



Asset Reconstruction Company (India) Ltd. (Arcil)

Acting in its capacity as Trustee of Arcil- Arcil - CPS - 001- VI Trust and Arcil - CPS - 021- I -Trust set up in respect of financial assets relating to Sri Lalitha Cement Industries Ltd. (In Liqn.)

Arcil Office: The Ruby, 10th floor, 29, Senapati Bapat Marg, Dadar (West), Mumbai-400028. Website: www.arcil.co.in; CIN-U65999MH2002PLC134884

PUBLIC NOTICE FOR SALE

THROUGH ONLINE E-AUCTION IN EXERCISE OF THE POWERS UNDER THE SECURITISATION AND RECONSTRUCTION OF FINANCIAL ASSETS AND ENFORCEMENT OF SECURITY INTEREST ACT, 2002 (SARFAESI ACT) READ WITH RULES 6, 8 & 9 OF SECURITY INTEREST (ENFORCEMENT) RULES, 2002.

Notice is hereby given to the public in general and to the Borrower(s)/ Guarantor(s)/ Mortgagor(s), in particular, that the below described immovable & movable property/ies mortgaged/charged to the **Asset Reconstruction Company (India) Limited**, acting in its capacity as Trustee of **Arcil - CPS - 001- VI Trust (SBI)** and **Arcil - CPS - 021- I Trust (SBOP) ("Arcil")** (pursuant to the assignment of financial asset by State Bank of India (SBI) & State Bank of Patiala (SBoP) to Arcil vide registered Assignment Agreement dated June 30, 2014 (SBI) and June 27, 2014 (SBOP)), will be sold on "As is where is", "As is what is", "Whatever there is" and "Without recourse basis" by way of online e-auction, for recovery of outstanding dues together with further interest, charges and costs etc., as detailed below in terms of the provisions of the Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002 read with Rules 6, 8 and 9 of the Security Interest (Enforcement) Rules, 2002.

Name of the Borrower	Sri Lalitha Cement Industries Ltd. (in liqn), Address: Flat No.301, 304, Summit Apartments, 5-1-188/2, 3rd Floor, Hill Fort Road, Saifabad, Hyderabad-500 004.	
Name of the Guarantors/ Co-Borrowers/ Mortgagors	1. P.Parvathi 2. S.Madhu Chandra 3. P.Padmavathi 4. Gutta Sudheer 5. B.Yadagiri 6. P.Subba Raju 7. P.Nagajapathi Raju	8. P.Lakshmiapati Raju 9. Ms. Nirupama (legal heir of Late N.Anoop Kumar & Late N.Aswin Kumar - since deceased) 10. S.Narayana Raju 11. A.Venkateswara Reddy 12. P.Nagamani 13. M/s. Rayudu Enterprises

Outstanding amount as per SARFAESI Notice dated 27-08-2012	Rs.309.91 crores (Rupees Three Hundred Nine Crore Ninety One Lac only) as on 27.08.2012 along with further interest thereon at contractual/ documented rates and other incidental expenses etc.
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Possession	Arcil has taken physical possession as per provisions of SARFAESI Act, 2002 on August 07, 2025
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Date of Inspection	August 20, 2026 to September 28, 2026
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Earnest Money Deposit (EMD)	Rs.5,80,000/- (Rupees Five Lakhs Eighty Thousand Only) The Earnest Money has to be deposited by way of RTGS Favouring "Asset Reconstruction Company (India) Ltd.", Current Account: 02912320000561, HDFC Bank Limited, Branch: Lower Parel, Mumbai, IFSC Code: HDFC0000291
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Last Date for submission of Bid & EMD	September 29, 2026 by 04:00 p.m.
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Reserve Price	Rs.58,00,000/- (Rupees Fifty Eight Lakhs Only)
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Bid Increment	Rs.25,000 (Rupees Twenty Five Thousand Only) & in such multiples
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Date & Time of E-Auction	September 30, 2026 at 11:30 a.m
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Pending Litigations known to ARCIL	Not known
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Encumbrances/Dues known to ARCIL	Not known
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Description of the Secured Asset being auctioned.	Residential Flat No.301 admeasuring 1,120 Sq.Ft along with 1/20th undivided share (58.3 Sq.Yrds) forming part of premises bearing No.11-4-646/B-1 admeasuring 1,166 Sq.Yds. named Rassi Hills View Manor, situated at AC Guards, Saifabad, Hyderabad with all movables owned & mortgaged by Ms. P.Parvathi.
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Terms and Conditions:

- The Auction Sale is being conducted by the Authorised Officer under the provisions of SARFAESI Act with the aid and through e-auction. Auction/ Bidding shall be only through "Online Electronic Mode" through the website www.arcil.co.in.
- The Auction is conducted as per the further Terms and Conditions of the Bid Document and as per the procedure set out therein. Bidders may go through the website of ARCIL, www.arcil.co.in and the link mentioned herein above as well as the website, for bid documents, the details of the secured asset put up for auction/ obtaining the bid forms.
- The bidders may participate in the e-auction quoting/ bidding from their own offices/ place of their choice. Internet connectivity shall have to be arranged by each bidder himself/itself. The Authorised Officer/ ARCIL/ service provider shall not be held responsible for the internet connectivity, network problems, system crash down, power failure etc.
- For details, help, procedure and online training on e-auction, prospective bidders may contact **Mr. Srinivasa Yekabote, Contact Number: +91 9821232244 email id: srinivasa.yekabote@arcil.co.in**
- All the intending purchasers/ bidders are required to register their name in the portal mentioned above as www.arcil.co.in and get user ID and password free of cost to participate in the e-auction on the date and time as mentioned aforesaid.
- For inspection of the property or more information, the prospective bidders may contact **Mr. Srinivasa Yekabote** at the above mentioned address.
- At any stage of the auction, the Authorised Officer may accept/reject/modify/cancel the bid/offer or post-pone the auction without assigning any reason thereof and without any prior notice.
- The successful purchaser/bidder shall bear any statutory dues, taxes, fees payable, applicable GST on the purchase consideration, stamp duty, registration fees, etc. that is required to be paid in order to get the secured asset conveyed/delivered in his/her/its favour as per the applicable law.
- The intending bidders should make their own independent enquiries/ due diligence regarding encumbrances, title of secured asset put on auction and claims/rights/dues affecting the secured assets, including statutory dues, etc., prior to submitting their bid. The auction advertisement does not constitute and will not constitute any commitment or any representation of **ARCIL**. The Authorized Officer of **ARCIL** shall not be responsible in any way for any third-party claims/rights/dues.
- The particulars specified in the auction notice published in the newspapers have been stated to the best of the information of the undersigned; however undersigned shall not be responsible / liable for any error, misstatement or omission.
- In the event of and on later development due to intervention/order of any court or tribunal save appropriate legal opinion and legal remedy available to **ARCIL**, if the sale is required to be cancelled **ARCIL** shall refund the "EMD" and/ or 'Sale Proceeds' only without interest. The Purchaser/ Bidder shall have no right to raise any claim, against **ARCIL** or its officers, of whatsoever nature with respect to loss, damages, costs/expenses, loss of business opportunity etc.
- The Borrower/ Guarantors/ Mortgagors, who are liable for the said outstanding dues, shall treat this Sale Notice as a notice under Rules 6, 8 and 9 of the Security Interest (Enforcement) Rules, about the holding of the above mentioned auction sale.
- In the event, the auction scheduled hereinabove fails for any reason whatsoever, **ARCIL** has the right to sell the secured asset by any other methods under the provisions of Rule 8(5) of the Security Interest (Enforcement) Rules, 2002 and SARFAESI Act, 2002.

Place: Mumbai **Sd/- Authorized Officer, Asset Reconstruction Company (India) Ltd.**
Date: August 20, 2026 **Trustee of Arcil - CPS - 001- VI Trust & Arcil - CPS - 021- I Trust**