

AUTHORIZED OFFICER SHRIRAM FINANCE LTD, ZONAL OFFICE, DNO:26-2-7;3rd
FLOOR;PADMAVATHI PLAZA;BESIDE CANARA BANK; A.K.NAGAR ; NELLORE(DT)-
524004

E Auction sale notice in respect of immovable properties belonging to
Mrs. BALIREDDY.UMADEV I

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 Security Interest (Enforcement) Rules under Rule 9 (1) issued now after expiry of 30 days of the **Intending sale Notice dated 09.05.2025** . 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.

1. BALIREDDY.NARASA REDDY;S/O PEDA RAMI REDDY ; DNO : 4-60 ; LALITHA NAGAR ; KALUVOY(MD); NELLORE DIST-524343. (BORROWER)

2.BALIREDDY.UMADEV I;W/O BALIREDDY.NARASA REDDY; DNO : 4-60 ; LALITHA NAGAR ; KALUVOY (MD); NELLORE DIST-524343. (GUARANTOR)

3. MUNGAMURU.MADHUSUDANA REDDY; S/O M.VENKU REDDY; DNO : G-3 ; SAI NILAYAM ;STREET NO.2;GADHAM ROSAIAH NAGAR;OPP KOTHURU CURRENT OFFICE; NELLORE DIST-524004. (GUARANTOR)

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, having registered office at Sri Towers, Plot No.14A, South Phase, Industrial Estate, Guindy, Chennai- 600032, Authorized Officer Shriram Finance Ltd, ZONAL OFFICE, DNO:26-2-7; 3rd FLOOR; PADMAVATHI PLAZA;BESIDE CANARA BANK; A.K.NAGAR ; NELLORE(DT)-524004 and branch office at Nellore-1 (hereinafter referred as Company/ Lender) hereby issue the following notice as under.

Shriram Finance 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. | Tel: +91-44-485 24 666





2. We refer to our Demand Notices dated **03.02.2023** 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. **1,45,53,614/- (One Crore Forty Five Lakhs Fifty Three Thousand Six Hundred and Fourteen Rupees only)** in loan account no. **NELL2TF1712280010** along with further interest, expenses and other costs till the payment of entire amount as 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. Consequently the secured creditor has already issued **Notice dated 18.05.2023** under section 13 (4) notifying you all that the secured creditor represented by its Authorised Officer has already taken physical possession of the properties described therein on **20.02.2025** with advocate commissioner 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 **03.02.2023** i.e an outstanding amount of **Rs. 1,45,53,614/- (One Crore Forty Five Lakhs Fifty Three Thousand Six Hundred and Fourteen Rupees only)** along with interest, expenses, charges, Legal and all incidental costs

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

S.No	PARTICULARS	DETAILS
1.	Date of Auction	19-02-2026
2.	Time of Auction	11.00 AM to 01.00 PM
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)	17-02-2026 up to 05.00 p.m
6.	Inspection Date & Time	On or before 12.02.2026 Time 10.00 a.m. to 05.00 p.m



7.	Loan agreement No's	NELL2TF1712280010
8.	Outstanding amount	Total amount of Rs. 1,45,53,614/- (One Crore Fourty Five Lakhs Fifty Three Thousand Six Hundred and Fourteen Rupees only) (Interest Charges up 03 rd February 2023) including further interest from the date of above notice, Other charges legal and other costs which shall be applied in loan Account No NELL2TF1712280010 till closure of this loan.
9.	Earnest Money Deposit Details(EMD) Details	EMD to be deposited by way of Demand Draft In favour of SHRIRAM FINANCE LIMITED,



11.

Reserve Price of the Property

Item No.1

Reserved Price:

- 1) Plot No.222 :-1,74,000/-
- 2) Plot No.223:-1,74,000/-
- 3) Plot No.224:-1,74,000/-
- 4) Plot No.225:-1,74,000/-
- 5) Plot No.226:-1,74,000/-
- 6) Plot No.227:-1,74,000/-
- 7) Plot No.228:-1,74,000/-
- 8) Plot No.229:-1,74,000/-
- 9) Plot No.230:-1,74,000/-
- 10) Plot No.231:-1,74,000/-
- 11) Plot No.232:-3,31,000/-
- 12) Plot No.233:-3,31,000/-
- 13) Plot No.234:-2,00,000/-
- 14) Plot No.235:-2,00,000/-
- 15) Plot No.236:-2,00,000/-
- 16) Plot No.237:-2,00,000/-
- 17) Plot No.238:-2,00,000/-
- 18) Plot No.239:-2,00,000/-
- 19) Plot No.240:-2,00,000/-
- 20) Plot No.241:-2,00,000/-
- 21) Plot No.242:-2,00,000/-
- 22) Plot No.243:-1,87,000/-

- EMD Value:
- 1) Plot No.222 :-17,400/-
 - 2) Plot No.223:- 17,400/-
 - 3) Plot No.224:- 17,400/-
 - 4) Plot No.225:- 17,400/-
 - 5) Plot No.226:- 17,400/-
 - 6) Plot No.227:- 17,400/-
 - 7) Plot No.228:- 17,400/-
 - 8) Plot No.229:- 17,400/-
 - 9) Plot No.230:- 17,400/-
 - 10) Plot No.231:- 17,400/-
 - 11) Plot No.232:- 33,100/-
 - 12) Plot No.233:- 33,100/-
 - 13) Plot No.234:- 20,000/-
 - 14) Plot No.235:- 20,000/-
 - 15) Plot No.236:- 20,000/-
 - 16) Plot No.237:- 20,000/-
 - 17) Plot No.238:- 20,000/-
 - 18) Plot No.239:- 20,000/-
 - 19) Plot No.240:- 20,000/-
 - 20) Plot No.241:- 20,000/-
 - 21) Plot No.242:- 20,000/-
 - 22) Plot No.243:-18,700/-



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Item No1:Plot No.222 to 243 total (22 Plots)

Reserve Price:43,89,000/-

EMD value:4,38,900/-

Item No.2:

Reserved Price:

23) Plot No.284:-3,31,000/-

24) Plot No.285:-2,10,000/-

25) Plot No.286:-2,07,000/-

26) Plot No.287:-2,06,000/-

27) Plot No.288:-2,03,000/-

28) Plot No.289:-2,01,000/-

29) Plot No.290:-2,01,000/-

30) Plot No.291:-2,08,000/-

31) Plot No.292:-2,92,000/-

EMD Value:-23) Plot No.284:-33,100/-

24) Plot No.285:-21,000/-

25) Plot No.286:-20,700/-

26) Plot No.287:-20,600/-

27) Plot No.288:-20,300/-

28) Plot No.289:-20,100/-

29) Plot No.290:- 20,100/-

30) Plot No.291:-20,800/-

31) Plot No.292:-29,200/-

Item No2:Plot No.284 to 292 total (9 Plots)

Reserve Price:20,59,000/-

EMD value:2,05,900/-

Item No.3:-

Reserved Price:

32) Plot No.293:-1,71,000/-

33) Plot No.294:-1,90,000/-

34) Plot No.295:-2,04,000/-

35) Plot No.296:-2,43,000/-

EMD Value:-32) Plot No.293:-17,100/-

33) Plot No.294:-19,000/-

34) Plot No.295:-20,400/-

35) Plot No.296:-24,300/-

Item No3:Plot No.293 to 296 total (4 Plots)

Reserve Price:8,08,000/-

EMD value:80,800/-

Grand total Reserve Price Rs. 72,56,000/-

(Seventy Two Lakhs Fifty Six Thousand Rupees Only)





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		<p>EMD amount : Rs.7,25,600/- (Seven Lakhs Twenty five thousand Six Hundred Rupees Only)</p>
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E-auction is as per the terms and conditions enclosed herewith.

Thanking you,

For **Shriram Finance Limited**

Authorized Officer

Authorized Officer

DATE: 08.01.2026

Place: Nellore





SHRIRAM Finance

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>.

Regd Office: Sri Towers, Plot No.14A, South Phase, Industrial Estate, Guindy, Chennai-600 032.

Zonal Office Address: DNO:26-2-7, 3RD FLOOR, PADMAVATHI PLAZA, BESIDE CANARA BANK, A. K. NAGAR, NELLORE(DT)-524004 and Branch Office At Nellore-1.

AUCTION SALE NOTICE IN RESPECT OF IMMOVABLE PROPERTIES BELONGS TO MR./SMT. BALIREDDY,UMADEVI

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 09.05.2025. Since all of you have failed to exercise your right of redemption as contemplated under section 13 (B) of Act 54/2002 r/w Rule 8 (B) 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

Notice is hereby given to the public in general and in particular to the Borrower/Co-Borrower/Guarantor and Mortgagor that the below described immovable properties mortgaged/charged to the secured creditor, will be sold on in "As is where is", "As is what is" and "Whatever there is" basis on 19.02.2026 from 11.00 A.M. to 01.00P.M. for recovery of dues of Rs. 1,45,53,614/- (One Crore Forty Five Lakhs Fifty Three Thousand Six Hundred and Fourteen Rupees only) as on 03.02.2023 with further interest, costs other charges and expenses thereon from 03.02.2023 due to the Shriram Finance Limited, Secured Creditor as per Demand Notice dated 03.02.2023 issued U/s 13(2) of SARFAESI Act, to the Borrower/Guarantor(s) mentioned below.

Agreement No: NELL2TF1712280010

Name and address of the Borrower/Guarantor(s): 1. Balireddy Narasa Reddy, S/o. Peda Rami Reddy, D.No: 4-60, Lalitha Nagar, Kaluvoy (Md), Nellore Dist-524343. (Borrower). 2. Balireddy.umadevi, W/o. Balireddy Narasa Reddy, D.No: 4-60, Lalitha Nagar, Kaluvoy (Md), Nellore Dist-524343. (Guarantor). 3. Mungamuru Madhusudana Reddy, S/o. M. Venku Reddy, D.No: G-3, Sai Nilayam, Street No.2, Gadham Rosaiah Nagar, Opp Kothuru Current Office, Nellore Dist-524004. (Guarantor).

The reserve price and earnest money deposit will be as mentioned in the table below against the respective properties. The sale will be done through e-auction platform provided at the website <https://eauctions.samil.in/home>. EMD amount to be drawn in favour of Shriram Finance Limited.

Item No.	Plot No	Schedule of the Property	Extent	Property	Reserve Price	EMD	Bid Increment	Auction Date	EMD Submission date	Property Inspection date
Item No.1	Plot No.222 To 231	Narasapuram Gram Panchayathi	18.33 Ankanams	Open Plots	10 Plots x 1,74,000/- = Rs.17,40,000/-	Rs.1,74,000/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.1	Plot No.243	Narasapuram Gram Panchayathi	18.33 Ankanams	Open Plot	Rs.1,87,000/-	Rs.18,700/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.1	Plot No.234 TO 242	Narasapuram Gram Panchayathi	18.33 Ankanams	Open Plots	9 Plots x 2,00,000/- = Rs.18,00,000/-	Rs.1,80,000/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.1	Plot No. 232, 233	Narasapuram Gram Panchayathi	27.77 Ankanams	Open Plots	2 Plots x 3,31,000/- = Rs.6,62,000/-	Rs.66,200/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.2	Plot No.288	Narasapuram Gram Panchayathi	21.36 Ankanams	Open Plot	Rs.2,03,000/-	Rs.20,300/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.2	Plot No.289,290	Narasapuram Gram Panchayathi	21.36 Ankanams	Open Plots	2 Plots x 2,01,000 /- = Rs.4,02,000/-	Rs.40,200/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.2	Plot No.287	Narasapuram Gram Panchayathi	21.36 Ankanams	Open Plot	Rs.2,06,000/-	Rs.20,600/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.2	Plot No.286	Narasapuram Gram Panchayathi	21.36 Ankanams	Open Plot	Rs.2,07,000/-	Rs.20,700/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.2	Plot No.291	Narasapuram Gram Panchayathi	21.36 Ankanams	Open Plot	Rs.2,08,000/-	Rs.20,800/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.2	Plot No.292	Narasapuram Gram Panchayathi	28.70 Ankanams	Open Plot	Rs.2,92,000/-	Rs.29,200/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.2	Plot No.284	Narasapuram Gram Panchayathi	27.77 Ankanams	Open Plot	Rs.3,31,000/-	Rs.33,100/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.2	Plot No.285	Narasapuram Gram Panchayathi	22.08 Ankanams	Open Plot	Rs.2,10,000/-	Rs.21,000/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.3	Plot No.293	Narasapuram Gram Panchayathi	17.94 Ankanams	Open Plot	Rs.1,71,000/-	Rs.17,100/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.3	Plot No.294	Narasapuram Gram Panchayathi	19.95 Ankanams	Open Plot	Rs.1,90,000/-	Rs.19,000/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.3	Plot No.295	Narasapuram Gram Panchayathi	20.00 Ankanams	Open Plot	Rs.2,04,000/-	Rs.20,400/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026
Item No.3	Plot No.296	Narasapuram Gram Panchayathi	22.31 Ankanams	Open Plot	Rs.2,43,000/-	Rs.24,300/-	Rs.5000/-	19-02-2026	17.02.2026	12-02-2026

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: **Mr. Gaurav Namboodiri, Contact No.9833922941** Mr. Gaurav Namboodiri gaurav.n@samil.in and for any property related query may contact Shriram Finance Limited Authorized Officer, Mr T.Vijay Kumar +91 99940787 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 the website (<https://eauctions.Samil.in/home>) of our auction agency Shriram Auto Mall India Limited. and for the place of Tender Submission/ 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."

(Authorized Officer)

Place: Nellore, Date: 08.01.2026