

MIRA INFORM REPORT

Report No. :	524260
Report Date :	09.08.2018

IDENTIFICATION DETAILS

Name :	POETIC BRANDS LIMITED
Registered Office :	Quadrant House, Floor 6, 4 Thomas More Square, London, E1w 1yw
Country :	United Kingdom
Financials (as on) :	31.03.2017
Date of Incorporation :	15.01.2015
Com. Reg. No.:	09390969
Legal Form :	Private limited with Share Capital
Line of Business :	<ul style="list-style-type: none"> Wholesale of clothing and footwear Import and distribution of garments including selling licensing rights in exchange of royalties.
No. of Employees :	3 [2017]

RATING & COMMENTS

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

MIRA's Rating :

C

Credit Rating	Explanation	Rating Comments
C	Medium High Risk	Business dealings permissible preferably on secured basis

Status :	Moderate
Payment Behaviour :	Slow
Litigation :	Clear

NOTES :

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

ECGC Country Risk Classification List

Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
United Kingdom	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

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UNITED KINGDOM - ECONOMIC OVERVIEW

The UK, a leading trading power and financial center, is the third largest economy in Europe after Germany and France. Agriculture is intensive, highly mechanized, and efficient by European standards, producing about 60% of food needs with less than 2% of the labor force. The UK has large coal, natural gas, and oil resources, but its oil and natural gas reserves are declining; the UK has been a net importer of energy since 2005. Services, particularly banking, insurance, and business services, are key drivers of British GDP growth. Manufacturing, meanwhile, has declined in importance but still accounts for about 10% of economic output.

In 2008, the global financial crisis hit the economy particularly hard, due to the importance of its financial sector. Falling home prices, high consumer debt, and the global economic slowdown compounded the UK's economic problems, pushing the economy into recession in the latter half of 2008 and prompting the then BROWN (Labour) government to implement a number of measures to stimulate the economy and stabilize the financial markets. Facing burgeoning public deficits and debt levels, in 2010 the then CAMERON-led coalition government (between Conservatives and Liberal Democrats) initiated an austerity program, which has continued under the Conservative government. However, the deficit still remains one of the highest in the G7, standing at 3.6% of GDP as of 2017, and the UK has pledged to lower its corporation tax from 20% to 17% by 2020. The UK had a debt burden of 90.4% GDP at the end of 2017.

The UK's economy has begun to slow since the referendum vote to leave the EU in June 2016. A sustained depreciation of the British pound has increased consumer and producer prices, weighing on consumer spending without spurring a meaningful increase in exports. The UK has an extensive trade relationship with other EU members through its single market membership and economic observers have warned the exit will jeopardize its position as the central location for European financial services. Prime Minister MAY is seeking a new "deep and special" trade relationship with the EU following the UK's exit. However, economists doubt that the UK will be able to preserve the benefits of EU membership without the obligations. The UK is expected to officially leave the EU by the end of March 2019.

Source : CIA

COMPANY NAME AND ADDRESS

Company Name: POETIC BRANDS LIMITED
Company No: 09390969
Company Status: Active - Accounts Filed
Status: Active
Registered Address: QUADRANT HOUSE, FLOOR 6 4 THOMAS MORE SQUARE LONDON E1W 1YW

COMPANY NAME

POETIC BRANDS LIMITED

COMPANY NUMBER

09390969

COMPANY SUMMARY

Registered Address QUADRANT HOUSE, FLOOR 6
4 THOMAS MORE SQUARE
LONDON
E1W 1YW

Trading Address Floor
Quadrant House
4 Thomas More Square
London
E1W 1YW

Trading Address Unit 3,4 The Trident Centre
Imperila Way Watford Wd 24 4jh,
United Kingdom

Website Address -
Telephone Number -
Fax Number -
TPS -
FPS Yes
Incorporation Date 15/01/2015
Previous Name
Type Private limited with Share Capital
FTSE Index -

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Date of Change	-
Filing Date of Accounts	08/12/2017
Currency	GBP
Share Capital	£50,000
SIC07	46420
Charity Number	-
SIC07 Description	WHOLESALE OF CLOTHING AND FOOTWEAR
Principal Activity	Import and distribution og garments including selling licensing rights in exchange of royalties.

ADDITIONAL INFORMATION

CCJ's	0 (£0)
	No CCJ Information To Display
Ultimate Holding Company	PDS MULTINATIONAL FASHIONS LTD
Accountant	-
Mortgages	0
Group	12 companies
Linkages	67 companies
Countries	In 15 countries

KEY FINANCIALS

Year to Date	Turnover	Pre Tax Profit	Shareholder's Funds	Employees
31/03/2017	£532,049	-£174,250	-£153,627	3
31/03/2016	£180,964	-£29,377	£20,623	1
-	-	-	-	-

MORTGAGE SUMMARY

Total Mortgage	0
Outstanding	0
Satisfied	0

TRADE DEBTORS / BAD DEBT SUMMARY

Total Number of Documented Trade	0
Total Value of Documented Trade	£0

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COMMENTARY

The latest Balance Sheet indicates a very positive net working capital position.
The latest cash balances represent a positive level in terms of the overall outstanding creditor obligations.
The negative debt/equity ratio indicates a Balance Sheet deficiency funded by creditors/debt.
This company trades in an industry with a moderate level of corporate failures.

CCJ

Total Number of Exact CCJs -	0	Total Value of Exact CCJs -	
Total Number of Possible CCJs -	0	Total Value of Possible CCJs -	
Total Number of Satisfied CCJs -	0	Total Value of Satisfied CCJs -	
Total Number of Writs -	-		

Total Current Directors	3	Total Current Secretaries	0
Total Previous Directors / Company Secretaries	0	Total Person's With Significant Control	1

CURRENT DIRECTORS

Title	Mr	Function	Director
Name	Anuj Banaik	Nationality	British
Date of Birth	02/1966	Present Appointments	5
Latest Address	85 Elstree Road, Bushey Heath, Bushey, Hertfordshire	Appointment Date	15/01/2015
Post Code	WD23 4ED		
Title	Mrs	Function	Director
Name	Payel Seth	Nationality	Indian
Date of Birth	05/1958	Present Appointments	5
Latest Address	9 Avenue Ashok, West End Green Farms Rajokri, Vasant Kunj, New Delhi 110038	Appointment Date	15/01/2015
Post Code			

Title	Mr	Function	Director
Name	Elliott Francis Mathews	Nationality	British
Date of Birth	08/1973	Present Appointments	2

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Latest Address	Quadrant House, Floor 6 4 Thomas More Square, London	Appointment Date	15/01/2015
Post Code	E1W 1YW		
















CURRENT COMPANY SECRETARY

Top Shareholders

Name	Currency	Share Count	Share Type	Nominal Value	% of Total Share Count
GLOBAL TEXTILES GROUP LTD	GBP	50,000	ORDINARY	1	100


















FINANCIALS

Profit & Loss






	Date Of Accounts	31/03/17	(%)	31/03/16	(%)	-	(%)	-	(%)	-
	Weeks	52	(%)	52	(%)	-	(%)	-	(%)	-
	Currency	GBP	(%)	GBP	(%)	-	(%)	-	(%)	-
	Consolidated A/cs	N	(%)	N	(%)	-	(%)	-	(%)	-
	Turnover	£532,049	194%	£180,964	-	-	-	-	-	-
	Export	-	-	-	-	-	-	-	-	-
	Cost of Sales	£544,345	176.5%	£196,883	-	-	-	-	-	-
	Gross Profit	-£12,296	22.8%	-£15,919	-	-	-	-	-	-
	Wages & Salaries	£127,829	999.9%	£6,144	-	-	-	-	-	-
	Directors Emoluments	-	-	-	-	-	-	-	-	-
	Operating Profit	-	-	-	-	-	-	-	-	-
	Depreciation	-	-	-	-	-	-	-	-	-
	Audit Fees	£3,700	5.7%	£3,500	-	-	-	-	-	-
	Interest Payments	-	-	-	-	-	-	-	-	-
	Pre Tax Profit	-£174,250	-493.2%	-£29,377	-	-	-	-	-	-
	Taxation	-	-	-	-	-	-	-	-	-
	Profit After Tax	-£174,250	-493.2%	-£29,377	-	-	-	-	-	-
	Dividends Payable	-	-	-	-	-	-	-	-	-
	Retained Profit	-£174,250	-493.2%	-£29,377	-	-	-	-	-	-

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Balance Sheet

	Date Of Accounts	31/03/17	(%)	31/03/16	(%)	-	(%)	-	(%)	-
	Tangible Assets	0	-	0	-	-	-	-	-	-
	Intangible Assets	0	-	0	-	-	-	-	-	-
	Total Fixed Assets	0	-	0	-	-	-	-	-	-
	Stock	£61,032	-	0	-	-	-	-	-	-
	Trade Debtors	£87,940	20.6%	£72,947	-	-	-	-	-	-
	Cash	£146,903	32.5%	£110,884	-	-	-	-	-	-
	Other Debtors	£143,315	1.8%	£140,786	-	-	-	-	-	-
	Miscellaneous Current Assets	0	-	0	-	-	-	-	-	-
	Total Current Assets	£439,190	35.3%	£324,617	-	-	-	-	-	-
	Trade Creditors	£86,210	71.2%	£50,347	-	-	-	-	-	-
	Bank Loans & Overdrafts	0	-	0	-	-	-	-	-	-
	Other Short Term Finance	0	-	0	-	-	-	-	-	-
	Miscellaneous Current Liabilities	£147,961	609.9%	£20,843	-	-	-	-	-	-
	Total Current Liabilities	£234,171	228.9%	£71,190	-	-	-	-	-	-
	Bank Loans & Overdrafts and LTL	£358,646	54.1%	£232,804	-	-	-	-	-	-
	Other Long Term Finance	£358,646	54.1%	£232,804	-	£232,804	-	-	-	-
	Total Long Term Liabilities	£358,646	54.1%	£232,804	-	-	-	-	-	-



Capital & Reserves

	Date Of Accounts	31/03/17	(%)	31/03/16	(%)	-	(%)	-	(%)	-
	Called Up Share Capital	£50,000	-	£50,000	-	-	-	-	-	-
	P & L Account Reserve	-£203,627	-593.2%	-£29,377	-	-	-	-	-	-
	Revaluation Reserve	-	-	-	-	-	-	-	-	-
	Sundry Reserves	-	-	-	-	-	-	-	-	-
	Shareholder Funds	-£153,627	-844.9%	£20,623	-	-	-	-	-	-





Other Financial Items

	Date Of Accounts	31/03/17	(%)	31/03/16	(%)	-	(%)	-	(%)	-
	Net Worth	-£153,627	-844.9%	£20,623	-	-	-	-	-	-
	Working Capital	£205,019	-19.1%	£253,427	-	-	-	-	-	-
	Total Assets	£439,190	35.3%	£324,617	-	-	-	-	-	-



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	Total Liabilities	£592,817	95%	£303,994	-	-	-	-	-	-
	Net Assets	-£153,627	-844.9%	£20,623	-	-	-	-	-	-













Cash Flow

	Date Of Accounts	31/03/17	(%)	31/03/16	(%)	-	(%)	-	(%)	-
	Net Cashflow from Operations	£36,019	-40.8%	£60,884	-	-	-	-	-	-
	Net Cashflow before Financing	£36,019	-40.8%	£60,884	-	-	-	-	-	-
	Net Cashflow from Financing	-	-100%	£50,000	-	-	-	-	-	-
	Increase in Cash	£36,019	-67.5%	£110,884	-	-	-	-	-	-



Miscellaneous

	Date Of Accounts	31/03/17	(%)	31/03/16	(%)	-	(%)	-	(%)	-
	Contingent Liability	NO	-	NO	-	-	-	-	-	-
	Capital Employed	£205,019	-19.1%	£253,427	-	-	-	-	-	-
	Number of Employees	3	200%	1	-	-	-	-	-	-
	Accountants									
	Auditors	UHY HACKER YOUNG LLP								
	Auditor Comments	The audit report contains no adverse comments								
	Bankers									
	Bank Branch Code									

Ratios

	Date Of Accounts	31/03/17	31/03/16	-	-	-
	Pre-tax profit margin %	-32.75	-16.23	-	-	-
	Current ratio	1.88	4.56	-	-	-
	Sales/Net Working Capital	2.60	0.71	-	-	-
	Gearing %	-233.50	1128.90	-	-	-
	Equity in %	-35	6.40	-	-	-
	Creditor Days	58.98	101.27	-	-	-
	Debtor Days	60.16	146.72	-	-	-
	Liquidity/Acid Test	1.61	4.55	-	-	-
	Return On Capital Employed %	-84.99	-11.59	-	-	-
	Return On Total Assets Employed %	-39.67	-9.04	-	-	-
	Current Debt Ratio	-1.52	3.45	-	-	-
	Total Debt Ratio	-3.85	14.74	-	-	-

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	Stock Turnover Ratio %	11.47	-	-	-	-
	Return on Net Assets Employed %	113.42	-142.44	-	-	-

Report Notes

There are no notes to display.

Status History

No Status History found

EVENT HISTORY

Date	Description
02/02/2018	Confirmation Statement
19/12/2017	New Accounts Filed
19/12/2017	New Accounts Filed
28/01/2017	Annual Returns
12/09/2016	New Accounts Filed
23/01/2016	Annual Returns
27/01/2015	New Board Member Mrs P. Seth appointed
19/01/2015	New Board Member Mr E.F. Mathews appointed
19/01/2015	New Board Member Mrs P. Seth appointed
19/01/2015	New Board Member Mr A. Banaik appointed

Previous Company Names

No Previous Names found

Writ Details

No writs found

STATISTICS

Group	12 companies
Linkages	67 companies
Countries	In 15 countries

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SUMMARY

Holding Company	-
Ownership Status	Wholly Owned
Ultimate Holding Company	PDS MULTINATIONAL FASHIONS LTD

GROUP STRUCTURE

Company Name	Registered Number	Latest Key Financials	Consol. Accounts	Turnover
☐ PDS MULTINATIONAL FASHIO...	N/A	-	-	
☐ PEARL GLOBAL INDUSTRIES	55-36849	31.03.2018	-	€230,590,740
☐ GLOBAL TEXTILES GROU...	N/A	-	-	
☐ POETIC BRANDS LIMITED	09390969	31.03.2017	N	£532,049
└ RECOVERED CLOTHIN...	11480949	-	N	
☐ POETICGEM LIMITED	02608346	31.03.2017	Y	£24,995,542
└ F.X. IMPORT COMPA...	03170332	31.03.2017	N	£1,603,013
└ PACIFIC LOGISTICS...	04944346	31.03.2017	N	
└ POETIC KNITWEAR L...	06863593	31.03.2017	N	
└ MAGIC GLOBAL FASHION...	N/A	-	-	
☐ MULTINATIONAL TEXTIL...	N/A	-	-	
└ CASA FORMA LIMITED	06060342	31.03.2017	N	£860,894

OTHER LINKED COMPANIES

Name	Number	Latest Key Financials	Turnover
CASA FORMA LIMITED		-	
CROWN COMPUTERIZED EMBROIDERIE		-	
DEEPAK SETH & SONS (HUF)		-	
DEPA INTERNATIONAL (CANADA) IN		-	
DEPA INTERNATIONAL INC.		-	
DESIGNED AND SOURCED		-	
DPOD MANUFACTURING		-	
FX IMPORT HONG KONG LIMITED		-	
FX IMPORTS COMPANY LIMITED		-	
GEM AUSTRALIA MANUFACTURING CO		-	
GLOBAL TEXTILE GROUP LIMITED		-	
GRAND PEARL TRADING LIMITED		-	
HANGZHOU GRAND PEARL TRADING C		-	
HOPP FASHIONS		-	
IMAGES PEARL RETAIL SOLUTIONS		-	
JSM TRADING (F.Z.E.)		-	
KLEIDER SOURCING HONGKONG		-	
LERROS FASHIONS INDIA		-	
LERROS MODEM GMBH		-	
LITTLE PEOPLE EDUCATION SOCIET		-	

PREVIOUS DIRECTOR/COMPANY SECRETARIES

No Previous Director Details

Total Persons With Significant Control	1	Total Statements	0
Active	1	Active	0
Ceased	0	Ceased	0

ACTIVE PERSONS WITH SIGNIFICANT CONTROL

Mrs Payel Seth	Kind	Individual Person With
----------------	------	------------------------

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Name			Significant Control
Address	9 Avenue Ashok, West End Green Farms Rajokri, Vasant Kunj, New Delhi 110038	Country Of Residence	India
Post Code	-	Nationality	Indian
Date of Birth	05/1958	Notified On	06/04/2016
Nature Of Control	Ownership Of Shares 50 To 75 Percent, Voting Rights 50 To 75 Percent		

Ceased Persons With Significant Control

No Ceased Persons With Significant Control To Display

Active Statements

No Active Statements To Display

Ceased Statements

No Ceased Statements To Display

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 68.65
UK Pound	1	INR 88.82
Euro	1	INR 79.72
GBP	1	INR 88.52

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	PRI
Report Prepared by :	SYL

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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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