

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 2847/June 23, 2015

ADMINISTRATIVE PROCEEDING
File No. 3-16267

In the Matter of

PANKAJ KUMAR SRIVASTAVA and
NATARAJ KAVURI

:
:
:

ORDER TO SHOW CAUSE

The Securities and Exchange Commission (Commission) instituted this proceeding with an Order Instituting Proceedings on November 12, 2014, pursuant to Section 8A of the Securities Act of 1933 (Securities Act), against Respondents Pankaj Kumar Srivastava (Srivastava) and Nataraj Kavuri (Kavuri). The hearing is scheduled to commence on September 14, 2015, in Washington, DC.

Under consideration is the Division of Enforcement's (Division) May 20, 2015, Motion for Summary Disposition, filed pursuant to leave granted. *See Pankaj Kumar Srivastava*, Admin. Proc. Rulings Release No. 2584, 2015 SEC LEXIS 1540 (A.L.J. Apr. 24, 2015). Neither Srivastava nor Kavuri filed an opposition, due by June 10, 2015. *Id.*

The Division asks for a ruling that Respondents violated Sections 17(a)(1) and 17(a)(3) of the Securities Act in connection with their operation of a website, www.profitsparadise.com, through which they solicited investments in securities; for cease-and-desist orders; and for third-tier civil penalties.¹

Accordingly, Srivastava and Kavuri are each ORDERED TO SHOW CAUSE by July 15, 2015, why he should not be held in default and why he should not be ordered to cease and desist from violations of Securities Act Sections 17(a)(1) and 17(a)(3) and to pay a third-tier civil penalty of \$160,000.

/s/ Carol Fox Foelak

Carol Fox Foelak
Administrative Law Judge

¹ The Division did not specify an exact dollar amount but noted that, during the time at issue, which ended in 2014, the maximum third-tier penalty for a natural person was \$160,000 for each violation, pursuant to 17 C.F.R. § 201.1005.