction as per the requirement of the Auctioneer Company is essential. For details in this regard, kindly visit auction service provider website <https://eauctions.samil.in/home> or **Contact No.:** **Fax: +91.11.42414444, Mobile : 9988001555, Email ID : vivek.arora@samil.in**

**4. Caution to bidders:**

- a. Property is being sold on basis of "As is where is"," As is what is" and "Whatever there is".
- b. To the best of knowledge and information of the Authorized Officers, there are no encumbrances on the properties except those mentioned in the Notice. However, the intending bidders should make their own independent inquiries regarding the encumbrances, title of property put on auction, physical area of property, and claims / rights / dues / affecting the property, prior to submitting their bid. Further the bidder/purchaser should make their own inquiries regarding any statutory liabilities, arrears of tax, claims etc. by themselves before making the bid. The e-Auction advertisement does not constitute and will not be deemed to constitute any commitment or any representation on the part of The Shriram Finance

We have carefully gone through terms and conditions for e-auction and unconditionally accept it.		
Name of Bidder	Signature of Bidder	Date

**Terms and Conditions for sale of assets of through online e-auction under SARFAESI Act**

Limited. The property is being sold with all the existing and future encumbrances whether known or unknown to the Shriram Finance Limited. The Authorized Officer / Secured Creditor shall not be responsible in any way for any third party claims / rights / dues.

- c. The Shriram Finance Limited does not undertake any responsibility to procure any permission/license, NOC, etc. in respect of the property offered for sale or for any dues like outstanding water/service charges, transfer fees, electricity dues, dues to the Municipal Corporation/local authority/Co-operative Housing Society or any other dues, taxes, levies, fees, transfer fees or any other dues of the property if any in respect of and/or in relation to the sale of the said property. Successful Bidder has to comply with the provisions of Income Tax regarding purchase of property & to pay the tax to the authorities as per applicable rates.
- d. Bidders are advised / cautioned to verify the concerned Revenue Records/ other Statutory authorities such as Sales Tax/Excise/Income Tax or any other etc. and shall satisfy themselves regarding the nature, description, condition, encumbrance, lien, charge, statutory dues, etc over the property before submitting their bids.
- e. Bidders are advised to go through all the terms and conditions of sale and also in the corresponding public sale notice in the details before submitting the bid and participating in the online bidding/auction.
- f. Statutory dues/liabilities etc., due to the Government/Local Body, if any, shall be borne by the purchaser(s).

**5. Inspection of Property/Immovable Assets:**

- a. Property/Assets can be inspected on the date(s) given in the public sale notice, and on any other date at the discretion of Authorised Officer with prior appointment. For prior appointment **Please Contact** : Lakshmi Narayana. Chirakala, Contact No.:8367466865 or email narayana.l@shriramfinance.me'
- b. Bidders shall inspect the property/Assets and satisfy themselves regarding the physical nature, condition, extent, etc., of the property/Assets.
- c. Bidders are bound by the principle of caveat emptor (Buyer Beware).

**6. Inspection of Title Deeds:**

- a. Bidders may inspect and verify the title deeds and other documents relating to the property available with Shriram Finance Limited.

We have carefully gone through terms and conditions for e-auction and unconditionally accept it.		
Name of Bidder	Signature of Bidder	Date

**Terms and Conditions for sale of assets of through online e-auction under SARFAESI Act**

**7. Submission of bid forms:**

- a. **Last date for submission of bid: on or before 24<sup>th</sup> March' 2025 up to 05.00 p.m.**
- b. Bid form shall be submitted along with the 10 % of EMD amount on or before the last date and time given in the sale notice.
- c. Bidders may give offers either for one or for all the properties. In case of offers for more than one property bidders will have to deposit the EMD for each property.
- d. Intending bidder should hold a valid e-mail id. All the correspondences will be done through E-mail. Interested bidders should have their own arrangements for internet service. Internet connectivity and other paraphernalia requirements shall have to be ensured by the bidders themselves. It is the sole responsibility of the bidder.
- e. Bids form shall be duly filled in with all the relevant details. The bidders should submitted copies of PAN card and proof of residential address, while submitting bid form. The bidders other than individuals should also upload proper mandate for e bidding.
- f. Bidders staying abroad/NRIs/PIOs/Bidders holding dual citizenship must submit photo page of his/her valid Indian Passport.
- g. Incomplete/unsigned bids without EMD remittance details will be summarily rejected. NRI Bidders must necessarily enclose a copy of Photo page of his/her Passport.
- h. Only copy of PAN Card, Passport, Voter's ID, Valid Driving License or Photo Identity Card issued by Govt. will be accepted as the identity document and should be submitted along with the bid form.
- i. Original Identity Document copy of which is submitted along with the bid form must be produced on demand.

**8. Earnest Money Deposit (EMD):**

- a. The bid shall be accompanied by the EMD as specified in the public sale notice/tender document. Earnest Money Deposit (EMD) shall be deposited through RTGS/NEFT. Account Name : **Shriram Finance Limited, Bank :- AXIS BANK LIMITED, at Bandra Kurla Complex Mumbai (MH), Account No.230010200005265, IFSC Code : UTIB0000230** or by way of demand draft drawn in favour of Shriram Finance Limited, of the Nationalized Bank, payable at par Earnest

We have carefully gone through terms and conditions for e-auction and unconditionally accept it.		
Name of Bidder	Signature of Bidder	Date

**Terms and Conditions for sale of assets of through online e-auction under SARFAESI Act**

Money Deposit (EMD) shall be adjusted in case of highest bidder, **otherwise refunded within 15 working days of finalization of sale.** The EMD shall not carry any interest. Further, in case possession of property is delayed by any reason whatsoever, the auction purchaser will neither be entitled for any interest nor damages.

- b. Bidders not to disclose remittance details of EMD, UTR Code, etc. to any one and to safeguard its secrecy.
- c. Bidders shall preserve the remittance challan and shall produce the same as and when demanded.
- d. Bid form without EMD shall be summarily rejected.
- e. All details regarding remittance of EMD shall be entered in the bid form.
- f. EMD, either in part or in full, is liable for forfeiture in case of default.

**9. Bid Multiplier:**

- a. The bidders shall increase their bids in multiplies of the amount of **Rs.25,000/-** specified in the public sale notice/Terms and condition of Sale.

**10. Duration of Auction sale:**

- a. Online auction sale will start automatically on and at the time given in the public sale notice/Tender Document.
- b. Auction/Bidding time will initially be for specified period and if bidding continues, the bidding process will get automatically extended five minutes duration of each and kept open till the auction-sale concludes.
- c. If any market-leading bid (bid higher than the highest at the point in time) is received within the last five minutes of closing time, the bidding time will be extended automatically by five minutes and if no bid higher than last quoted highest bid is received within the said extended five minutes, the auction sale will automatically get closed at the expiry of the extended five minute. There will thus be an extension of bidding-time, each of five minutes duration, till auction is concluded.
- d. Bidders are advised to enter their bid accordingly keeping in mind the five minutes duration.
- e. No complaint on time-factor or paucity of time for bidding will not be entertained.

We have carefully gone through terms and conditions for e-auction and unconditionally accept it.		
Name of Bidder	Signature of Bidder	Date

**Terms and Conditions for sale of assets of through online e-auction under SARFAESI Act**

**11. Online Bidding:**

- a. Auction/ bidding will be only online bidding through the portal provided by the service provider.
- b. In case of sole bidder, the sale may be accepted or deferred and property be brought for resale or otherwise sale will be deferred or cancelled.
- c. In case of sole bidder, one increment in bidding is mandatory.
- d. Bidders are cautioned to be careful while entering their bid amount and to check for alteration, if any, before confirming the same.
- e. No request/complaint of wrong bidding will be entertained for cancelling the sale and in such case, the EMD in full will be forfeited.
- f. Bidders may, subject to conditions of online service provider, may avail pre-auction training. The prospective qualified bidders may contact Auction Service Provider with phone number and email id:- **Shriram Automall India Limited (SAMIL), Fax No.+91.11.42414444, Mobile : 9988001555, Email ID : vivek.arora@samil.in , Helpline Email ID [akanksha.s@cartradeexchange.com](mailto:akanksha.s@cartradeexchange.com)** prior to the date of e-Auction.

**12. Declaration of successful bidder:**

- a. Highest bidder will be declared the successful bidder and sale will be confirmed in his favour in consultation of Secured Creditor. Intimation to this effect will be given through e-mail by auction service provider/Shriram Finance Limited.
- b. Highest bid will be provisionally accepted on "subject to approval" basis and the highest bidder shall not have any right/title over the property until the sale is confirmed by the Authorized Officer.
- c. All intimations to bidders/auction purchaser will be primarily through e-mail by the auction service provider/ Shriram Finance Limited.. Date of sending e-mail will be considered as date of intimation. If no intimation reaches, bidders are expected to take efforts to find out status from Shriram Finance Limited. Non-receipt of intimation should not be an excuse for default/non-payment.

**13. Deposit of purchase price:**

- a. The bidder declared successful, shall pay, immediately on the same day after such declaration, a deposit of 25% (less EMD already paid) on the amount of his purchase money.

We have carefully gone through terms and conditions for e-auction and unconditionally accept it.		
Name of Bidder	Signature of Bidder	Date

**Terms and Conditions for sale of assets of through online e-auction under SARFAESI Act**

- b. In case of the auction-sale proceeding and concluding beyond the banking transaction hours, the deposit of 25% of purchase price (less EMD already paid) shall be deposit within 24 hours.
- c. The balance amount of purchase money shall be paid on or before the 15<sup>th</sup> (Fifteenth) day from the date of the sale or within such period as may be extended, for the reason to be recorded, by the Authorised Officer.
- d. In case of Bid amount is equivalent or above of INR 50 Lakhs, The Successful bidder should pay 1% of TDS in BID amount to and in Fav of our Borrower's PAN and should pay the balance entire 99% to and in Fav of Shriram Finance Limited. The proof for TDS payment should be submitted along with the proof of final bid payment. In case of failure on this part, TDS has to be pay by Successful bidder and no refund for additional payment will be entertained. The Sale Certificate will not be issued till compliance of this clause.

**14. Default of Payment:**

- a. Default of payment of 25% of bid amount (less EMD) on the same day or within 24 hours as stated in para 13(b) above and 75% of balance bid amount within the stipulated time shall render automatic cancellation of sale without any notice.
- b. The EMD and any other monies paid by the successful bidder shall be forfeited by the Authorised Officer of the Shriram Finance Limited.

**15. Sale Certificate / Payment of Stamp Duty:**

- a. On confirmation of the sale by the Shriram Finance Limited and compliance of the terms of payment, The Authorized Officer shall issue a certificate of sale of the said property in favour of the successful bidder/purchaser in the form given in Appendix V to Enforcement of Security Interest Rules. The sale certificate shall be issued only in the same name in which the tender /bid is submitted.
- b. No request for inclusion/substitution of names, other than those mentioned in the bid, in the sale certificate will be entertained.
- c. Sale Confirmation/Sale Certificate shall be collected in person or through an authorized person with authority letter.
- d. The successful bidder would bear all the charges/fees payable for conveyance such as stamp duty, registration fee or any other cost as applicable as per law. All statutory/non statutory dues, taxes,

We have carefully gone through terms and conditions for e-auction and unconditionally accept it.		
Name of Bidder	Signature of Bidder	Date



**Terms and Conditions for sale of assets of through online e-auction under SARFAESI Act**

rates, assessments, charges fees etc. will be responsibility of the successful bidder only.

- e. The Sale Certificate will not be issued pending operation of any stay/ injunction/ restraint order passed by the DRT/DRAT/High Court or any other court against the issue of Sale Certificate. Further no interest will be paid on the amount deposited during this period.
- f. No request for return of deposit either in part or full/cancellation of sale will not be entertained.

**16. Return of EMD:**

- a. EMD of unsuccessful bidders will be returned through NEFT/RTGS transfer to the SFL account details provided by them in the bid form and intimated via their email id.
- b. Unsuccessful bidders shall ensure return of their EMD and if not, immediately to contact the Authorized Officer of the Shriram Finance Limited.

**17. Stay/Cancellation of Sale:**

- a. In case of stay of further proceedings by DRT/DRAT/High Court or any other Court, the auction may either be deferred or cancelled and persons participating in the sale shall have no right to claim damages, compensation or cost for such postponement or cancellation.
- b. Default in payment of 25% of the purchase price or the balance purchase price within the stipulated/extended time shall result in forfeiture and cancellation of sale and The Shriram Finance Limited will be entitled to re-auction the same.

**18. Delivery of Title Deeds:**

- a. The title deeds and other documents related to the property and deposited with the Shriram Finance Limited for creation of Equitable Mortgage/Simple Mortgage shall be delivered to the Successful bidder/Auction Purchaser, at the time on execution of the Sale Certificate.

**19. Delivery of possession:**

- a. All expenses and incidental charges there to shall be borne by the auction purchaser.

**20. Other Conditions:**

We have carefully gone through terms and conditions for e-auction and unconditionally accept it.		
Name of Bidder	Signature of Bidder	Date

**Terms and Conditions for sale of assets of through online e-auction under SARFAESI Act**

- a. The Authorized Officer will be at liberty to amend/ modify/ delete any of the conditions as may be deemed necessary in the light of facts and circumstances of each case.
- b. The Shriram Finance Limited has the absolute right and discretion to accept or reject any bid or adjourn/postpone/cancel the sale/modify any terms and conditions of the sale without any prior notice and assigning any reason.
- c. The Authorized Officer reserves the right to accept or reject all or any bid or bids without assigning any reason and to postpone or cancel the sale without assigning any reason.
- d. Bidders shall be deemed to have read and understood all the conditions of sale and are bound by the same.
- e. No counter-offer/conditional offer/conditions by the bidder and/or successful-bidder will not be entertained.
- f. The Borrowers attention is invited to the provisions of sub-section 8 of section 13 of the Act in respect of time available, to redeem the secured asset.
- g. Particulars specified in respect of the property in the public notice have been stated to the best of the information of the Authorized Officer/Shriram Finance Limited and Shriram Finance Limited would not entertain any claim or representation in that regard from the bidders.
- h. The Borrower/Guarantors, who are liable for the said outstanding dues, shall treat this Sale Notice as a notice under Rule 8 (6) of the Security Interest (Enforcement) Rules, about the holding of above mentioned auction sale.
- i. Disputes, if any, shall be within the jurisdiction of Vijayawada **Courts** only.
- j. Words and expressions used herein above shall have the same meanings respectively assigned to them in SARFAESI Act, 2002, and the Rules framed thereunder.

**Place : Vijayawada.**

**Date : 19.02.2025.**

Authorized officer  
(ShriramFinance Limited)

We have carefully gone through terms and conditions for e-auction and unconditionally accept it.		
Name of Bidder	Signature of Bidder	Date

**Terms and Conditions for sale of assets of through online e-auction under SARFAESI Act**

Note: "It is informed that "SHRIRAM CITY UNION FINANCE LIMITED" has been amalgamated with "SHRIRAM TRANSPORT FINANCE LIMITED" as per order of NCLT, Chennai. Subsequently the name of "SHRIRAM TRANSPORT FINANCE LIMITED" was changed as "SHRIRAM FINANCE LIMITED" with effect from 30.11.2022 vide Certificate of Incorporation pursuant to change of name dated 30-11-2022."

We have carefully gone through terms and conditions for e-auction and unconditionally accept it.		
Name of Bidder	Signature of Bidder	Date



Registered AD.



To,

Date: 19.02-2025

S.No	Particulars of Borrowers /Guarantors
1.	Govinda Reddy Seelam, S/o.Seelam Krishna Reddy, D.no: 6-146B, Behind Swapna Function Hall, Nunna, Vijayawada, Krishna Dist-521212
2.	Seelam Santhi Rekha, W/o.Seelam Govinda reddy, D.no: 6-146B, Behind Swapna Function Hall, Nunna, Vijayawada, Krishna Dist-521212
3.	Kotte Srinivasa Rao, S/o.K.Venkateswara rao, D.no: 41-1/11-38, Nehru Nagar 2nd Line, Krishnalanka, Vijayawada, Krishna Dist-520013.

Dear Sir/Madam,

Subject : E Auction Sale Notice for sale of the Immovable Assets under the Securitisation and Reconstructions of Financial Assets and Enforcement of Security interest Act,2002 read with proviso to Rule 8(5) (6) of the Security interest ( Enforcement ) Rules,2002

Ref : Loan agreement no. VIJA2TF1411290001.

\*\*\*\*\*

1.This is to inform you that , we M/s. Shriram Finance Limited ( Formerly known as Shriram City Union Finance Limited) registered under Companies Act,2013 , registered with RBI to do Non-Banking Finance Business, having registered office at Sri Towers, Plot No.14A, South Phase, Industrial Estate, Guindy, Chennai- 600032, Authorized Officer Shriram Finance Ltd, D.NO:- 29-37-141, II Floor,Near Ramamandiram, Eluru Road, VIJAYAWADA-520002 and branch office at Vijayawada-II (hereinafter referred as Company/ Lender) hereby issue the following notice as under.

2.We refer to our Demand Notice dated.27-01-2023 issued by us under Section 13(2) of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act,2002 (hereinafter referred to as "SARFAESI Act"), wherein we had called upon you to pay the dues of **Rs.12065643/-** (Rupees One Crore Twenty Lakhs Sixty Five Thousand Six Hundred Forty Three Only) in loan account no. VIJA2TF1411290001 along with further interest and other costs, until payment in full (hereinafter referred as the "outstanding amount") and payable by you all under the facility granted by Shriram Finance Limited Within 60 days from the date of the said notice. You have since then failed and neglected to pay the amount as demanded.

3.It is pertinent to note that despite the service of the above mentioned notice you have failed to liquidate the outstanding amount and as such, as per order of the Hon'ble Chief Metropolitan Magistrate at Vijayawada, handed over the Physical possession of the property/ properties, to the Authorized Officer of Shriram Finance Limited, On. 09-02-2024 described herein below (and referred hereinafter as "Secured Assets") in exercise of the powers conferred on him under Section 14 of SARFAESI Act and 13(4) of the SARFAESI Act readwith Rule 8 & 9.

For SHRIRAM FINANCE LTD.

Authorized Officer

**Shriram Finance Limited**

(Formerly known as Shriram Transport Finance Company Limited)

Admn. Office : 6th Floor, (level 2), Building No. Q2, Aurum Q Parc, Gen 4/1, TTC, Thane Belapur Road, Ghansoli, Navi Mumbai - 400 710. Tel: +91 22 40957575  
Registered Office : Sri Towers, Plot No.14A, South Phase, Industrial Estate, Guindy, Chennai - 600 032, Tamil Nadu, India. I Tel: +91-44-485 24 666  
Website: www.shriramfinance.in | Corporate Identity Number (CIN) : L65191TN1979PLC007874



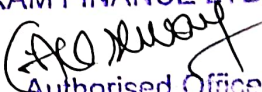


4. This is to inform you, that all the requisitions under the provision of SARFAESI Act and The Security Interest (Enforcement) Rules, 2002 have been complied with and Shriram Finance Limited now proposes to sell the secured asset as mentioned below herewith by public auction and/or any other methods as prescribed under the provisions of Rule 8 (5) (6) of Security Interest (Enforcement) Rules, 2002 for a period of 30 days from the date of public notice in the manner described below 'As is where is basis & As is what is basis & Whatever there is basis' through Online Auction, unless we receive the entire outstanding amount of **Rs.12065643/-** (Rupees One Crore Twenty Lakhs Sixty Five Thousand Six Hundred Forty Three Only) (Interest Charged up to 27<sup>th</sup> January 2023) including further interest, charges, expenses, Legal and all incidental expenses from the date of above notice to till closure of the above loan account.

5. It is hereby informed you that we are going to conduct Online Auction as per the given below Schedule:

Sr.No	PARTICULARS	DETAILS
1.	Date of Auction	26 <sup>th</sup> March'2025
2.	Time of Auction	11.00 AM to 01.00 PM
3.	Place of Auction	Web Portal: <a href="https://eauctions.samil.in/home">https://eauctions.samil.in/home</a>
4.	Mode of Auction	E-Auction
5.	Loan agreement No	VIJA2TF1411290001
6.	Outstanding amount	Total amount of <b>Rs.12065643/-</b> (Rupees One Crore Twenty Lakhs Sixty Five Thousand Six Hundred Forty Three Only) (Interest Charged up to 27 <sup>th</sup> January 2023) including further interest from the date of above notice, Other charges legal and other costs which shall be applied in loan Account No. VIJA2TF1411290001 till closure of this loan.

For SHRIRAM FINANCE LTD.

  
Authorised Officer

**Shriram Finance Limited**

(Formerly known as Shriram Transport Finance Company Limited)

Admn. Office : 6th Floor, (level 2), Building No. Q2, Aarum Q Parc, Gen 4/1, TTC, Thane Belapur Road, Ghansoli, Navi Mumbai - 400 710. Tel: +91 22 40957575  
Registered Office : Sri Towers, Plot No.14A, South Phase, Industrial Estate, Gulindy, Chennai - 600 032. Tamil Nadu. India. I Tel: +91-44-485 24 666  
Website : [www.shriramfinance.in](http://www.shriramfinance.in) | Corporate Identity Number (CIN) - L65191TN1979PLC007874

7.	Description of mortgage property (Secured Asset)	<p><b>Item No.1:</b> An extent of 257.52 sq.yards equivalent to 215.320 sq.mtrs. of site in R.S.No.620/1, 621/1, 621/2, 621/3, bearing Plot No.22 situated in Nunna Village and Panchayat Area, Vijayawada Rural Mandal, Nunna Sub-Registry, Krishna Dist., within the following boundaries: East: Property of A.Vijaya South: Plot No.21 West: 24 feet width road North: Plot No.23.</p> <p><b>Item No.2:</b> An extent of 271.95 sq.yards equivalent to 227.38 sq.Mtrs. of site in R.S.No.620/1, 621/1, 621/2, 621/3, bearing Plot No.17 situated in Nunna Village and Panchayat Area, Vijayawada Rural Mandal, Nunna Su Registry, Krishna Dist., within the following boundaries: East: 24 feet width road, South: Plot No.16 belonging to P.Anjaneyulu West: Plot No. 11 North: Property sold by G. Srinivasa Reddy and others.</p>
8.	Reserve Price of the Property	<p>Rs.53,85,000/-(Fifty Three Lakhs Eighty Five Thousand Rupees Only) EMD amount: Rs.5,38,500/-(Five Lakhs Thirty Eight Thousand Five Hundred Rupees Only) (10% on Reserve price)</p>

Please treat this notice as Notice under Rule 8 Clause (5) (6) of the Security Interest (Enforcement) Rules, 2002 providing you a notice of 30 (Thirty Days) for sale of the secured asset.

Kindly note that, Borrowers are property Holders are requested to kindly remove their movable assets (If any) from the property which is in Shriram Finance Ltd's Possession.

Note : It is informed that " Shriram City Union Finance Limited " has been amalgamated with " Shriram Transport Finance Limited " as per order of Hon'ble NCLT, Chennai on 09.11.2022 in C.P. No: 69-76 of 2022, Subsequently, the name of M/s. Shriram Transport Finance Company Limited stands changed to M/s. Shriram Finance Limited with effect from 30.11.2022 as per "Certificate of Incorporation Pursuant to change of Name" as certified by Registrar of Companies under Ministry of Corporate Affairs.

Thanking you,

For Shriram Finance Limited

For SHRIRAM FINANCE LTD.

  
Authorised Officer

**Shriram Finance Limited**

(Formerly known as Shriram Transport Finance Company Limited)

Admn. Office : 6th Floor, (level 2), Building No. Q2, Aurum Q Parc, Gen 4/1, TTC, Thane Belapur Road, Ghansoli, Navi Mumbai - 400 710. Tel: +91 22 40957575  
Registered Office : Sri Towers, Plot No.14A, South Phase, Industrial Estate, Guindy, Chennai - 600 032. Tamil Nadu, India. I Tel: +91-44-485 24 666  
Website : www.shriramfinance.in | Corporate Identity Number (CIN) - L65191TN1979PLC007874



RN605533201IN IVR:8278605533201भारतीय डाक

RL CIVIL COURSTS S.O <520002>

Counter No:1,19/02/2025,12:12

To:GOWINDA REDDY S.DND 6-146B

PIN:521212, Munna S.O

From:SHRIRAM FIN.DND 29-37-141

Wt:20gms Ack Fee:3.00,REG=17.0

Amt:29.50,Tax:4.50,Amt.Paid:30.00(Cash)

<Track on [www.indiapost.gov.in](http://www.indiapost.gov.in)>

<Dial 18002666868><Wear mask -Stay safe>



RN605533453IN IVR:8278605533453भारतीय डाक

RL CIVIL COURSTS S.O <520002>

Counter No:1,19/02/2025,12:12

To:S SANTHI REKHA,DND 6-146B

PIN:521212, Munna S.O

From:SHRIRAM FIN.DND 29-37-141

Wt:20gms Ack Fee:3.00,REG=17.0

Amt:29.50,Tax:4.50,Amt.Paid:30.00(Cash)

<Track on [www.indiapost.gov.in](http://www.indiapost.gov.in)>

<Dial 18002666868><Wear mask -Stay safe>



RN605533192IN IVR:8278605533192भारतीय डाक

RL CIVIL COURSTS S.O <520002>

Counter No:1,19/02/2025,12:12

To:K SRINIVASA RAD,DND 41-1/11-38

PIN:520013, Krishnalanka S.O

From:SHRIRAM FIN,DND 29-37-141

Wt:20gms Ack Fee:3.00,REG=17.0

Amt:29.50,Tax:4.50,Amt.Paid:30.00(Cash)

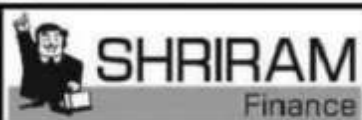
<Track on [www.indiapost.gov.in](http://www.indiapost.gov.in)>

<Dial 18002666868><Wear mask -Stay safe>









# SHRIRAM FINANCE LIMITED

Head Office: Level-3, Wockhardt Towers, East Wing C-2 Block, Bandra Kurla Complex, (Bandra East), Mumbai-400051, Tel: 022 42410400, 02240603100; Website: <https://www.shriramfinance.in/auction>

Office Address: SHRIRAM FINANCE LTD, D.NO:- 29-37-141, II Floor, Near Ramamandiram, Eluru Road, Vijayawada-520002 and branch office at Vijayawada-II.

## APPENDIX-IV-A [SEE PROVISION TO RULE 8(5)(6)&9(1)] SALE NOTICE FOR SALE OF IMMOVABLE PROPERTIES

E-Auction Notice for Sale of Immovable Assets under the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with provision to Rule 8(5)(6) of the Security Interest Enforcement Rules, 2002.

Notice is hereby given to public in general and in particular to the Borrower/s and Guarantor/s that the below described immovable properties mortgaged/ charged to the Shriram Finance Limited. The physical possession of which have been taken by the Authorized Officer of Shriram Finance Limited (Formerly known as Shriram City Union Finance Limited) will be sold on "As is where is", "As is what is", and "Whatever there is" basis in e-auction on 26th March 2025 between 11 AM to 1 PM for recovery of the balance due to the Shriram Finance Limited from the Borrower/s & Guarantor/s, as mentioned in the table. Details of the Borrower/s and Guarantor/s, amount due, short description of the immovable property and encumbrances known thereon, possession type, reserve price and earnest money deposit and increment are also given as.

Name of Borrowers / Co-Borrowers / Guarantors / Mortgages	Date & Amount of 13(2) Demand Notice	Date of Possession & Type	Description of Property belongs to Seelam Govinda Reddy	Earnest Money Deposit Details (EMD) Details	Date and Time of Auction	Contact Person and Inspection Date
1.Govinda Reddy Seelam, S/o.Seelam Krishna Reddy, D.No: 6-146B, Behind Swapna Function Hall, Nunna, Vijayawada, Krishna Dist-521212.	To pay total amount of Rs.1,20,65,643/- (Rupees One Crore Twenty Lakhs Sixty Five Thousand Six Hundred Forty Three Only) (Interest Charged up to 27.01.2023) with further interest + charges due to Shriram Finance Limited under Loan A/c No: VIJA27F1411290001 Demand Notice Date: 27.01.2023.	09-02-2024 Physical Possession Encumbrances known Not Known	Item No.1: An extent of 257.52 sq.yards equivalent to 215.320 sq.mtrs. of site in R.S.No. 620/1, 621/1, 621/2, 621/3, bearing Plot No.22 situated in Nunna Village and Panchayat Area, Vijayawada Rural Mandal, Nunna Sub-Registry, Krishna Dist, within the following boundaries: East: Property of A.Vijaya, South: Plot No.21, West: 24 feet width road, North: Plot No.23. Item No.2: An extent of 271.95 sq.yards equivalent to 227.38 sq.Mtrs. of site in R.S.No. 620/1, 621/1, 621/2, 621/3, bearing Plot No.17 situated in Nunna Village and Panchayat Area, Vijayawada Rural Mandal, Nunna Sub Registry, Krishna Dist, within the following boundaries: East: 24 feet width road, South: Plot No.16 belonging to P.Anjaneyulu West: Plot No. 11, North: Property sold by G. Srinivasa Reddy and others. Reserve Price amount is Rs.53,85,000/- EMD amount: Rs.5,38,500/- Bid Increment Rs.25,000/- and in such multiples. Last Date for Submission of EMD: 24.03.2025, Time: 10.00 a.m. to 05.00 p.m.	EMD to be deposited by way of RTGS/ NEFT to the account details mentioned herein below in favour of SHRIRAM FINANCE LIMITED- Bank: AXIS BANK LTD at BANDRA KURLA COMPLEX MUMBAI (MH), Account No.230010200005265 IFSC Code : UTIB0000230	26th March 2025 Time: 11.00 a.m to 01.00 p.m	Lakshmi Narayana Chirakala, + 91 8367466865 K.CH.SRINIVASA RAO +91 9989338862. Customer care: 022-40081572  Property Inspection Date: 08.03.2025 Time 11.00 a.m. to 5.00 p.m.

## STATUTORY 30 DAYS NOTICE UNDER RULE 8(5)(6) Rule 9 (1) OF THE SECURITY INTEREST (ENFORCEMENT) RULES, 2002

The borrower/mortgagors/guarantors are hereby notified to pay the sum as mentioned above along with up to dated interest and ancillary expenses before the date of e-auction i.e. on or before commencement of E Auction proceedings dated 26.03.2025, failing which the property will be auctioned/sold and balance dues, if any, will be recovered with interest and cost.

The interested bidders required assistance in creating login ID & Password, uploading data, submitting bid, training on e-bidding process etc., may contact M/s. Shriram Automall India Limited contact person: Asad Khan, Contact No.7128695102, Vivek Arora, Contact No.9988001555, VIVEK ARORA <[vivek.arora@samil.in](mailto:vivek.arora@samil.in)> and for any property related query may contact Shriram Finance Limited Authorized Officer, Lakshmi Narayana Chirakala, Contact No.: 8367466865, during office hours and working days.

The Authorized Officer reserves the right to reject any or all bids without furnishing any further reasons. The online auction will be conducted on website (<https://eauctions.Samil.in/home>) of our auction agency Shriram Auto Mall India Limited. and for the place of Tender Submission/ for obtaining the bid form / Tender open & Auction, please visit the website <https://eauctions.Samil.in/home> and for detailed terms and conditions of the sale please refer to the link <https://www.shriramfinance.in/auction> provided in the Shriram Finance Limited website.

Note: "It is informed that "SHRIRAM CITY UNION FINANCE LIMITED" has been amalgamated with "SHRIRAM TRANSPORT FINANCE LIMITED" as per order of NCLT, Chennai. Subsequently the name of "SHRIRAM TRANSPORT FINANCE LIMITED" was changed as "SHRIRAM FINANCE LIMITED" with effect from 30.11.2022 vide Certificate of Incorporation pursuant to change of name dated 30-11-2022."

Place: Vijayawada, Date: 19-02-2025.

(Authorized Officer)

HANS NEWS SERVICE  
VIJAYAWADA

CHIEF Postmaster General K Prakash informed that the Dak Adalat would be held on March 6 at the office of the chief postmaster general here.

Speaking to the media, he desired to receive and settle the complaints with regard to services offered by post offices in Andhra Pradesh and any other public complaint.

Complaints and grievances from the public of Andhra Pradesh may be sent to Neelamraju Rangarao, Assistant Director (Public Grievance) office of the Chief Postmaster General by post so as to reach on or before February 28. The letters and envelopes should be superscribed with the words "DAK ADALAT". The complainant can directly attend Dak Adalat on March 6 for redressal of grievance. DAK ADALAT can also be attended virtually through Google meet link: <https://meet.google.com/wsw-jeqa-jyi> from 11:00 am on the same date. The disposal of the grievance will be updated to the complainant through post/email after examination of the grievance in Dak Adalat.