

MIRA INFORM REPORT

Report No. :	521636
Report Date :	11.08.2018

IDENTIFICATION DETAILS

Name :	OPTIMUM PROMOTIONS & EVENTS PRIVATE LIMITED
Registered Office :	No.#26, 18th Main Road, HAL 2nd Stage, Kodihalli, Bangalore-560008, Karnataka
Tel. No.:	91-80-23100222/25200024
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	05.07.2011
CIN No.: [Company Identification No.]	U74999KA2011PTC059474
Capital Investment / Paid-up Capital :	INR 0.100 Million
PAN No.: [Permanent Account No.]	AABCO5023B
GSTN : [Goods & Service Tax Registration No.]	29AABCO5023B1ZW
Legal Form :	Private Limited Liability Company
Line of Business :	Subject is engaged in the business of sales promotions, market research and event management. (Registered Activity and also Confirmed by management)
No. of Employees :	18 (Approximately)

RATING & COMMENTS

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

MIRA's Rating :

B

Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

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Maximum Credit Limit :	USD 1200
Status :	Moderate
Payment Behaviour :	Slow
Litigation :	Clear
Comments :	<p>Subject was incorporated in the year 2011 and it is engaged as a service provider of sales promotion and marketing of event management services.</p> <p>For the financial year 2017, the company has achieved growth in its revenue as compared to its previous year but it has reported losses during the year.</p> <p>The company possesses moderate financial risk profile marked by modest networth base and average debt protection metrics.</p> <p>Rating further gets constrained on account of continuous losses incurred by the company and due to its presence in highly competitive industry.</p> <p>Payment seems to be slow.</p> <p>In view of aforesaid, the company can be considered for business dealings with some caution.</p> <p>Note: Site visit was conducted at the given address and our executive has successfully traced the subject.</p> <p>At the premises, our executive met with Mr. Shima Kishore (Designation not divulged), who confirmed the existence of the subject on the given address.</p> <p>As per our executive's observation, it is a ground+2 storey building and subject is situated on the ground floor admeasuring total area of 1,200 sq. ft.</p> <p>Location was easy to find and locality seems to be commercial.</p> <p>Landmark: Near Mainland China Hotel</p> <p>Our executive has sighted 3 employees along with telephone, telex, computers, office equipment and Xerox machine at the premises.</p> <p>No name board of the subject was sighted at the given address.</p> <p>On inquiry with staff (Name not divulged) from "Little Orissa Restaurant" and staff (Name not divulged) from "Shree Basveshwara Grocery", they both confirmed the existence of the subject on the given address.</p>

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)
India	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

EXTERNAL AGENCY RATING

Rating Agency Name	Not Available
Rating	Not Available
Rating Explanation	Not Available
Date	Not Available

RBI DEFAULTERS' LIST STATUS

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

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.

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 11.08.2018

IBBI (Insolvency and Bankruptcy Board of India) LISTING STATUS

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

INFORMATION PARTED BY (GENERAL DETAILS)

Name :	Mr. Palani Natarajan
Designation :	Director
Contact No.:	91-9844091309
Date :	08.08.2018

LOCATIONS

Registered Office :	No.#26, 18th Main Road, HAL 2nd Stage, Kodihalli, Bangalore-560008, Karnataka, India
Tel. No.:	91-80-23100222/25200024
Mobile No.:	91-9844091309 (Mr. Palani Natarajan)
Fax No.:	Not Available
E-Mail :	info@optimumpromos.com palani@optimumpromos.com
Website :	https://optimumpromotions.in
Area :	1200 Sq. Ft.
Locality :	Commercial

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DIRECTORS

As on 31.03.2018

Name :	Mr. Palani Natarajan
Designation :	Director
Address :	No. 22, 1st Floor, G Str Main, Jogupalya Ulsoor, Bangalore – 560008, Karnataka, India
Date of Birth/Age :	15.11.1970
Date of Appointment :	05.07.2011
DIN No.:	03504000
Name :	Mrs. Varalakshmi Vinayagam
Designation :	Director
Address :	#87, 6th Main, 2nd Block, M.V. Nagar, Ramamurthy Nagar, Bangalore - 560016, Karnataka, India
Date of Birth/Age :	25.08.1978
Date of Appointment :	05.07.2011
DIN No.:	03542116

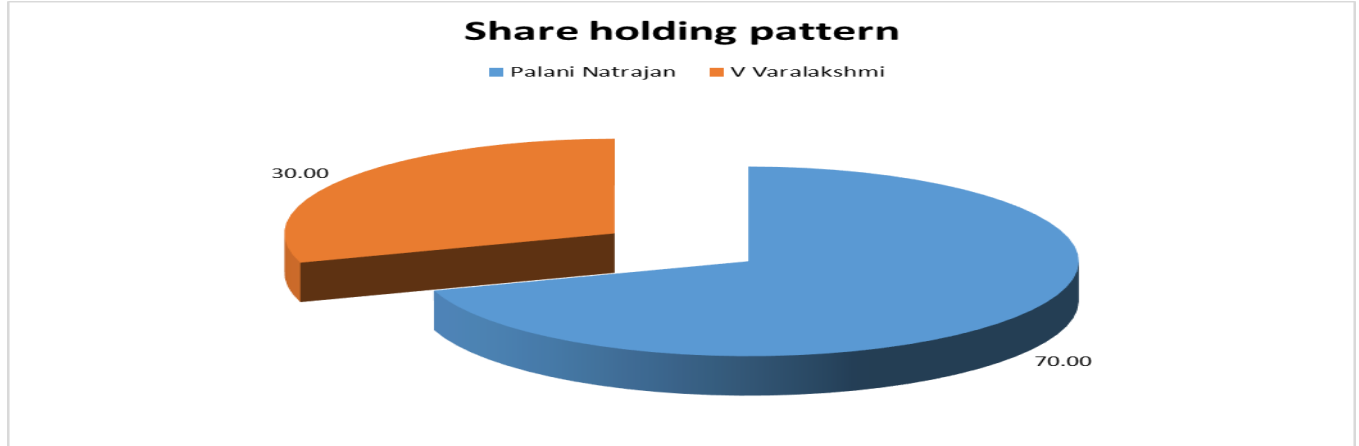
KEY EXECUTIVES

Name :	Mr. Nitin
Designation :	Accountant

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

As on 30.09.2017

Names of Shareholders	No. of Shares	% of Holding
Palani Natrajan	7000	70.00
V Varalakshmi	3000	30.00
Total	10000	100.00



Equity Share Break up (Percentage of Total Equity)

As on 30.09.2017

Category	Percentage
Promoters (Individual/Hindu Undivided Family – Indian)	100.00
Total	100.00

BUSINESS DETAILS

Line of Business :	Subject is engaged in the business of sales promotions, market research and event management. (Registered Activity and also Confirmed by management)	
Products / Services :	Item Code No.	Products/Services Description
	99962900	Market research, Sales promotion and Event Management
Brand Names :	Not Available	
Agencies Held :	Not Available	
Exports :	Not Available	
Imports :	Not Available	
Terms :		
Selling :	Cheque and Others (NEFT)	
Purchasing :	Cheque and Others (NEFT)	

PRODUCTION STATUS NOT AVAILABLE

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GENERAL INFORMATION

Suppliers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
Customers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
No. of Employees :	18 (Approximately)	
Bankers :	<ul style="list-style-type: none"> Kotak Mahindra Bank Limited, Indra Nagar, Bangalore, India 	
	Bank Name	HDFC Bank Limited
	Branch	Indra Nagar, Bangalore, India
	Person Name (With Designation)	--
	Contact Number	--
	Name of Account Holder	--
	Account Number	--
	Account Since (Date/Year of Account Opening)	--
	Average Balance Maintained (If Possible)	--
	Credit Facilities Enjoyed (If any)	--
	Account Operation	--
Remarks (If any)	--	
Auditors :	Name :	Mr. Vikas Kumar Oswal Chartered Accountant
	Address :	#235, 68th Cross, Dinanth Road, Rajajinagar, 5th Block, Bangalore- 560010, Karnataka, India
	Income-tax PAN of auditor or auditor's firm :	AAGPO7561G

Memberships :	Not Available
Collaborators :	Not Available
Related Party : (As confirmed by management)	<ul style="list-style-type: none"> Optimum Event Management

CAPITAL STRUCTURE

As on 30.09.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
10000	Equity Shares	INR 10/- each	INR 0.100 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
10000	Equity Shares	INR 10/- each	INR 0.100 Million

FINANCIAL DATA
[all figures are in INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2017	31.03.2016	31.03.2015
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital	0.100	0.100	0.100
(b) Reserves & Surplus	0.334	2.125	4.304
(c) Money received against share warrants	0.000	0.000	0.000
(2) Share Application money pending allotment	0.000	0.000	0.000
Total Shareholders' Funds (1) + (2)	0.434	2.225	4.404
(3) Non-Current Liabilities			
(a) long-term borrowings	0.000	0.000	0.539
(b) Deferred tax liabilities (Net)	0.000	0.000	0.003
(c) Other long term liabilities	0.000	0.000	0.000
(d) long-term provisions	0.000	0.000	0.000
Total Non-current Liabilities (3)	0.000	0.000	0.542
(4) Current Liabilities			
(a) Short term borrowings	0.745	0.046	0.000
(b) Trade payables	6.446	0.553	4.257
(c) Other current liabilities	3.148	3.788	1.650
(d) Short-term provisions	0.000	0.000	0.000
Total Current Liabilities (4)	10.339	4.387	5.907
TOTAL	10.773	6.612	10.853
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	0.161	0.200	0.249
(ii) Intangible Assets	0.000	0.000	0.000
(iii) Capital work-in-progress	0.000	0.000	0.000
(iv) Intangible assets under development	0.000	0.000	0.000
(b) Non-current Investments	0.000	0.000	0.000
(c) Deferred tax assets (net)	0.003	0.001	0.000
(d) Long-term Loan and Advances	0.000	0.000	0.000
(e) Other Non-current assets	0.000	0.000	0.000
Total Non-Current Assets	0.164	0.201	0.249

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OPTIMUM PROMOTIONS & EVENTS PRIVATE LIMITED - 521636

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(2) Current assets			
(a) Current investments	0.000	0.000	0.000
(b) Inventories	0.000	0.000	0.000
(c) Trade receivables	8.927	5.269	9.472
(d) Cash and cash equivalents	0.269	0.358	0.709
(e) Short-term loans and advances	0.145	0.000	0.000
(f) Other current assets	1.268	0.784	0.423
Total Current Assets	10.609	6.411	10.604
TOTAL	10.773	6.612	10.853

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	SALES			
	Income	20.202	18.790	37.636
	Other Income	0.018	0.077	0.000
	TOTAL	20.220	18.867	37.636
Less	EXPENSES			
	Employees benefits expense	2.873	2.970	2.918
	Other expenses	18.967	18.019	31.979
	TOTAL	21.840	20.989	34.897
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	(1.620)	(2.122)	2.739
Less	FINANCIAL EXPENSES	0.135	0.000	0.149
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	(1.755)	(2.122)	2.590
Less/ Add	DEPRECIATION/ AMORTISATION	0.040	0.061	0.078
	PROFIT/ (LOSS) BEFORE TAX	(1.795)	(2.183)	2.512
Less	TAX	(0.003)	(0.004)	0.776
	PROFIT/ (LOSS) AFTER TAX	(1.792)	(2.179)	1.736
	Earnings / (Loss) Per Share (INR)	(179.20)	(217.90)	173.60

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CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars	31.03.2017	31.03.2016	31.03.2015
Current Maturities of Long term debt	NA	NA	NA
Cash generated from operations	NA	NA	NA
Net cash flows from (used in) operations	NA	NA	NA
Net cash flows from (used in) operating activity	NA	NA	NA

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	161.29	102.35	91.86
Account Receivables Turnover (Income / Sundry Debtors)	2.26	3.57	3.97
Inventory Turnover (Operating Income / Inventories)	0.00	0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)	(10.06)	(10.61)	11.00

LEVERAGE RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.96	0.66	0.59
Debt Equity Ratio (Total Liability / Networth)	1.72	0.02	0.12
Current Liabilities to Networth (Current Liabilities / Net Worth)	23.82	1.97	1.34
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.37	0.09	0.06
Interest Coverage Ratio (PBIT / Financial Charges)	(12.00)	0.00	18.38

PROFITABILITY RATIOS

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PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin ((PAT / Sales) * 100)	%	(8.87)	(11.60)	4.61
Return on Total Assets ((PAT / Total Assets) * 100)	%	(16.63)	(32.96)	16.00
Return on Investment (ROI) ((PAT / Networth) * 100)	%	(412.90)	(97.93)	39.42

SOLVENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)	1.03	1.46	1.80
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)	1.03	1.46	1.80
G-Score Ratio Financial (Networth / Total Assets)	0.04	0.34	0.41
G-Score Ratio Debt (Debts / Equity Capital)	7.45	0.46	5.39
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)	1.03	1.46	1.80

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

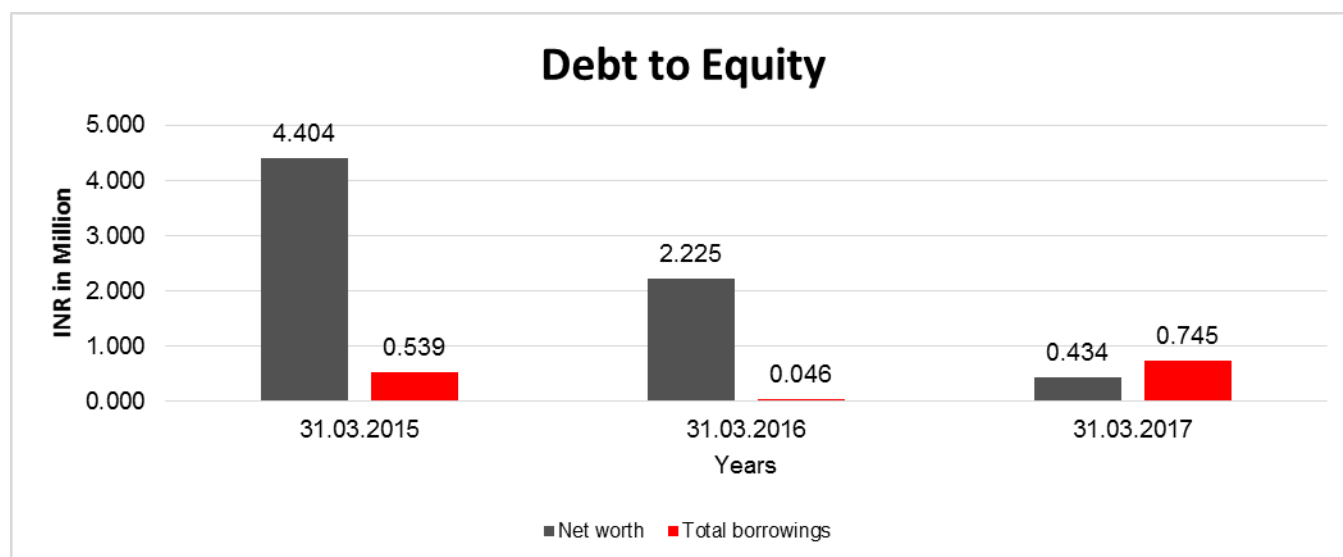
FINANCIAL ANALYSIS
[all figures are in INR Million]

DEBT EQUITY RATIO

Particular	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Share Capital	0.100	0.100	0.100
Reserves & Surplus	4.304	2.125	0.334
Money received against share warrants	0.000	0.000	0.000
Share Application money pending allotment	0.000	0.000	0.000
Net worth	4.404	2.225	0.434

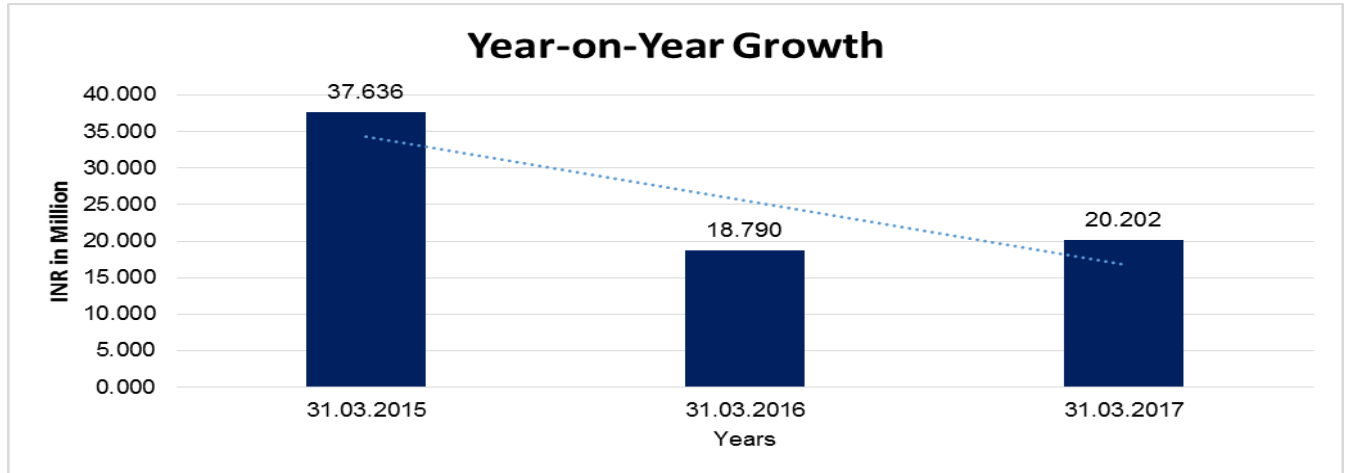
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long-term borrowings	0.539	0.000	0.000
Short term borrowings	0.000	0.046	0.745
Total borrowings	0.539	0.046	0.745
Debt/Equity ratio	0.122	0.021	1.717



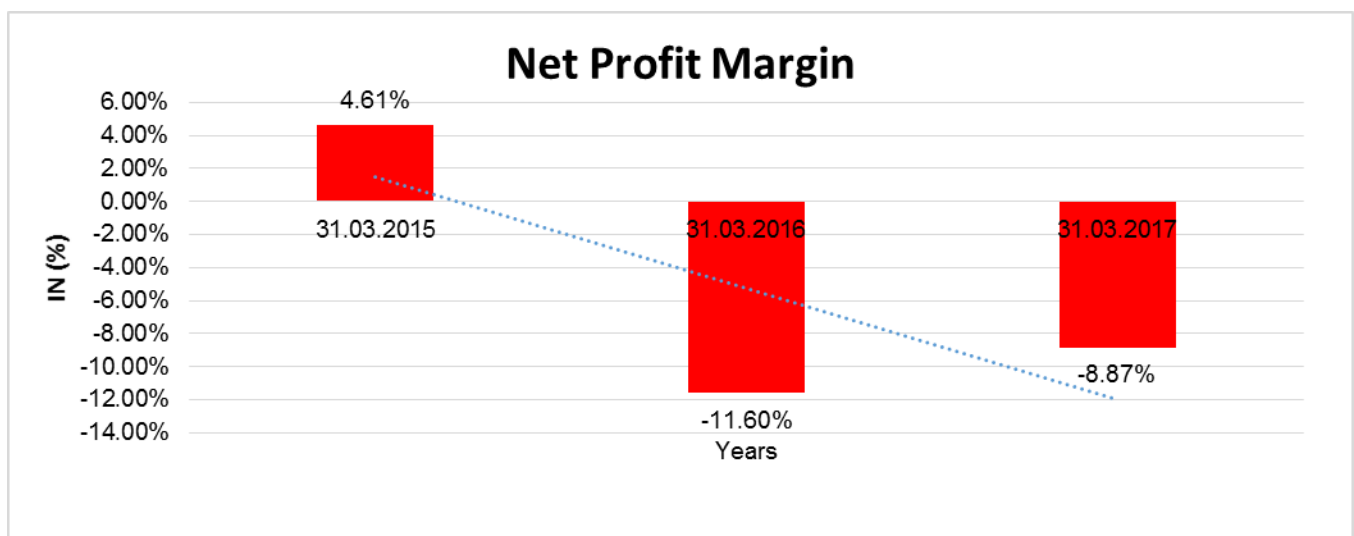
YEAR-ON-YEAR GROWTH

Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	37.636	18.790	20.202
		(50.074)	7.515



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	37.636	18.790	20.202
Profit/(Loss)	1.736	(2.179)	(1.792)
	4.61%	(11.60)%	(8.87)%



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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	Yes
5]	Buyer visit details	Yes
6]	Contact numbers	Yes
7]	Name of the person contacted	Ye
8]	Designation of contact person	Yes
9]	Promoter's background	Yes
10]	Date of Birth of Proprietor / Partners / Directors	Yes
11]	Pan Card No. of Proprietor / Partners	No
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	Yes
17]	Details of sister concerns	Yes
18]	Major suppliers	No
19]	Major customers	No
20]	Banking Details	Yes
21]	Banking facility details	No
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	--

33]	Market information	--
34]	Payments terms	Yes
35]	Negative Reporting by Auditors in the Annual Report	No

OBSERVATION POINTS

Name of Company :	OPTIMUM PROMOTIONS & EVENTS PRIVATE LIMITED
Address :	No.#26, 18th Main Road, HAL 2nd Stage, Kodihalli, Bangalore-560008, Karnataka, India
Mobile No.:	91-9844091309
Email:	palani@optimumpromos.com
Person to whom we met:	Mr. Shima Kishore (Designation not divulged)
Name Board:	Not Sighted
Location:	Easy
Landmark (If Any):	Near Mainland China Hotel
Total Floors of the building:	Ground+2 Storey
Subject situated on:	Ground Floor
Locality:	Commercial
Area of Premises :	1200 sq. Ft.
Area:	Upmarket
No. of Employees seen at Premises :	3
Visibility of Items:	<ul style="list-style-type: none"> • Telephone • Telex • Computers • Office Equipment • Xerox Machine
Neighbour's Interview:	On inquiry with staff (Name not divulged) from "Little Orissa Restaurant" and staff (Name not divulged) from "Shree Basveshwara Grocery", they both confirmed the existence of the subject on the given address.
Proof of visit:	Visiting card / Photograph



MIRA INFORM PRIVATE LIMITED
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CORPORATE INFORMATION

The company was incorporated on 5th July 2011 under the Indian companies act 1956. The company is mainly in the business of sales promotions, market research and event management

INDEX OF CHARGES: NO CHARGES EXIST FOR THE COMPANY

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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 68.64
UK Pound	1	INR 88.81
Euro	1	INR 79.71

INFORMATION DETAILS

Information Gathered by :	SHW
Analysis Done by :	VIVR
Report Prepared by :	RKI

SCORE FACTORS

DEMERIT POINTS		
--BANK CHARGES	YES/NO	NO
--LITIGATION	YES/NO	NO
--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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