

MIRA INFORM REPORT

Report No. :	523487
Report Date :	11.08.2018

IDENTIFICATION DETAILS

Name :	BLUE EYED DIGITAL TECHNOLOGIES PRIVATE LIMITED
Operating Name:	BEDIGITECH
Registered Office :	Office No.135, First Floor, JMD Megapolis, Sohna Road, Sector-48, Gurugram – 122001, Haryana
Tel. No.:	91-124-4941605
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	13.06.2016
CIN No.: [Company Identification No.]	U74999HR2016PTC064513
Capital Investment / Paid-up Capital :	INR 0.100 Million
IEC No.: [Import-Export Code No.]	Not Applicable (As informed by the management that firm does not have export and import)
PAN No.: [Permanent Account No.]	AAGCB7722D
GSTN : [Goods & Service Tax Registration No.]	27AAGCB7722D1ZY
Legal Form :	Private Limited Liability Company
Line of Business :	Providing mobile marketing, performance marketing, and social media services. (Registered activity and also confirmed by management)
No. of Employees :	15 (Approximately)

RATING & COMMENTS

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

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MIRA's Rating :	B
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Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

Maximum Credit Limit :	USD 2000
Status :	Relatively New Business
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Subject was incorporated in the year 2016 and it is engaged in providing mobile marketing, performance marketing, and social media services.</p> <p>For the financial year 2017, the company has earned revenue of INR 9.92 million from its first year of its business operation and has clocked a net profit margin of 5.91% during the year.</p> <p>The company possesses moderate financial risk profile marked by modest net worth base and average solvency position.</p> <p>Rating further gets constrained on account of its short track record of its business operation and its presence in highly competitive and fragmented industry.</p> <p>However, rating weakness gets partially offset by positive feedback received from its customer (Droom Technology Private Limited, Admit Ad) for satisfactory services are as well as from its supplier (Ads Xpert and SVG Media Private Limited) for on time payment and good management.</p> <p>Subject's banker (ICICI Bank Limited) also gave positive response for satisfactory banking transaction.</p> <p>Payment seems to be slow but correct.</p> <p>In view of aforesaid, the company can be considered for business dealing with some caution.</p> <p>NOTE:</p> <p>Site visit was conducted at the address i.e. (Unit No.911 C, Tower B-4, Spaze I Tech Park, Sector 49, Sohna Road, Gurugram) and our executive have successfully traced the subject.</p> <p>At the premises our executive met Mr. Ashish Chauhan (Head of Operations) and he confirmed the existence of the subject on the given address.</p>

	<p>As per our executive's observation, it's an 11 storey building and subject is situated on 9th floor comprising total area of 1,000 SQ.FT.</p> <p>Location was easy to find, locality seems to be commercial and area near the premise building appears to be upmarket.</p> <p>Landmark: Sohna Road.</p> <p>Our executive have sighted 15+ employees at the premises.</p> <p>Name board of the subject was sighted at the given premise address.</p> <p>On inquiry with Mr. Aditya Gupta from "Games Store" and Mr. Dushant from "Alpha Six Private Limited" both from neighbouring companies confirmed the existence of the subject on the given premise address.</p>
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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

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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

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

Name :	Mr. Ashish Chauhan
Designation :	Head of Operations
Contact No.:	91-9953286954/ 9911797938
Date :	07.08.2018

LOCATIONS

Registered Office :	Office No.135, First Floor, JMD Megapolis, Sohna Road, Sector-48, Gurugram – 122001, Haryana, India
Tel. No.:	91-124-4941605
Mobile No.:	91-9953286954/ 9911797938 (Mr. Ashish Chauhan)
Fax No.:	Not Available
E-Mail :	arun@bedigitech.com ashish@bedigitech.com accounts@bedigitech.com vinay@bedigitech.com
Website :	http://www.bedigitech.com
Area :	1000 Sq. Ft.
Location :	Rented
Locality :	Commercial
Operation Office :	Unit No. 911C (956), Tower- B4, Tower A, Spaze I-Tech Park, Sohna - Road, Block-S, Sector 49, Gurugram-122018, Haryana, India
Area :	1000 Sq. Ft.

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Location :	Rented
Locality :	Commercial

DIRECTORS

As on 31.03.2018

Name :	Mr. Arun Kumar Raghav
Designation :	Director
Address :	B-2/19/FN-A1/FF, B-Block, Phase-4, Aya Nagar, Delhi-110047, India
Date of Birth/Age :	01.09.1986
Date of Appointment :	13.06.2016
PAN No.:	AOXPR8716B
DIN No:	07522311
Name :	Mrs. Deepika Jai Prakash Thakur
Designation :	Director
Address :	A-36, M S Park, Shahdara 110032, Delhi, India
Date of Birth/Age :	30.05.1986
Date of Appointment :	13.06.2016
PAN No.:	ARPPT0307H
Aadhaar no:	671033921904
Voter Id Card No.	YRI212960
DIN No:	07523364

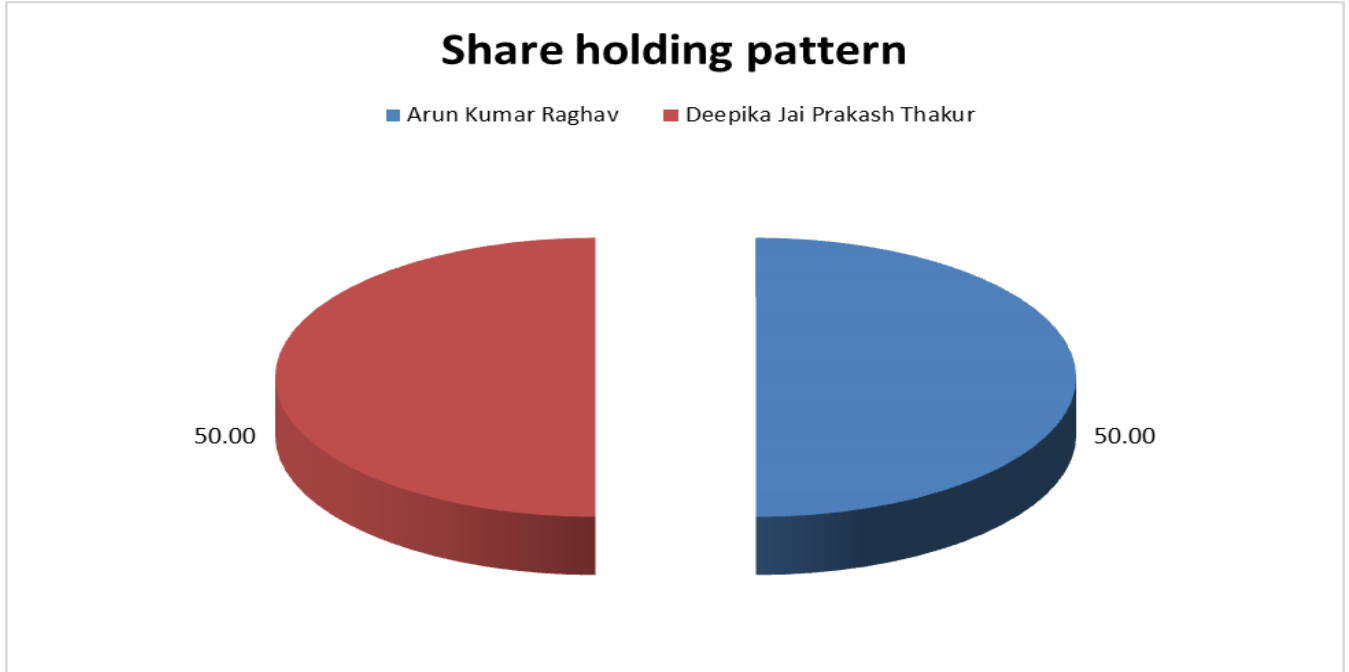
KEY EXECUTIVES

Name :	Mr. Ashish Chauhan
Designation :	Head of Operations
Name :	Mr. Anmol
Designation :	Finance Executive

MAJOR SHAREHOLDERS

As on 31.03.2017

Names of Shareholders	No. of Shares	% of Holding
Arun Kumar Raghav	5000	50.00
Deepika Jai Prakash Thakur	5000	50.00
Total	10000	100.00



Equity Share Break up (Percentage of Total Equity)

As on: 22.12.2017

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

BUSINESS DETAILS

Line of Business :	Providing mobile marketing, performance marketing, and social media services. (Registered activity and also confirmed by management)	
Services :	Item Code No.	Services Description
		Advertising and Marketing Research
Brand Names :	Not Available	
Agencies Held :	Not Available	
Exports :	Not Available	
Imports :	Not Available	
Terms :		

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Selling :	L/C, Cheque and Credit (30/ 90 Days)
Purchasing :	L/C, Cheque and Credit (30/ 90 Days)

GENERAL INFORMATION

Suppliers :	Reference :	ADS Xpert		
	Name of the Person :	Mr. Ajit Kumar (Chief Executive Officer)		
	Contact No.:	91-8860271695		
	Since How Long Known :	2 Years		
	Maximum Limit Dealt :	As per requirement		
	Experience :	Payment Behaviour	Market Goodwill	Overall
		Good	Good	Good
	Remark:	Gave positive response about subject, Payment done on time, good management		
	Reference :	HTT Pool Digital Private Limited		
	Name of the Person :	Mr. Prashant (Head of Delivery)		
	Contact No.:	91-8802000757		
	Since How Long Known :	2 Years		
	Maximum Limit Dealt :	As per requirement		
Experience :	Payment Behaviour	Market Goodwill	Overall	
	Good	Good	Good	
Remark:	Gave positive response about subject, Payment done on time, good management			
Reference :	SVG Media Private Limited			
Name of the Person :	Mr. Saurabh (Business Head)			
Contact No.:	91-9873354280			
Since How Long Known :	1.6 Years			
Maximum Limit Dealt :	As per requirement			
Experience :	Payment Behaviour	Market Goodwill	Overall	
	Good	Good	Good	
Remark:	Gave positive response about subject, Payment done on time, good management			
Customers :	Corporate (International)			
	Reference :	Admit AD		

	Name of the Person :	Ms. Bhavna Mohin		
	Contact No.:	91-9560331388		
	Since How Long Known :	1 Year		
	Maximum Limit Dealt :	As per requirement		
	Email:	b.mohin@admitad.com		
	Experience :	Services	Overall	
		Good	Good	
	Remark:	Gave positive response about subject, they are satisfied with their services.		
	Reference :	Droom Technology Private Limited		
	Name of the Person :	Mr. Piyush (Sales - Director)		
	Contact No.:	91-9810750420		
	Since How Long Known :	1.5 Year		
	Maximum Limit Dealt :	As per requirement		
	Experience :	Services	Overall	
		Good	Good	
	Remark:	Gave positive response about subject, they are satisfied with their services.		
	Reference :	Innocean		
	Name of the Person :	Mr. Anupam		
	Contact No.:	91-9971110834		
	Since How Long Known :	--		
	Maximum Limit Dealt :	--		
	Experience :	--		
	Remark:	He denied to provide information		
	Reference :	INMOBI		
Name of the Person :	Ms. Archana Rathore			
Contact No.:	91-9025048665			
Email:	archana.rathor@inmobi.com			
Reference :	AFFLE			
Name of the Person :	Mr. Tushar Sharma			
Contact No.:	91-8899282012			
Email:	tushar.sharma@affle.com			
No. of Employees :	15 (Approximately)			
Bankers :	Banker Name :	ICICI Bank Limited		
	Branch :	Universal Trade Tower, Sector 49, Gurugram-122001, Haryana, India		
	Person Name (With Designation) :	Ms. Shweta Pandey (Deputy Manager)		
	Contact Number :	91-7004248125		
	Name of Account Holder :	Blue Eyed Digital Technologies Private		

	Limited
Account Number :	165105000812
Account Since (Date/Year of Account Opening) :	2 Years
MICR Code:	110229194
Account type:	Current Account
NEFT / IFSC code	ICIC0001651
Swift Code:	ICICINBBCTS
Remark :	Gave positive response about subject they are satisfied with their services.

Auditors :	
Name :	Garg and Garg Chartered Accountants
Address :	135 F.F., JMD Megapolis It Park, Sector-48, Sohna Road, Gurugram – 122001, Haryana, India
Tel. No.:	91-124-4904698
Mobile No.:	91-9818798009/ 9818798008/ 9811277260/ 8860004730
E-Mail :	gargje@yahoo.co.in garg.garg@yahoo.com
Income-tax PAN of auditor or auditor's firm :	AAFFG3605E
Memberships No:	099769
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

CAPITAL STRUCTURE

AS ON: 31.03.2017

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

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FINANCIAL DATA
[all figures are INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS			31.03.2017 (10 Months)
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital			0.100
(b) Reserves & Surplus			0.586
(c) Money received against share warrants			0.000
(2) Share Application money pending allotment			0.000
Total Shareholders' Funds (1) + (2)			0.686
(3) Non-Current Liabilities			
(a) long-term borrowings			0.000
(b) Deferred tax liabilities (Net)			0.058
(c) Other long term liabilities			0.000
(d) long-term provisions			0.000
Total Non-current Liabilities (3)			0.058
(4) Current Liabilities			
(a) Short term borrowings			0.000
(b) Trade payables			4.500
(c) Other current liabilities			2.344
(d) Short-term provisions			0.000
Total Current Liabilities (4)			6.844
TOTAL			7.588
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets			1.923
(ii) Intangible Assets			0.000
(iii) Capital work-in-progress			0.000
(iv) Intangible assets under development			0.000
(b) Non-current Investments			0.000
(c) Deferred tax assets (net)			0.000
(d) Long-term Loan and Advances			0.000
(e) Other Non-current assets			0.000
Total Non-Current Assets			1.923

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(2) Current assets			
(a) Current investments			0.000
(b) Inventories			0.000
(c) Trade receivables			3.894
(d) Cash and cash equivalents			1.683
(e) Short-term loans and advances			0.070
(f) Other current assets			0.018
Total Current Assets			5.665
TOTAL			7.588

PROFIT & LOSS ACCOUNT

PARTICULARS		31.03.2017 (10 Months)	
	SALES		
	Income		9.922
	Other Income		0.000
	TOTAL		9.922
Less	EXPENSES		
	Direct Project expenses		6.321
	Employees benefits expense		1.467
	Other expenses		1.218
	TOTAL		9.006
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION		0.916
Less	FINANCIAL EXPENSES		0.034
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION		0.882
Less	DEPRECIATION/ AMORTISATION		0.043
	PROFIT/ (LOSS) BEFORE TAX		0.839
Less	TAX		0.253
	PROFIT/ (LOSS) AFTER TAX		0.586
	Earnings / (Loss) Per Share (INR)		58.62

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Particulars			31.03.2018
Sales Turnover (Approximately)			56.400

The above information has been parted by Mr. Ashish Chauhan (Head of Operations)

ADVERTISING PROMOTIONAL EXPENSES

Years	INR in Million
2016-2017	NA

CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars			31.03.2017 (10 Months)
Current Maturities of Long term debt			NA
Cash generated from operations			NA
Net cash flows from (used in) operations			NA
Net cash flows from (used in) operating activity			NA

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS			31.03.2017 (10 Months)
Average Collection Days (Sundry Debtors / Income * 365 Days)			143.25
Account Receivables Turnover (Income / Sundry Debtors)			2.55
Asset Turnover (Operating Income / Net Fixed Assets)			0.46

LEVERAGE RATIOS

PARTICULARS			31.03.2017 (10 Months)
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)			0.90
Debt Equity Ratio (Total Liability / Networth)			0.00

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Current Liabilities to Networth (Current Liabilities / Net Worth)			9.98
Fixed Assets to Networth (Net Fixed Assets / Networth)			2.80
Interest Coverage Ratio (PBIT / Financial Charges)			26.94

PROFITABILITY RATIOS

PARTICULARS				31.03.2017 (10 Months)
Net Profit Margin ((PAT / Sales) * 100)	%			5.91
Return on Total Assets ((PAT / Total Assets) * 100)	%			7.72
Return on Investment (ROI) ((PAT / Networth) * 100)	%			85.42

SOLVENCY RATIOS

PARTICULARS				31.03.2017 (10 Months)
Current Ratio (Current Assets / Current Liabilities)				0.83
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)				0.83
G-Score Ratio Financial (Networth / Total Assets)				0.09
G-Score Ratio Debt (Debts / Equity Capital)				0.00
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)				0.83

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

LOCAL AGENCY FURTHER INFORMATION

Sr.	Check list by info agents	Available in Report (Yes/No)
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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	Yes
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	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	Yes
17	Details of sister concerns	No
18	Major suppliers	Yes
19	Major customers	Yes
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 one year and above 10 months	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last 10 Months	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

BRIEF DESCRIPTION OF THE COMPANY'S WORKING DURING THE YEAR

During the year, the Company earned income of INR 9.922 million and earned net profit of INR 0.586 million during the year.

INDEX OF CHARGES NO CHARGES EXISTS FOR COMPANY

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FIXED ASSETS

Tangible Assets

- Office Equipment
- Computer
- Micro Wave
- Mobile
- Office Equipment
- Water Dispenser
- T.V.
- Car

OBSERVATION POINTS

Name of Company :	BLUE EYED DIGITAL TECHNOLOGIES PRIVATE LIMITED
Address :	Unit No. 911C (956), Tower- B4, Tower A, Spaze I-Tech Park, Sohna - Road, Block-S, Sector 49, Gurugram-122018, Haryana, India
Mobile No.:	91-9911797938
Email:	vinay@bedigitech.com
Person to whom we met:	Mr. Ashish Chauhan Designation: Head of Operations
Name Board :	Sighted
Location:	Easy
Landmark :	Sohna Road
Total Floors of the building:	11 Storey Building
Subject situated on:	9th Floor
Locality:	Commercial
Area of premises :	1000 Sq.Ft.
Area :	Upmarket
No. of employees seen at premises:	15 (Approximately)

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Visibility of Items:	<ul style="list-style-type: none"> • Telephone • Office Equipment • Xerox Machine
Furniture items sighted :	Yes
Neighbour's interview :	<p>Name of Company: Games Store Contact person: Mr. Aditya Gupta Neighbour's overview : Existence Confirmed</p> <p>Name of Company: Alpha Six Private Limited Contact person: Mr. Dushant Neighbour's overview : Existence Confirmed</p>
Proof of visit:	Photograph

PICUTRES:



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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 68.05
UK Pound	1	INR 90.30
Euro	1	INR 80.54

INFORMATION DETAILS

Information Gathered by :	SVD
Analysis Done by :	NSG
Report Prepared by :	MTN

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	NO
--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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