


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

	SHRIRAM FINANCE LIMITED , Administrative 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: http://www.shriramfinance.in/auction Regd Office: Sri Towers, Plot No.14A, South Phase, Industrial Estate, Guindy, Chennai- 600 032, Zonal Office : Shriram Finance Ltd, D.No:- 22B-13-8, 2 nd Floor, Venkata Rama Power Press Road,Opp: Central Bank, Powerpetta, Eluru-534 00.
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**E AUCTION SALE NOTICE IN RESPECT OF IMMOVABLE PROPERTIES BELONGS TO
MR.KALAGARA SIVA RAMA KRISHNA PRASAD**

West Godavari district, Eluru sub registry, Eluru Mandal, Eluru town, Benerjipeta, Southern street, ward no. 25 under T. S. no. 2021 and 2022 out of total extent of 995.83 sq.yards excluding western side site of an extent of 190 Sq.yards the balance net extent of 805 sq yards along with building bearing door No. 7B-11-32 comprising stilt floor, ground floor, first floor and second floors total plinth area of 19,001 SFT with all easement rights within the following boundaries:

East : Municipal Road,
South : Building and site of Naidu Venkata Ratnam,
West : Site of Alla Madavi,
North : Site of Paladugu Srirangam,

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

Secured Creditor	M/s Shriram Finance Ltd
Borrower	Kalagara Siva Rama Krishna Prasad & other
Loan account	ELRUBTF01270001 & ELRUBTF1205250001
Guarantors	(1). Kalagara Mrunalini.

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 Finance Limited had issued demand notice dated.11.02.2023 to the borrowers/guarantors/obligants and subsequently the Authorized Officer has taken possession of the under mentioned secured assets on.07.06.2023 under section 13(4) of the said Act and also taken physical possession of the property through advocate commissioner On.22.01.2024, in respect of loan facilities granted to Mr.Kalagara Siva Rama Krishna Prasad (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 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.16,02,95,679/-** (Sixteen Crores Two Lakhs Ninety Five Thousand Six Hundred Seventy Nine Rupees Only) as on. 11.02.2023 plus future interest/charges/other costs incurred by the Secured Creditor thereon till final payment/realization.

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

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

Start time of E-Auction	22.05.2025 at 11:00 a.m.
End time of E-Auction	22.05.2025 at 1:00 p.m.

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

SCHEDULE OF THE PROPERTIES BELONGS TO Mr. MR.KALAGARA SIVA RAMA KRISHNA PRASAD

West Godavari district, Eluru sub registry, Eluru Mandal, Eluru town, Benerjipeta, Southern street, ward no. 25 under T. S. no. 2021 and 2022 out of total extent of 995.83 sq.yards excluding western side site of an extent of 190 Sq.yards the balance net extent of 805 sq yards along with building bearing door No. 7B-11-32 comprising stilt floor, ground floor, first floor and second floors total plinth area of 19,001 SFT with all easement rights within the following boundaries:

East : Municipal Road,
South : Building and site of Naidu Venkata Ratnam,
West : Site of Alla Madavi,
North : Site of Paladugu Srirangam,

To reduced Reserve Price of the Property @10% on previous reserve price of Rs.4,15,50,750/-	Rs.3,73,95,675/- (Three Crore Seventy Three Lakhs Ninety Five Thousand Six Hundred Seventy Five Rupees Only)
Earnest Money Deposit	10% of the Reserve Price i.e. Rs.37,39,568/- (Seven Lakhs Twenty Six Seven Hundred Fifty Rupees Only)

The title deeds of the properties can be inspected at the office of the Auctioneers or the Secured Creditor on or before 17.05.2025 Time 11.00 a.m. to 05.00 p.m., by prior appointment. For appointments, contact the Authorised Officer R.PEDDABBAYEE, Contact No.: 9652519891 or email peddabbayee.r1@shriramfinance.me'

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

(Borrower Name:- Kalagara Siva Rama Krishna Prasad and others & Loan Account No's. ELRUBTF01270001 & ELRUBTF1205250001.

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.

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Name of Bidder	Signature of Bidder	Date

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

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.

1. (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](https://eauctions.samil.in/home) respectively on (22.05.2025) 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 20.05.2025 up to 05.00 p.m.
(c) Inspection Date & Time: on or before 17.05.2025 Time 10.00 a.m. to 05.00 p.m.
2. 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
3. **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 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

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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).

4. 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 Authorized Officer with prior appointment. For prior appointment **Please contact:** R.PEDDABBAYEE, Contact No.: 9652519891.
- 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).

5. 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.

6. Submission of bid forms:

- a. **Last date for submission of bid: on or before 20.05.2025 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.

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- 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.

7. 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, BRANCH-** Bandra Kurla Complex, Mumbai - 400710, 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 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.

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- 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.

8. Bid Multiplier:

- a. The bidders shall increase their bids in multiplies of the amount of **Rs.50,000/-** specified in the public sale notice/Terms and condition of Sale.

9. 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.

10. 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.

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- 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 prior to the date of e-Auction.

11. 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. Even after successful bid confirmation, SFL reserves the right to cancel/reject the auction without assigning any reason thereof.
- d. 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.

12. 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.
- 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.

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- c. The balance amount of purchase money shall be paid on or before the 15th (Fifteenth) day from the date of the sale or within such period as may be extended, for the reason to be recorded, by the Authorized 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 while registering the property. The proof for TDS payment should be submitted along with the proof of final bid payment. The Successful Bidder should pay TCS in favour of Shriram Finance Limited. The Sale Certificate will not be issued till compliance of this clause.

13. 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 Authorized Officer of the Shriram Finance Limited.

14. 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, 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.

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- f. No request for return of deposit either in part or full/cancellation of sale will not be entertained.

15. 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.

16. 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.

17. 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.

18. Delivery of possession:

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

19. Other Conditions:

- 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

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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 Eluru **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: Eluru,

Date : 16.04.2025.

Authorized officer

(Shriram Finance

Limited)

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.

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Name of Bidder	Signature of Bidder	Date

E AUCTION SALE NOTICE IN RESPECT OF IMMOVABLE PROPERTIES BELONGS TO Mr. KALAGARA SIVA RAMA KRISHNA PRASAD

E-Auction Sale Notice for sale of the Immovable Assets under the Securitization and Reconstructions of Financial Assets and Enforcement of Security interest Act, 2002 read with Security Interest (Enforcement) Rules under Rule 9 (1) issued now after expiry of 30 days of the **Intending sale Notice dated.24.02.2025**. Since all of you have failed to exercise your right of redemption as contemplated under section 13 (8) of Act 54/2002 r/w Rule 8 (6) of the Security interest (Enforcement) Rules, 2002, this notice for e-auction sale is issued. This is to inform the borrowers / guarantors/ mortgagers / co-applicants / co-borrowers.

This is to inform you

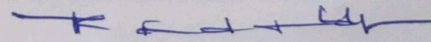
S.No	Particulars of Borrowers /Guarantors
1.	Kalagara Siva Rama Krishna Prasad, S/o.late Bhaskar Rao, D.no: 8-4-25, Srirama Bhavan, Benarji, Peta, Eluru, West Godavari District -534001.
2.	Kalagara Mrunalini, W/o.Siva Rama Krishna Prasad, D.no: 8-4-25, Srirama Bhavan, Benarji Peta, Eluru, West Godavari District -534001.

1.That, we M/s. Shriram Finance Limited (Formerly known as Shriram City Union Finance Limited) 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. registered under Companies Act, 2013, registered with RBI to do Non-Banking Finance Business, Branch & Authorized officer at Shriram Finance Ltd, D.No:- 22B-13-8, 2nd Floor, Venkata Rama Power Press Road,Opp: Central Bank, Powerpeta, Eluru-534 00 (hereinafter referred as Company/ Lender) hereby issue the following notice as under.

2. We refer to our Demand Notices dated 11.02.2023 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.107046464/- (Ten Crore Seventy Lakh Forty Six Thousand Four Hundred Sixty Four Rupees Only) in loan account no. **ELRUBTF01270001** and another due of Rs.53249215/- (Five Crore Thirty Two Lakh Forty Nine Thousand Two Hundred Fifteen Rupees Only) in 2nd loan agreement no. **ELRUBTF1205250001** i.e total due of Rs.16,02,95,679/- (Sixteen Crores Two Lakhs Ninety Five Thousand Six Hundred Seventy Nine Rupees Only) along with further interest and other costs, until payment in full (hereinafter referred as the "outstanding amount") and payable by all of you under the facility granted by Shriram Finance Limited, within 60 days from the date of the said notice. In spite of receipt of the above notice, all of you have neglected and failed to pay the amount as demanded.

3. It is pertinent to note that despite the service of the above mentioned notice, you have neglected and failed to liquidate the outstanding amount and as such, as per order of the Hon'ble Chief Metro Politian Magistrate at

For Shriram Finance Limited



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 I Corporate Identity Number (CIN) - L65191TN1979PLC007874

Eluru, handed over the Physical possession of the property/ properties, to the Authorized Officer of Shriram Finance Limited, dated 20-01-2024 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 read with Rule 8 & 9.

4. Consequently the secured creditor has already issued **Notice dated.07.06.2023** under section 13 (4) notifying you all that the secured creditor represented by its Authorised Officer has already taken physical possession of the properties on.22-01-2024 with advocate commissioner assistance under section 14 of Act, 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 described hereunder by public auction and/or any other methods as prescribed under the provisions of law and rules. after a period of 30 days from the date of publication of this notice in the manner described under the law and rules on the basis of 'As is where is basis & As is what is basis & Whatever there is basis' through Online Public e-Auction, realise the debt notified under demand notice dated. 11-02-2023 i.e an outstanding amount of

Rs.16,02,95,679/- (Sixteen Crores Two Lakhs Ninety Five Thousand Six Hundred Seventy Nine Rupees Only) plus future interest/charges/other costs incurred by the Secured Creditor thereon till final payment/realization in said two loan agreement no's. **ELRUBTF01270001 & ELRUBTF1205250001**.

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

Sr.No	PARTICULARS	DETAILS
1.	Date of Auction	22.05.2025
2.	Time of Auction	In between 11.00 AM to 1.00 P.M
3.	Place of Auction	Web Portal: https://eauctions.samil.in/home
4.	Mode of Auction	E-Auction
5.	Last Date for Submission of Bid (EMD)	on or before 20.05.2025 up to 05.00 P.M
6.	Inspection Date & Time	On or before 17.05.2025 Time 10.00 a.m. to 05.00 P.M
7.	Loan agreement No's	ELRUBTF01270001 & ELRUBTF1205250001
8.	Outstanding amount	Rs.16,02,95,679/- (Sixteen Crores Two Lakhs Ninety Five Thousand Six Hundred Seventy Nine Rupees Only) along with further interest and other costs, until payment in full in said two loan agreement no's : ELRUBTF01270001 & ELRUBTF1205250001 .
9.	Earnest Money Deposit Details(EMD) Details	EMD to be deposited by way of RTGS/NEFT to the account details mentioned herein below In favour of SHRIRAM FINANCE LIMITED , BANK NAME- AXIS BANK LIMITED, BRANCH- Bandra Kurla Complex, Mumbai - 400710, Account No.230010200005265, IFSC Code: UTIB0000230.
10.	Description of mortgage property (Secured Asset)	West Godavari district, Eluru sub registry, Eluru Mandal, Eluru town, Benerjipeta, Southern street, ward no. 25 under T. S. no. 2021 and 2022 out of total extent of 995.83 sq.yards excluding western side site of an extent of 190 Sq.yards the balance net extent of 805 sq yards along with building bearing door No. 7B-11-32 comprising stilt floor, ground floor, first floor and second floors total plinth area of 19,001 SFT with all easement rights within the following boundaries: East : Municipal Road South : Building and site of Naidu Venkata Ratnam

For Shriram Finance Limited

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



		West : Site of Alla Madavi North : Site of Paladugu Srirangam
11.	To reduced 10% on previous Reserve Price of Rs.4,15,50,750/-.	Rs.3,73,95,675/- (Three Crore Seventy Three Lakhs Ninety Five Thousand Six Hundred Seventy Five Rupees Only)
12.	EMD amount	Rs.37,39,568/- (Seven Lakhs Twenty Six Seven Hundred Fifty Rupees Only)

E-auction is as per the terms and conditions enclosed herewith.

Thanking you,

For Shriram Finance Limited

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
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भारतीय डाक



India Post

RN6669301351W IVR:827866693013

RL BUCKINGHAMPET H.O <520002>

Counter No:3,16/04/2025,17:04

To:K.SIVA RAMA KRISHNA,8-4-25

PIN:534001, Eluru H.O

From:AUTHORISED ,SHRI RAM FINANCE

Wt:40gms Ack Fee:3.00,REG=17.0

Amt:35.40,Tax:5.40,Amt.Paid:35.00(Cash)

<Track on www.indiapost.gov.in>

<Dial 100026440/0> <Wear mask -Stay safe>

भारतीय डाक



India Post

RN6669299061W IVR:827866692990

RL BUCKINGHAMPET H.O <520002>

Counter No:3,16/04/2025,17:04

To:K.MOHAN LINGI,8-4-25

PIN:534001, Eluru H.O

From:AUTHORISED ,SHRI RAM FINANCE

Wt:40gms Ack Fee:3.00,REG=17.0

Amt:35.40,Tax:5.40,Amt.Paid:35.00(Cash)

<Track on www.indiapost.gov.in>



SHRIRAM FINANCE LTD

Head 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: <http://www.shriramfinance.in/auction>

Office Address: SHRIRAM FINANCE LTD, D.NO:- 22B-13-8, 2nd Floor, Venkata Rama Power Press Road, Opp: Central Bank, Powerpeta, Eluru-534 002

APPENDIX-IV-A [See provision to rule 8(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(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 **22nd May 2025 between 11 AM to 1 PM** for recovery of the balance due to the Shriram Finance Limited from the Borrower/s and 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/Mortgagers	Date & Amount of 13(2) Demand Notice	Date of Possession & Type	Description of Property belongs to Kalagara Siva Rama Krishna Prasad	Earnesh Money Deposit Details (EMD) Details	Date & Time of Auction	Contact Person and Inspection date
1).Kalagara Siva Rama Krishna Prasad, S/o. late Bhaskar Rao, Dno: 8-4-25, Srirama Bhavan, Benarji Peta, Eluru, West Godavari District -534001.	To pay total amount of Rs.16,02,95,679/- (Sixteen Crores Two Lakhs Ninety Five Thousand Six Hundred Seventy Nine Rupees Only) (Interest Charged upto 11.02.2023) with further interest + charges due to Shriram Finance Limited under Loan A/c No: ELRUBTF01270001 & ELRUBTF1205250001 Demand Notice Dated: 11-02-2023	22-01-2024 Physical Possession Encumbrances known : Not Known Intending sale Notice dated: 24.02.2025	West Godavari district, Eluru sub registry, Eluru Mandal, Eluru town, Benerjipeta, Southern street, ward no. 25 under T. S. no. 2021 and 2022 out of total extent of 995.83 Sq.yards excluding western side site of an extent of 190 Sq.yards the balance net extent of 805 sq.yards along with building bearing door No. 7B-11-32 comprising stilt floor, ground floor, first floor and second floors total plinth area of 19,001 SFT with all easement rights within the following Boundaries: East: Municipal Road, South : Building and site of Naidu Venkata Ratnam, West : Site of Alla Madavi, North : Site of Paladugu Srirangam. Reserve Price amount is Rs.3,73,95,675/- EMD amount: Rs.37,39,568/- Bid Increment Rs.50,000/- and in such multiples Last Date for Submission of EMD: 20.05.2025, Time : 11.00 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 NAME-AXIS BANK LIMITED, BRANCH- Ashok Nagar, Himayath Nagar, Hyderabad-500029, Account No. 911020046604111, IFSC Code : UTIB0000370.	22 nd May 2025 Time: 11.00 a.m. to 01.00 p.m.	R. Peddabbayee, Contact No: 9652519891 Customer care: 022 -40081572 Property Inspection Date: 17-05-2025 Time 11.00 a.m. to 5.00 p.m.
2). Kalagara Mrunalini, W/o. Siva Rama Krishna Prasad, Dno: 8-4-25, Srirama Bhavan, Benarji Peta, Eluru, West Godavari District -534001						

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

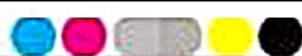
The borrower/mortgagors/guarantors are hereby notified to pay the sum as mentioned above along with up to dated interest and ancillary expenses before the date of e-auction i.e. on or before commencement of E Auction proceedings dated 22-05-2025, failing which the property will be auctioned/sold and 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 Auto Mall India Limited contact person: Asad Khan, Contact No.7128695102, Vivek Arora, Contact No.9988001555 VIVEK ARORA <vivek.arora@samil.in> and for any property related query may contact Shriram Finance Limited Authorized Officer, R.Peddabbayee, Contact No.: 9652519891. during office hours and working days.

The Authorised 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 : Eluru, Date: 16-04-2025

Authorized Officer, Shriram Finance Ltd



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Thu, 17 April 2025

<https://epaper.newindianexpress.com/c/77195522>



