

## MIRA INFORM REPORT

Report No. :	523948
Report Date :	08.08.2018

### INQUIRY DETAILS

Given Name :	PARLE AGRO PRIVATE LIMITED
Given Address :	WESTERN EXPRESS HIGHWAY ANDHERI (E), MUMBAI, MAHARASHTRA MH 400099 IN India
Tel. No.:	91-22-67348000

### IDENTIFICATION DETAILS

Name :	PARLE AGRO PRIVATE LIMITED (w.e.f.16.04.2001)
Formerly Known As :	PARLE AGRO LIMITED
Registered Office :	Western Express Highway, Sahar –Chakala Road, Parsiwada, Andheri (East), Mumbai – 400099, Maharashtra
Tel. No.:	91-22-67348000 / 66935010
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	26.12.1985
CIN No.:	U15130MH1985PTC038459
[Company Identification No.]	
Capital Investment / Paid-up Capital :	INR 82.000 Million
IEC No.:	0390030929
[Import-Export Code No.]	
TIN No.:	33360862272
GSTN :	33AAACP8416G1ZM
[Goods & Service Tax Registration No.]	
PAN No.:	AAACP8416G
[Permanent Account No.]	

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<b>Legal Form :</b>	Private Limited Liability Company
<b>Line of Business :</b>	Manufactures and Distributers of flavours, ready to serve fruit beverages, packaged drinking water, PET preforms, Caps and Handles. (Registered activity)
<b>No. of Employees :</b>	Information denied by the management

**RATING & COMMENTS**

(Mira Inform has adopted New Rating mechanism w.e.f. 23<sup>rd</sup> January 2017)

<b>MIRA's Rating :</b>	A++
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Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default

<b>Status :</b>	Excellent
<b>Payment Behaviour :</b>	Regular
<b>Litigation :</b>	Exist
<b>Comments :</b>	<p>Subject was incorporated in the year 1985. The company operates under three major business verticals like Beverages (fruit drinks, nectars, juice, sparkling drinks), Water (packaged drinking water) and Foods (confectionery, snacks).</p> <p>The company brands include- Frooti, Frooti Fizz, Appy, Appy Fizz, Café Cuba, Frio and Bailley, Bailley Soda, Dhisoom, etc.</p> <p>As per the financial records of 2017, the company has achieved a favourable growth of 14.83% in its revenue as compared to the previous year and has gained a fair profitability margin of 8.01%.</p> <p>The company has possesses strong financial risk profile marked by sound network base along with low debt balance sheet profile and adequate liquidity position.</p> <p>Rating takes into consideration the company's healthy earnings per share (EPS) on INR 1571.77 as against its face value (FV) of INR 100.</p> <p>Business is active. Payment seems to be regular and as per commitments.</p> <p>In view of long and established track record of business operations along with strong brand recognition and healthy financial condition, the company can be considered for normal business dealings with usual trade terms and conditions.</p>

**NOTES:**

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Any query related to this report can be made on e-mail: [infodept@mirainform.com](mailto:infodept@mirainform.com) while quoting report number, name and date.

**EXTERNAL AGENCY RATING**

<b>Rating Agency Name</b>	CRISIL
<b>Rating</b>	Long term Loans (AA)
<b>Rating Explanation</b>	High degree of safety and very low credit risk.
<b>Date</b>	04.01.2018

**RBI DEFAULTERS' LIST STATUS**

Subject's name is not enlisted as a defaulter in the publicly available RBI Defaulters' list.

**BIFR (Board for Industrial & Financial Reconstruction) LISTING STATUS**

Subject's name is not listed as a Sick Unit in the publicly available BIFR (Board for Industrial & Financial Reconstruction) list as of 08.08.2018.

**IBBI (Insolvency and Bankruptcy Board of India) LISTING STATUS**

Subject's name is not listed in the publicly available IBBI (Insolvency and Bankruptcy Board of India) list as of report date.

**EPF (Employee Provident Fund) DEFAULTERS' LIST STATUS**

Subject's name is not enlisted as a defaulter in the publicly available EPF (Employee Provident Fund) Defaulters' list as of 31-03-2018.

**INFORMATION DENIED**

<b>Name :</b>	Mr. Vikram
<b>Designation :</b>	Account Department
<b>Contact No.:</b>	91-22-67348000
<b>Date :</b>	06.08.2018

**LOCATIONS**

<b>Registered/ Head Office :</b>	<b>Corporate/</b>	Western Express Highway, Sahar –Chakala Road, Parsiwada, Andheri (East), Mumbai – 400099, Maharashtra, India
<b>Tel. No.:</b>		91-22-67348000 / 66935010/ 26142216
<b>Fax No.:</b>		91-22-66935050
<b>E-Mail :</b>		<a href="mailto:info@parleagro.com">info@parleagro.com</a> <a href="mailto:exports@parleagro.com">exports@parleagro.com</a> <a href="mailto:performs@parleagro.com">performs@parleagro.com</a> <a href="mailto:consumercell@parleagro.com">consumercell@parleagro.com</a> <a href="mailto:corpcomm@parleagro.com">corpcomm@parleagro.com</a>

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<b>Website :</b>	<a href="http://www.parleagro.com">http://www.parleagro.com</a>
<b>Factories :</b>	<p><b>Also located At:</b></p> <p>C-16, Sector-22, Opposite Samtal Electronics, Meerut Road, Industrial Area, Ghaziabad-201003 Uttar Pradesh</p> <p><b>Located at:</b></p> <p><b>Beverages [Own]</b></p> <ul style="list-style-type: none"> <li>• Varanasi</li> <li>• Bhopal</li> <li>• Patalganga</li> <li>• Hyderabad</li> <li>• Khordha</li> <li>• Chennai</li> </ul> <p><b>Beverages [Franchise]</b></p> <ul style="list-style-type: none"> <li>• Ambala</li> <li>• Alwar</li> <li>• Nepal</li> <li>• Ranchi</li> <li>• Kolkata</li> <li>• Guwahati</li> </ul> <p><b>Bailey [Franchise]</b></p> <ul style="list-style-type: none"> <li>• Ambala</li> <li>• Haryana</li> <li>• Noida</li> <li>• Lucknow</li> <li>• Jaipur</li> <li>• Kathmandu</li> <li>• Gandhinagar</li> <li>• Ahmedabad</li> <li>• Mumbai</li> <li>• Patalganga</li> <li>• Solapur</li> <li>• Goa</li> <li>• Yavatmal</li> <li>• Hyderabad</li> <li>• Bangalore</li> <li>• Chittoor</li> <li>• Chennai</li> <li>• Aluva</li> <li>• Tamil Nadu</li> <li>• Bhubaneswar</li> <li>• Kolkata</li> </ul>

	<ul style="list-style-type: none"> <li>• Ranchi</li> <li>• Guwahati</li> </ul> <p><b>Snacks</b></p> <ul style="list-style-type: none"> <li>• Rudrapur</li> <li>• Delhi</li> <li>• Vatwa, Ahmedabad</li> <li>• Hyderabad</li> </ul>
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**DIRECTORS**

As on 31.03.2018

<b>Name :</b>	Mrs. Nadia Chauhan Kurup
<b>Designation :</b>	Managing Director
<b>Address :</b>	Anand, 13th Floor, Plot, No.424, Chitrkar Dhurandhar Marg, Khar (West), Mumbai - 400052, Maharashtra, India.
<b>Date of Birth/Age :</b>	08.01.1986
<b>Qualification :</b>	Bachelor of Commerce
<b>Date of Appointment :</b>	24.02.2009
<b>PAN No. :</b>	AEVPC0282P
<b>DIN No.:</b>	00850166
<b>Name :</b>	Mr. Prakash Jayantilal Chauhan
<b>Designation :</b>	Whole Time Director
<b>Address :</b>	Shanti Kunj, 47 Tejpal Road, Vile Parle (East), Mumbai - 400057, Maharashtra, India
<b>Date of Birth/Age :</b>	16.12.1946
<b>Qualification :</b>	Electron Technology Programme – RCA Institute (USA) BSC. in Business Administration – Boston University USA
<b>Date of Appointment :</b>	26.12.1985
<b>PAN No. :</b>	AAIPC2975J
<b>DIN No.:</b>	00078739
<b>Name :</b>	Mrs. Schauna Chauhan Bikramjeet Saluja
<b>Designation :</b>	Whole Time Director
<b>Address :</b>	2901, A Wing, 29th Floor, Oberoi Sky Heights, Lokhandwala, Andheri (West), Mumbai - 400052, Maharashtra, India
<b>Date of Birth/Age :</b>	02.08.1976
<b>Qualification :</b>	BBA International Management in Business School of Lausanne, Switzerland
<b>Date of Appointment :</b>	30.09.1999
<b>PAN No. :</b>	ADBPC2995C
<b>DIN No.:</b>	00078965
<b>Name :</b>	Mrs. Alisha Chauhan Riyhad Kundanmal
<b>Designation :</b>	Director

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<b>Address :</b>	1401/ 1402, Hicons Classic, CTS F/ 125, New Galita, TPS IV, 21st Road, Khar (West), Mumbai – 400052, Maharashtra, India
<b>Date of Birth/Age :</b>	14.09.1978
<b>Qualification :</b>	Bachelor of Commerce, Bachelor of Economics, BBA
<b>Date of Appointment :</b>	15.09.2010
<b>PAN No. :</b>	AERPC6469G
<b>DIN No.:</b>	00079033
<b>Name :</b>	Mr. Ashok Purshottam Bhave
<b>Designation :</b>	Director and Head Technical
<b>Address :</b>	27-C, Prem Varsha Parsiwada, Sahar Road, Andheri (East), Mumbai - 400099, Maharashtra, India
<b>Date of Birth/Age :</b>	05.10.1948
<b>Qualification :</b>	M.E., Ministry of Transport
<b>Date of Appointment :</b>	22.12.2008
<b>PAN No. :</b>	ABPPB0380A
<b>DIN No.:</b>	02480658

**KEY EXECUTIVES**

<b>Name :</b>	Mr. Schauna Chauhan Bikramjeet
<b>Designation :</b>	Chief Executive Officer
<b>Address :</b>	2901 Wing A, 29th Floor, Oberoi, Sky Heights, Lokhandwala, Andheri (West), Mumbai - 400053, Maharashtra, India
<b>Date of Birth/Age :</b>	02.08.1976
<b>Qualification :</b>	Bachelor's Degree in International Management (BBA) specializing in International Business Management from the Business School Lausanne Switzerland
<b>Date of Appointment :</b>	01.04.2014
<b>PAN No.:</b>	ADBPC2995C
<b>Name :</b>	Mr. Bhalchandra Shripad Virkar
<b>Designation :</b>	Company Secretary
<b>Address :</b>	Shree Ganesh Vaibhav Chs Limited, B/304, Sector N0-6, Charkop Market Road, Charkop, Kandivali, Mumbai-400067, Maharashtra, India
<b>Date of Appointment :</b>	16.05.2016
<b>PAN No.:</b>	AAAPV6510G
<b>Name :</b>	Mr. Kishor V. Ved
<b>Designation :</b>	Practicing Company Secretary
<b>Address :</b>	D/215, Neelkanth Business Park, Near Vidyavihar Bus Depot, Vidyavihar West, Mumbai – 400086, Maharashtra, India
<b>Tel. No:</b>	91-22-25100327
<b>Mob. No:</b>	91-9004000831
<b>Email:</b>	<a href="mailto:vedkishor1@rediffmail.com">vedkishor1@rediffmail.com</a> <a href="mailto:kishore.ved@gmail.com">kishore.ved@gmail.com</a>

<b>Name :</b>	Mr. Vikram
<b>Designation :</b>	Account Department

**MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN**

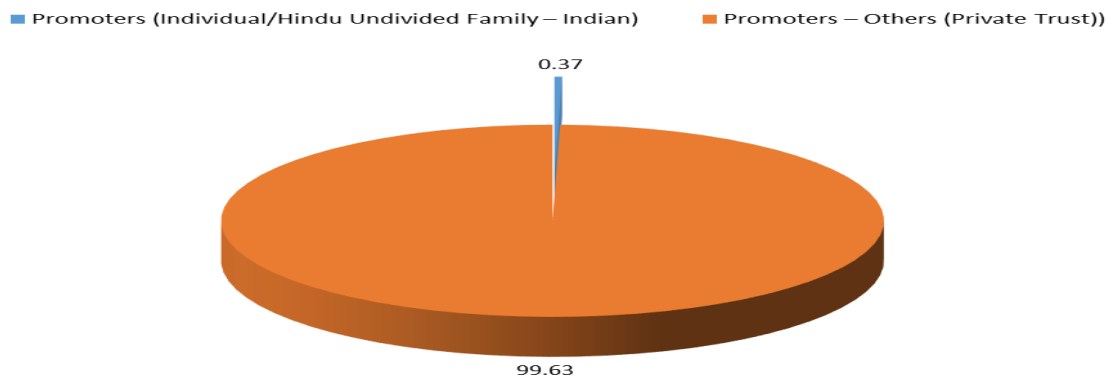
**As on 31.03.2017**

Names of Shareholders	No. of Shares
Prakash Jayahntilal Chauhan	1000
Schauhna Chauhan Bikramjeet Saluja	1000
Alisha Chauhan Riyhad Kundanmal	1000
Barclays Wealth Trustees India Private Limited, India (Trustee of JM Family Private Trust)	817000
<b>Total</b>	<b>820000</b>

**As on 29.09.2017**

Category	Percentage
Promoters (Individual/Hindu Undivided Family – Indian)	0.37
Promoters – Others (Private Trust)	99.63
<b>Total</b>	<b>100.00</b>

**Share holding pattern**



**BUSINESS DETAILS**

<b>Line of Business :</b>	Manufactures and Distributers of flavours, ready to serve fruit beverages, packaged drinking water, PET preforms, Caps and Handles. (Registered activity)	
<b>Products :</b>	<b>ITC Code No.</b>	<b>Product Descriptions</b>

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	22029020	Fruit Based Drinks
	39159042	PET Preforms
	22011010	Packaged Drinking Water (Bailey Bottles)
	82149010	Plastic Handles
	<b>NIC Code No.</b>	<b>Products/Services Description</b>
	10304 & 11043	Manufacturing of fruit juice based ready to serve beverages and packaged drinking water
<b>Brand Names :</b>	<ul style="list-style-type: none"> <li>• FROOTI</li> <li>• FROOTI FIZZ</li> <li>• APPY</li> <li>• APPY FIZZ</li> <li>• CAFÉ CUBA</li> <li>• FRIO AND BAILLEY</li> <li>• BAILLEY SODA</li> <li>• DHISHOOM</li> </ul>	
<b>Agencies Held :</b>	Not Divulged	
<b>Exports :</b>	Not Divulged	
<b>Imports :</b>	Not Divulged	
<b>Terms :</b>	Not Divulged	

**GENERAL INFORMATION**

<b>Suppliers :</b>	<b>Reference :</b>	Not Divulged
	<b>Name of the Person :</b>	--
	<b>Contact No.:</b>	--
	<b>Since How Long Known :</b>	--
	<b>Maximum Limit Dealt :</b>	--
	<b>Experience :</b>	--
	<b>Remark:</b>	--
<b>Customers :</b>	<b>Reference :</b>	Not Divulged
	<b>Name of the Person :</b>	--
	<b>Contact No.:</b>	--
	<b>Since How Long Known :</b>	--
	<b>Maximum Limit Dealt :</b>	--
	<b>Experience :</b>	--
	<b>Remark:</b>	--

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<b>No. of Employees :</b>	Information denied by the management		
<b>Bankers :</b>	<ul style="list-style-type: none"> <li>• CITI Bank N.A, First International Financial Centre, 9th Floor, Plot No. C-54 and 55, BKC, Bandra (East), Mumbai-400051, Maharashtra, India</li> <li>• ICICI Bank Limited, ICICI Bank Tower, Near Chakli Circle, Old Padra Road, Vadodara-390007, Gujarat, India</li> <li>• DBS Bank Limited, Bhushan Complex, 1st Floor, 806 Anna Salai Chennai-600002, Tamilnadu, India</li> <li>• IndusInd Bank Limited, Shop No. 6,7,8 and 9 Roshan Avenue, Silvassa - Vapi Road, Silvassa-396230, Dadra and Nagar Haveli, India</li> <li>• The Hongkong and Shanghai Banking Corporation Limited, 52/60, Mahatma Gandhi Road, Fort, Mumbai-400001, Maharashtra, India</li> </ul>		
<b>Facilities :</b>	<b>Secured Loan</b>	<b>31.03.2017 (INR in Million)</b>	<b>31.03.2016 (INR in Million)</b>
	<b>Long-term Borrowings</b>		
	Rupee term loans from banks	2376.600	0.000
	<b>Short-term borrowings</b>		
	Working capital loans from banks (Cash credit facility from banks is secured against hypothecation of stock and book debts and is repayable on demand)	22.736	200.022
	<b>Total</b>	<b>2399.336</b>	<b>200.022</b>

<b>Auditors :</b>	
<b>Name :</b>	S R B C and Company, LLP Chartered Accountants
<b>Address :</b>	14th Floor, The Ruby, 29 Senapati Bapat Marg, Dadar (West), Mumbai – 400028, Maharashtra, India
<b>Income-tax PAN of auditor or auditor's firm :</b>	ACHFS9117R
<b>Memberships :</b>	----
<b>Collaborators :</b>	----
<b>Associates/Subsidiaries :</b>	Not Divulged

**CAPITAL STRUCTURE**

**As on 29.09.2017**

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**Authorized Capital:**

No. of Shares	Type	Value	Amount
1500000	Equity Shares	INR 100/- each	INR 150.000 Million

**Issued, Subscribed & Paid-up Capital :**

No. of Shares	Type	Value	Amount
820000	Equity Shares	INR 100/- each	INR 82.000 Million

**FINANCIAL DATA**  
*[all figures are in Rupees Million]*

**ABRIDGED BALANCE SHEET**

SOURCES OF FUNDS	31.03.2017	31.03.2016	31.03.2015
<b>I. EQUITY AND LIABILITIES</b>			
(1) Shareholders' Funds			
(a) Share Capital	82.000	82.000	82.000
(b) Reserves & Surplus	6328.919	5049.533	3938.575
(c) Money received against share warrants	0.000	0.000	0.000
(2) Share Application money pending allotment	0.000	0.000	0.000
<b>Total Shareholders' Funds (1) + (2)</b>	<b>6410.919</b>	<b>5131.533</b>	<b>4020.575</b>
(3) Non-Current Liabilities			
(a) long-term borrowings	2376.600	113.500	246.500
(b) Deferred government grants	44.142	0.000	0.000
(c) Other long term liabilities	0.000	0.000	0.000
(d) long-term provisions	98.524	60.835	56.202
<b>Total Non-current Liabilities (3)</b>	<b>2519.266</b>	<b>174.335</b>	<b>302.702</b>
(4) Current Liabilities			
(a) Short term borrowings	1900.665	340.606	80.178
(b) Trade payables	1195.340	855.362	786.473
(c) Other current liabilities	830.915	672.631	711.767
(d) Short-term provisions	227.565	199.033	404.932
(e) Deferred government grants	24.600	0.000	0.000
<b>Total Current Liabilities (4)</b>	<b>4179.085</b>	<b>2067.632</b>	<b>1983.350</b>
<b>TOTAL</b>	<b>13109.270</b>	<b>7373.500</b>	<b>6306.627</b>
<b>II. ASSETS</b>			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	3446.757	2371.755	2471.113
(ii) Intangible Assets	26.651	22.283	11.579
(iii) Capital work-in-progress	1272.332	50.018	44.528
(iv) Intangible assets under development	0.000	6.450	0.000
(b) Non-current Investments	393.239	167.993	14.672
(c) Deferred tax assets (net)	240.454	411.690	185.632
(d) Long-term Loan and Advances	72.167	64.716	459.210
(e) Other Non-current assets	329.946	279.849	14.069
<b>Total Non-Current Assets</b>	<b>5781.546</b>	<b>3374.754</b>	<b>3200.803</b>

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(2) Current assets			
(a) Current investments	3453.378	1464.423	704.968
(b) Inventories	3016.936	2093.771	1851.935
(c) Trade receivables	318.906	221.040	217.775
(d) Cash and cash equivalents	9.969	24.532	28.015
(e) Short-term loans and advances	0.000	0.000	292.663
(f) Other current assets	528.535	194.980	10.468
<b>Total Current Assets</b>	<b>7327.724</b>	<b>3998.746</b>	<b>3105.824</b>
<b>TOTAL</b>	<b>13109.270</b>	<b>7373.500</b>	<b>6306.627</b>

**PROFIT & LOSS ACCOUNT**

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	<b>SALES</b>			
	Income	16095.376	14016.686	12517.894
	Other Income	472.462	159.162	91.987
	<b>TOTAL</b>	<b>16567.838</b>	<b>14175.848</b>	<b>12609.881</b>
<b>Less</b>	<b>EXPENSES</b>			
	Cost of Materials Consumed	7798.230	6276.659	6008.990
	Purchases of Stock-in-Trade	52.546	14.329	49.207
	Changes in inventories of finished goods, work-in-progress and Stock-in-Trade	(382.121)	106.136	(42.270)
	Employees benefits expense	1560.077	1378.580	1209.057
	Other expenses	4964.204	4038.706	3205.593
	<b>TOTAL</b>	<b>13992.936</b>	<b>11814.410</b>	<b>10430.577</b>
	<b>PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>	<b>2574.902</b>	<b>2361.438</b>	<b>2179.304</b>
<b>Less</b>	<b>FINANCIAL EXPENSES</b>	124.913	64.253	93.310
	<b>PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>	<b>2449.989</b>	<b>2297.185</b>	<b>2085.994</b>
<b>Less/ Add</b>	<b>DEPRECIATION/ AMORTISATION</b>	582.042	611.164	733.251
	<b>PROFIT/ (LOSS) BEFORE TAX</b>	<b>1867.947</b>	<b>1686.021</b>	<b>1352.743</b>
<b>Less</b>	<b>TAX</b>	579.096	567.478	281.009
	<b>PROFIT/ (LOSS) AFTER TAX</b>	<b>1288.851</b>	<b>1118.543</b>	<b>1071.734</b>
<b>Add</b>	<b>PREVIOUS YEARS' BALANCE BROUGHT</b>	<b>3455.267</b>	<b>2336.724</b>	<b>1243.739</b>

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<b>FORWARD</b>				
	<b>Other Comprehensive Income</b>	<b>(28.726)</b>	<b>(19.261)</b>	<b>0.000</b>
	<b>Balance Carried to the B/S</b>	<b>4715.392</b>	<b>3436.006</b>	<b>2315.473</b>
<b>EARNINGS IN FOREIGN CURRENCY</b>				
	F.O.B. Value of Exports	205.417	230.202	280.534
	<b>TOTAL EARNINGS</b>	<b>205.417</b>	<b>230.202</b>	<b>280.534</b>
	<b>Earnings / (Loss) Per Share (INR)</b>	<b>1571.77</b>	<b>1364.08</b>	<b>1306.99</b>

**CURRENT MATURITIES OF LONG TERM DEBT DETAILS**

<b>Particulars</b>	<b>31.03.2017</b>	<b>31.03.2016</b>	<b>31.03.2015</b>
Current Maturities of Long term debt	0.000	117.908	262.087
Net cash flows from (used in) operations	1154.029	2097.984	1828.977
Net cash flows from (used in) operating activities	746.086	1485.131	1916.251

**KEY RATIOS**

**EFFICIENCY RATIOS**

<b>PARTICULARS</b>	<b>31.03.2017</b>	<b>31.03.2016</b>	<b>31.03.2015</b>
Average Collection Days [Sundry Debtors / Income * 365]	7.23	5.76	6.35
Account Receivables Turnover [Income / Sundry Debtors]	50.47	63.41	57.48
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	55.57	49.63	47.38
Inventory Turnover (Operating Income / Inventories)	0.85	1.13	1.18
Asset Turnover (Operating Income / Net Fixed Assets)	0.54	0.96	0.86

**LEVERAGE RATIOS**

<b>PARTICULARS</b>	<b>31.03.2017</b>	<b>31.03.2016</b>	<b>31.03.2015</b>
--------------------	-------------------	-------------------	-------------------

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Debt Ratio (Borrowing + Current Liabilities) / Total Assets)	0.50	0.31	0.40
Debt Equity Ratio (Total Liability / Networth)	0.67	0.11	0.15
Current Liabilities to Networth (Current Liabilities / Net Worth)	0.65	0.40	0.49
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.74	0.48	0.63
Interest Coverage Ratio (PBIT / Financial Charges)	20.61	36.75	23.36

**PROFITABILITY RATIOS**

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin (PAT / Sales) * 100)	%	8.01	7.98	8.56
Return on Total Assets ((PAT / Total Assets) * 100)	%	9.83	15.17	16.99
Return on Investment (ROI) ((PAT / Networth) * 100)	%	20.10	21.80	26.66

**SOLVENCY RATIOS**

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)		1.75	1.93	1.57
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		1.03	0.92	0.63
G-Score Ratio Financial (Networth / Total Assets)		0.49	0.70	0.64
G-Score Ratio Debt (Debts / Equity Capital)		52.16	6.98	7.18
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		1.75	1.93	1.57

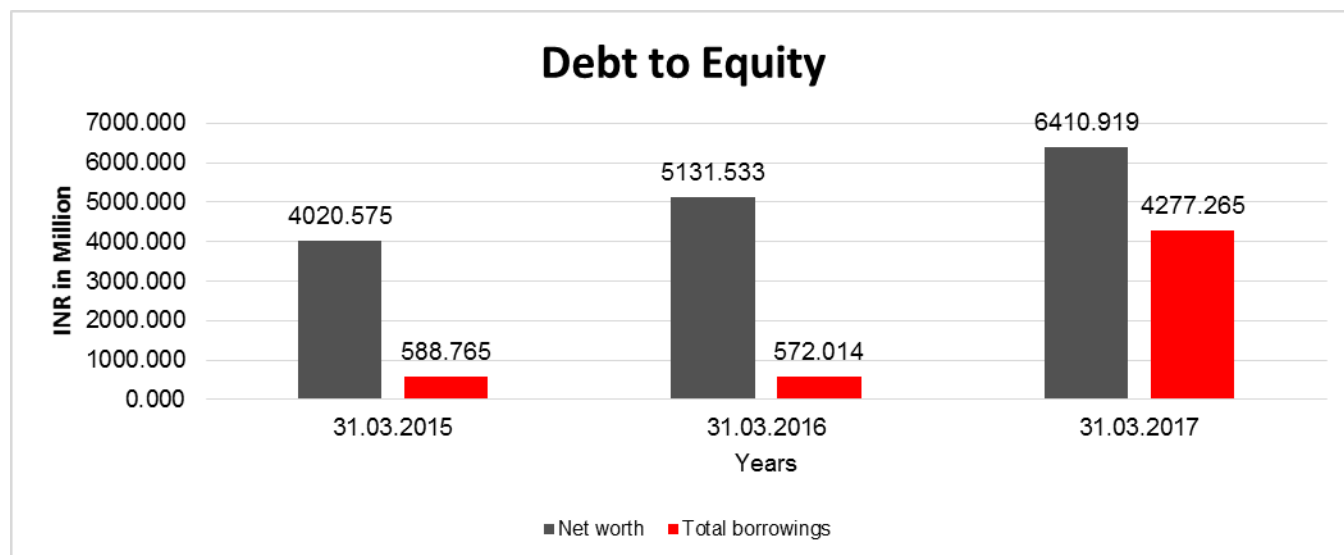
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

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**FINANCIAL ANALYSIS**  
*[all figures are in INR Million]*

**DEBT EQUITY RATIO**

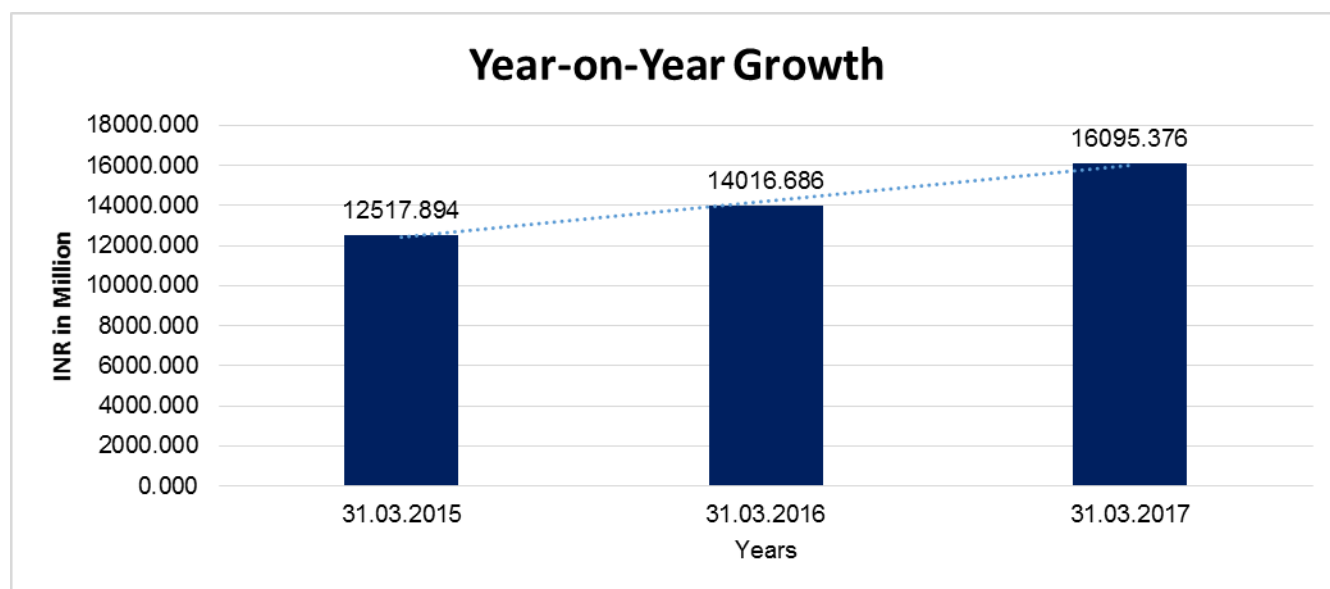
Particular	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Share Capital	82.000	82.000	82.000
Reserves & Surplus	3938.575	5049.533	6328.919
Money received against share warrants	0.000	0.000	0.000
Share Application money pending allotment	0.000	0.000	0.000
<b>Net worth</b>	<b>4020.575</b>	<b>5131.533</b>	<b>6410.919</b>
long-term borrowings	246.500	113.500	2376.600
Short term borrowings	80.178	340.606	1900.665
Current maturities of long-term debts	262.087	117.908	0.000
<b>Total borrowings</b>	<b>588.765</b>	<b>572.014</b>	<b>4277.265</b>
<b>Debt/Equity ratio</b>	<b>0.146</b>	<b>0.111</b>	<b>0.667</b>



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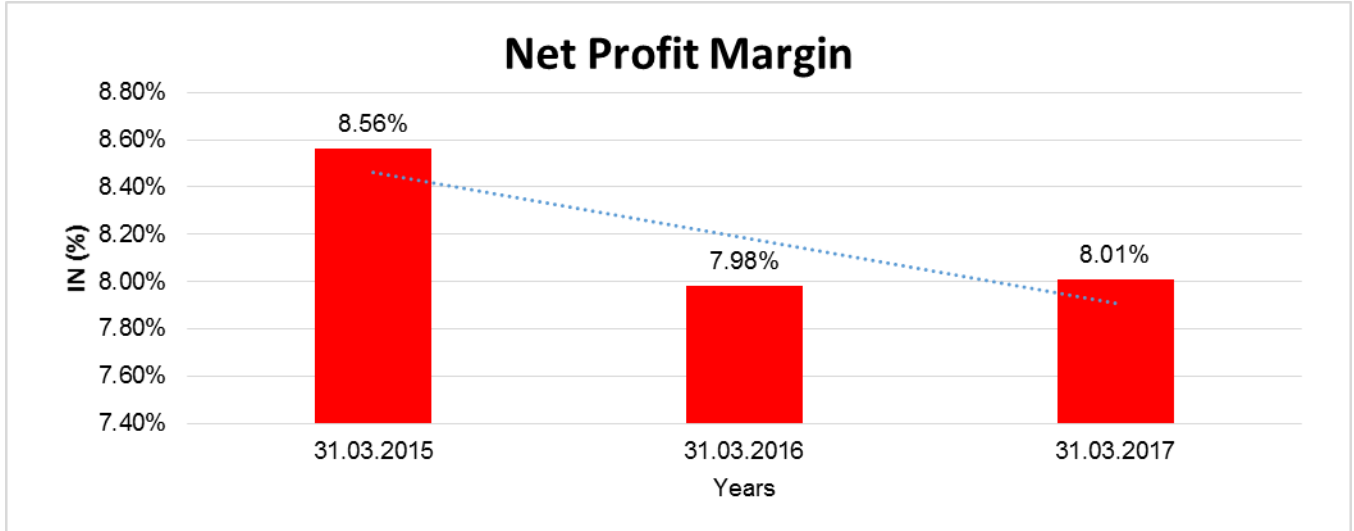
**YEAR-ON-YEAR GROWTH**

Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	12517.894	14016.686	16095.376
		<b>11.973</b>	<b>14.830</b>



**NET PROFIT MARGIN**

Net Profit Margin	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	12517.894	14016.686	16095.376
Profit	1071.734	1118.543	1288.851
	<b>8.56%</b>	<b>7.98%</b>	<b>8.01%</b>



#### LEGAL CASES

#### Chief Judicial Magistrate

##### Case Details

Case Type: Cri. Case

Filing Number: 2114787/2017 Filing Date: 01-11-2017

Registration Number: 2114787/2017 Registration Date: 01-11-2017

**CNR Number: UPVR04-043911-2017**

##### Case Status

**First Hearing Date: 15th November 2017**

**Next Hearing Date: 31st January 2018**

**Stage of Case: Appearance**

**Court Number and Judge: 21-C.J.M.**

##### Petitioner and Advocate

1) State Of U.P.

##### Respondent and Advocate

1) Parle agro pvt. ltd.

##### Acts

Under Act(s)	Under Section(s)
Zilla Parishad & Panchayat Samiti Act	239,240

#### History of Case Hearing

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Registration Number	Judge	Business On Date	Hearing Date	Purpose of hearing
2114787/2017	C.J.M.	15-11-2017	10-12-2017	Appearance
2114787/2017	C.J.M.	<a href="#">10-12-2017</a>	08-01-2018	Appearance
2114787/2017	C.J.M.	<a href="#">08-01-2018</a>	31-01-2018	Appearance

**City Civil Court, Mumbai**

**Case Details**

Case Type: SUIT

Filing Number: 102119/2013 Filing Date: 06-05-2013

Registration No.: 102789/2013 Registration Date: 10-07-2013

**CNR NO: MHCC01-002424-2013**

**Case Status**

**First Hearing Date: 29th July 2013**

**Next Hearing Date: 06th May 2016**

**Stage of Case: NM ORDERS**

**Court No. and Judge: 31-JUDGE 31 AD-HOC ADDL SESSIONS JUDGE**

**Petitioner and Advocate**

1) MS AGARWAL PACKERS AND MOVERS LTD

Address - 46 EASTERN CHAMBER POONA STREET DANA BUNDER MASJID E MUMBAI-09

Advocate- VIDYA N BAGUL

**Respondent and Advocate**

1) MS PARLE AGRO PVT LTD

Address - WESTERN EXPRESS HIGHWAY SAHAR CHAKALA ROAD PARSIWADA ANDHERI E MUMBAI 99

**History of Case Hearing**

Registration No.	Judge	Business On Date	Hearing Date	Purpose of hearing
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	29-07-2013	19-10-2013	WRIT OF SUMMONS
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	19-10-2013	16-11-2013	WRITTEN STATEMENT
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	16-11-2013	11-12-2013	WRITTEN STATEMENT
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	11-12-2013	28-01-2014	WRITTEN

				STATEMENT
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	28-01-2014	12-03-2014	WRITTEN STATEMENT
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	12-03-2014	21-03-2014	NM FOR HEARING
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	21-03-2014	27-06-2014	FRAMING ISSUES
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	27-06-2014	01-09-2014	FRAMING ISSUES
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	01-09-2014	26-09-2014	FRAMING ISSUES
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	26-09-2014	22-12-2014	FRAMING ISSUES
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	22-12-2014	06-04-2015	FRAMING ISSUES
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	06-04-2015	06-05-2015	FRAMING ISSUES
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	06-05-2015	06-07-2015	FRAMING ISSUES
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	06-07-2015	04-08-2015	FRAMING ISSUES
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	04-08-2015	05-10-2015	FRAMING ISSUES
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	05-10-2015	01-12-2015	FRAMING ISSUES
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	01-12-2015	08-01-2016	RECORDING EVIDENCE
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	08-01-2016	18-02-2016	RECORDING EVIDENCE
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	<a href="#">18-02-2016</a>	29-03-2016	SUIT STAYED
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	<a href="#">29-03-2016</a>	18-04-2016	NM ARGUMENTS
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	<a href="#">18-04-2016</a>	06-05-2016	NM ORDERS
<b>Orders</b>				

**LOCAL AGENCY FURTHER INFORMATION**

Sr. No.	Check list by info agents	Available in Report (Yes/No)
1	Year of establishment	Yes
2	Constitution of the entity -Incorporation details	Yes
3	Locality of the entity	Yes
4	Premises details	No
5	Buyer visit details	-
6	Contact numbers	Yes
7	Name of the person contacted	Yes
8	Designation of contact person	Yes
9	Promoter's background	Yes
10	Date of Birth of Proprietor / Partners / Directors	Yes

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11	Pan Card No. of Proprietor / Partners	Yes
12	Voter Id Card No. of Proprietor / Partners	No
13	Type of business	Yes
14	Line of Business	Yes
15	Export/import details (if applicable)	No
16	No. of employees	No
17	Details of sister concerns	Yes
18	Major suppliers	No
19	Major customers	No
20	Banking Details	Yes
21	Banking facility details	Yes
22	Conduct of the banking account	--
23	Financials, if provided	Yes
24	Capital in the business	Yes
25	Last accounts filed at ROC, if applicable	Yes
26	Turnover of firm for last three years	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last three years	Yes
30	Major shareholders, if available	Yes
31	External Agency Rating, if available	No
32	Litigations that the firm/promoter involved in	Yes
33	Market information	---
34	Payments terms	No
35	Negative Reporting by Auditors in the Annual Report	No

#### CORPORATE INFORMATION

The Company manufactures and distributes flavours, ready to serve fruit beverages, packaged drinking water, PET preforms, caps and handles. The Company is a private company domiciled in India and is incorporated under the provisions of the Companies Act applicable in India. The registered office of the Company is located at Off Western Express Highway, Sahar-Chakala Road, Parsiwada, Andheri – East, Mumbai, Maharashtra.

#### BRIEF DESCRIPTION OF THE COMPANY'S WORKING DURING THE YEAR/STATE OF COMPANY'S AFFAIR:

The Company has one segment viz. Ready to Serve Fruit Beverages and Carbonated Soft Drinks etc. The current situation is expected to be stable and strengthen further during the financial year 2017-18.

#### UNSECURED LOAN

Unsecured Loan	31.03.2017 (INR in Million)	31.03.2016 (INR in Million)
<b>Long-term Borrowings</b>		
Loans and advances from related parties	0.000	113.500

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Short-term borrowings		
Loans repayable on demand	31.739	78.991
Loans and advances from directors	231.253	61.593
Other loans and advances, others	1614.937	0.000
<b>Total</b>	<b>1877.929</b>	<b>254.084</b>

**INDEX OF CAHREGS:**

SN o	SRN	Charge Id	Charge Holder Name	Date of Creation	Date of Modification	Date of Satisfaction	Amount	Address
1	G84686633	100171116	CITI BANK N.A.	04/04/2018	-	-	1500000000.0	FIRST INTERNATIONAL FINANCIAL CENTRE,9TH FLOORPLOT NO. C-54 & 55, BKC, BANDRA (E)MUMBAIMH400051IN
2	G79070736	100159523	ICICI BANK LIMITED	08/01/2018	-	-	200000000.0	ICICI BANK TOWER, NEAR CHAKLI CIRCLE,OLD PADRA ROAD,VADODA RAGJ390007IN
3	G57424202	100128644	DBS Bank Ltd	25/09/2017	-	-	200000000.0	BHUSHAN COMPLEX, 1ST FLOOR, 806 ANNA SALAICHENNAIT N600002IN
4	G52689742	100121165	IndusInd Bank Ltd	14/08/2017	-	-	350000000.0	SHOP NO. 6,7,8 & 9 ROSHAN AVENUE,SILVASA - VAPI ROADSVLVA S DN396230IN
5	G38313870	100074832	The Hongkong and Shanghai Banking Corporation Limited	13/01/2017	08/03/2017	-	1200000000.0	52/60, MAHATMA GANDHI ROAD,FORT,MUMBAIMH400001IN
6	G09017641	100043230	THE HONGKON	12/07/2016	-	-	1800000000.0	52/60 MAHATMA GANDHI

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			G AND SHANGHAI BANKING CORPORATION LIMITED					ROAD,FORT,MUMBAIMH4000011N
7	G07382005	100038260	THE HONGKONG AND SHANGHAI BANKING CORPORATION LIMITED	12/07/2016	-	-	250000000.0	52/60 MAHATAMA GANDHI ROAD, P.O BOX 128, FORTMUMBAIM H400001IN
8	C22107742	10521632	KOTAK MAHINDRA BANK LIMITED	26/08/2014	-	-	200000000.0	27BKC, C 27, G BLOCKBANDRA KURLA COMPLEX, BANDRA (E),MUMBAIMH400051IN
9	B76208479	10428938	HDFC BANK LIMITED	03/05/2013	-	-	300000000.0	HDFC BANK HOUSESENAPATI BAPAT MARGLOWER PAREL WMUMBAIMH400013IN
10	B74386830	10093570	YES BANK LIMITED	04/03/2008	20/03/2013	-	200000000.0	9TH FLOOR, NEHRU CENTRE, DISCOVERY OF INDIA,DR. ANNIE BESANT ROAD, WORLI,MUMBAI MH400018IN

**FIXED ASSETS**

- Land
- Buildings
- Factory building
- Plant and equipment
- Factory equipments
- Furniture and fixtures
- Vehicles
- Motor vehicles
- Computer equipments

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**WEBSITE DETAILS:**

**NEWS / PRESS RELEASE**

**PARLE AGRO PLANS INR 1000.000 MILLION MARKETING PUSH FOR APPY FIZZ**

**DATE: 11.05.2018**

Parle Agro aims to build Appy Fizz into an over INR 1000.000 Million brand in the next two years

New Delhi: Parle Agro Pvt Ltd has launched one of the biggest marketing campaigns pegged at INR 1000.000 Million featuring actor Salman Khan to promote Appy Fizz, a fruit based fizzy drink brand that has seen increased competition during the past one year.

The 'Feel the fizz' marketing campaign is an attempt by the company to scale the Appy Fizz brand and thwart competition from multinationals like PepsiCo and Coca-Cola India and homegrown firms like Dabur and Bisleri International which have started boosting presence in the category.

"We aim to build Appy Fizz into an over INR 10000.000 Million brand in the next two years," said Nadia Chauhan, joint managing director and chief marketing officer, Parle Agro.

Appy Fizz, the company stated, is a INR 6500.000 Million brand which has grown 100% over the last five years. Chauhan added that currently Appy Fizz is sold through seven lakh outlets across the country.

Launched in 2005 as a niche and premium product, Appy Fizz has been dominant in the fruit plus fizz category which has seen a lot of action lately. In 2014, Prime Minister Narendra Modi urged multinational carbonated beverage firms such as Coca-Cola and PepsiCo to mix natural fruit juice (at least 5%) in aerated beverages to help augment fruit sales of Indian farmers. Additionally, carbonated beverages have seen sluggish growth owing to increasing number of consumers opting for healthy drinks.

In March this year, PepsiCo India announced that it will launch a fruit juice drink with fizz under its Slice brand with flavours like jeera, apple, lemon, orange and clear lime. Coca-Cola India is also bringing fruit based version of its fizzy drink brands – Limca and Sprite. Bisleri International which launched Bisleri Pop, an aerated fruit-based drink last year, has rolled its big summer campaign featuring singer Mika Singh last month.

However, Chauhan said that the decision to appoint Salman Khan and the marketing push for Appy Fizz has nothing to do with competition. "We created the fruit plus fizz category ten years back and we continue to hold 99% market share," she said, adding that Khan will help to scale Appy Fizz further and will give it additional penetration in the country.

The company will be launching a smaller 'pick me up' 160ml PET bottle priced at INR 10 to further drive penetration.

The summer campaign, which is promoted across television, outdoor, cinema and on-ground, is a part of the company's strategy which is targeting INR 50000.000 million turnover by 2018.

Samit Sinha, brand expert and managing partner, Alchemist Brand Consulting said the campaign is clearly a move to grab a consumer mindshare in the fizzy category which is expected to see a lot of action from brands.

According to market research firm Euromonitor International, the non-cola carbonates market grew at a compound annual growth rate (CAGR) of 10.8% between 2012 and 2017 as oppose to cola carbonates which grew at 8.3%.

"Moving forward, carbonates with juice content are expected to partially offset the slow growth in carbonates. With the introduction of new flavours by carbonated soft drinks companies, consumers are expected to indulge in consuming these soft drinks as they are cheaper than carbonates and are deemed healthier," said Devchandani Mallick, research analyst at Euromonitor International.

**Date: 30.07.2018**

### **PARLE'S NEW AR CAMPAIGN USERS A TASTE OF #THEFROOTILIFE**

Crafted by mCanvas and OMD, the real-time face detection game using a smartphone's camera enables users to engage with Frooti's AR game

mCanvas, the experiential storytelling ad platform for small screens, joined hands with OMDIndia to create an Augmented Reality (AR) mobile ad campaign for Parle Agro's Frooti. mCanvas created an innovative mobile game inside a banner ad that reached 1.9 Million users and engaged them with Frooti's brand narrative.

For this campaign, Frooti's objective was to deliver an experience high on innovation while balancing the campaign's messaging about building recall around the drink when it comes to summer time fun.

To meet the brand's objective, mCanvas conceptualized an AR experience that would appeal to Frooti's target audience - millennials. While browsing through mCanvas partner websites, users were introduced to the ad through its high-impact Scroller ad format that showed up natively between editorial content. When tapped, users could start the experience in a full screen expandable. Users were encouraged to start their front camera from within the ad and catch the falling mangoes in their mouth. Using real-time face detection, mCanvas identified when a user had his/her mouth open and it aligned with the mango. The game ended with Frooti's branding on the closing card, creating a lasting impression.

Lynette Dsouza, Associate Vice President – Digital, OMD India said, "The Frooti AR-led activation on mCanvas was not only an innovative, first of its kind initiative by Parle Agro, but also delivered successfully on the performance metrics with over 33k engagements. The creative format worked beautifully in capturing the fun, playful and innocently naughty proposition of Frooti, while more importantly helping the brand connect and engage with its audiences."

"Mobile is a great medium to connect with millennials and our collaboration with OMD enabled us to create an interactive experience for Frooti that harnesses the power of mobile," said Vishal Rupani, Co-founder & COO, mCanvas. He added, "We wanted the quirky and playful nature of the brand to stand out in the creative and we achieved that with this augmented reality game."

**CMT REPORT (Corruption, Money Laundering & Terrorism]**

The Public Notice information has been collected from various sources including but not limited to: **The Courts, India Prisons Service, Interpol, etc.**

**1] INFORMATION ON DESIGNATED PARTY**

No records exist designating subject or any of its beneficial owners, controlling shareholders or senior officers as terrorist or terrorist organization or whom notice had been received that all financial transactions involving their assets have been blocked or convicted, found guilty or against whom a judgement or order had been entered in a proceedings for violating money-laundering, anti-corruption or bribery or international economic or anti-terrorism sanction laws or whose assets were seized, blocked, frozen or ordered forfeited for violation of money laundering or international anti-terrorism laws.

**2] Court Declaration :**

No records exist to suggest that subject is or was the subject of any formal or informal allegations, prosecutions or other official proceeding for making any prohibited payments or other improper payments to government officials for engaging in prohibited transactions or with designated parties.

**3] Asset Declaration :**

No records exist to suggest that the property or assets of the subject are derived from criminal conduct or a prohibited transaction.

**4] Record on Financial Crime :**

Charges or conviction registered against subject: **None**

**5] Records on Violation of Anti-Corruption Laws :**

Charges or investigation registered against subject: **None**

**6] Records on Int'l Anti-Money Laundering Laws/Standards :**

Charges or investigation registered against subject: **None**

**7] Criminal Records**

No available information exist that suggest that subject or any of its principals have been formally charged or convicted by a competent governmental authority for any financial crime or under any formal investigation by a competent government authority for any violation of anti-corruption laws or international anti-money laundering laws or standard.

**8] Affiliation with Government :**

No record exists to suggest that any director or indirect owners, controlling shareholders, director, officer or employee of the company is a government official or a family member or close business associate of a Government official.

**9] Compensation Package :**

Our market survey revealed that the amount of compensation sought by the subject is fair and reasonable and comparable to compensation paid to others for similar services.

**10] Press Report :**

No press reports / filings exists on the subject.

**CORPORATE GOVERNANCE**

MIRA INFORM as part of its Due Diligence do provide comments on Corporate Governance to identify management and governance. These factors often have been predictive and in some cases have created vulnerabilities to credit deterioration.

Our Governance Assessment focuses principally on the interactions between a company's management, its Board of Directors, Shareholders and other financial stakeholders.

**CONTRAVENTION**

Subject is not known to have contravened any existing local laws, regulations or policies that prohibit, restrict or otherwise affect the terms and conditions that could be included in the agreement with the subject.

**FOREIGN EXCHANGE RATES**

Currency	Unit	INR
US Dollar	1	INR 68.79
UK Pound	1	INR 89.51
Euro	1	INR 79.67

**INFORMATION DETAILS**

<b>Information Gathered by :</b>	RUB
<b>Analysis Done by :</b>	NYT
<b>Report Prepared by :</b>	RKI

**SCORE FACTORS**

DEMERIT POINTS		
--BANK CHARGES	YES/NO	YES
--LITIGATION	YES/NO	YES
--OTHER ADVERSE INFORMATION	YES/NO	NO
MERIT POINTS		
--SOLE DISTRIBUTORSHIP	YES/NO	NO
--EXPORT ACTIVITIES	YES/NO	NO
--AFFILIATION	YES/NO	YES
--LISTED	YES/NO	NO
--OTHER MERIT FACTORS	YES/NO	YES

**RATING EXPLANATIONS**

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)

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