

MIRA INFORM REPORT

Report No. :	521592
Report Date :	11.08.2018

IDENTIFICATION DETAILS

Name :	BULLSEYE ENTERTAINMENT
Registered Office :	Office No. 313, 3rd Floor, Edcon Mindspace, Behind Campal Trade Centre, Dr. Braganza Pereira Road, Near Taj Vivanta, Panaji – 403001, Goa
Mobile No.:	91-9890056541 (Mr. Sandesh)
Country :	India
Financials (as on) :	31.03.2017
Year of Establishment:	2011
Capital Investment / Paid-up Capital :	INR 13.724 Million
PAN No.: [Permanent Account No.]	AMAPR3821Q
GSTN : [Goods & Service Tax Registration No.]	30AMAPR3821Q1ZY
Legal Form :	Sole Proprietary Concern
Line of Business :	Providing Event Management Services. (Confirmed by management)
No. of Employees :	10 (Approximately)

RATING & COMMENTS

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

MIRA's Rating :	A
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Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

Maximum Credit Limit :	USD 39000
Status :	Satisfactory

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Payment Behaviour :	Usually correct
Litigation :	Clear
Comments :	<p>Subject is a proprietary concern established in the year 2011 and it is engaged in the business or providing event management services.</p> <p>For the financial year 2017, concern has achieved a decent growth in its revenue as compared to its previous year along with good profit margin during the year.</p> <p>Rating takes into consideration, adequate capital base and fair revenue base of the concern.</p> <p>Subject's banker (ICICI Bank) provided positive feedback and it is satisfied with the subject' banking transaction.</p> <p>Payments seem to be usually correct.</p> <p>In view of foresaid, the concern can be considered for business dealings at usual trade terms and conditions.</p> <p>Note:</p> <p>Site visit was conducted at the given address and our executive has successfully traced the subject.</p> <p>At the premises, our executive met Mr. Muzibrehaman Ismail Ruknuddin (Proprietor), who confirmed the existence of the subject on the given address.</p> <p>As per our executive's observation, it is a ground +5 storey building and subject is situated on the 3rd floor. Area of the premise seems to be 800 sq. ft.</p> <p>Location was easy to find, locality seems to be commercial and area near the premise seems to be neutral.</p> <p>Our executive has sighted approximately 10 employees along with telephone, computer, air conditioner, office equipment and furniture items at the premises.</p> <p>Name board of the subject was sighted at the given address.</p> <p>On inquiry with staff (Name not divulged) from "Ultra Clinic" and security guard of the building, they 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.

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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

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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. Sandesh
Designation :	Accounts Department
Contact No.:	91-9890056541
Date :	09.08.2018

LOCATIONS

Registered Office :	Office No. 313, 3rd Floor, Edcon Mindspace, Behind Campal Trade Centre, Dr. Braganza Pereira Road, Near Taj Vivanta, Panaji – 403001, Goa, India
Tel. No.:	Not Available
Mobile No.:	91-9890056541 (Mr. Sandesh) 91-8600013536 (Office)
Fax No.:	Not Available
E-Mail :	bullseye.finance@gmail.com munna@bullseyeentertainment.in
Website :	www.bullseyeentertainment.in
Area :	800 sq. ft. (At site visit)
Location :	Owned
Locality :	Commercial

SOLE PROPRIETOR

Name :	Mr. Muzibrehaman Ismail Ruknuddin
Designation :	Proprietor
Address :	H. No.50/B/5, Near Government Godown, Shetye Vaddo, Mapusa, Goa – 403507, India
Date of Birth/Age :	34 Years
Qualification :	SSC
Experience :	10 Years
PAN No.:	AMAPR3821Q

KEY EXECUTIVES

Name :	Mr. Sandesh
Designation :	Accounts Department

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BUSINESS DETAILS

Line of Business :	Providing Event Management Services. (Confirmed by management)
Products/ Services :	Event Management Services
Brand Names :	Not Available
Agencies Held :	Not Available
Exports :	Not Available
Imports :	Not Available
Terms :	
Selling :	Cheque and Others (NEFT/ RTGS)
Purchasing :	Cheque and Others (NEFT/ RTGS)

GENERAL INFORMATION

Suppliers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
Customers :	End Users	
	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
No. of Employees :	10 (Approximately)	
Bankers :	Bank Name	ICICI Bank Limited
	Branch	Panaji Branch, Sindur Business Center, S V Road, Panaji – 403001,

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	Goa, India
Person Name (With Designation)	Mr. Shashi Dayekar (Regional Head Sales)
Contact Number	91-9561002519
Name of Account Holder	BULLSEYE ENTERTAINMENT
Account Number	001505500034
RTGS/ NEFT/ IFSC CODE	ICIC0000015
Account Since (Date/Year of Account Opening)	2012
Average Balance Maintained (If Possible)	--
Credit Facilities Enjoyed (If any)	Current Account
Account Operation	Satisfactory
Remarks (If any)	As claimed by Mr. Shashi Dayekar (Regional Head Sales) that they are satisfied with the banking transactions of subject.

Auditors :	
Name :	P.D. Naik and Associates Chartered Accountants
Address :	Mapusa, Goa, India
M.No.:	116981
Memberships :	Not Available
Collaborators :	Not Available
Sister Concern:	Not Available

CAPITAL STRUCTURE

As on 31.03.2017

PARTICULARS	Amount In Million
Capital Account	
Proprietors Capital	9.835
Add: Net Profit	6.479
Interest on FD	0.008
Interest on SB	0.001
Interest Received on IT Refund	0.053
Commission Received	0.085
Insurance Claim	0.040
Dividend on Shares	0.002
	16.503
Less: Drawings	1.113

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BULLSEYE ENTERTAINMENT - 521592

PAGE NO. : 7

Income Tax Paid F.Y. 2015-16	1.503
Donation Exempt U/S.80G	0.023
Donation	0.011
Health Insurance	0.004
LIC Bima Diamond	0.016
LIC Jeevan Anand	0.011
LIC Money Back	0.039
LLIC Money Back 20 Years	0.014
ING Life Insurance	0.045
Total	13.724

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FINANCIAL DATA
[all figures are in INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS		31.03.2017	31.03.2016
SHAREHOLDERS FUNDS			
1] Capital Account		13.724	9.835
2] Reserves & Surplus		0.000	0.000
3] (Accumulated Losses)		0.000	0.000
NETWORTH		13.724	9.835
LOAN FUNDS			
1] Secured Loans		2.934	3.074
2] Unsecured Loans		0.200	0.104
TOTAL BORROWING		3.134	3.178
DEFERRED TAX LIABILITIES		0.000	0.000
TOTAL		16.858	13.013
APPLICATION OF FUNDS			
FIXED ASSETS [Net Block]			
Capital work-in-progress		0.000	0.000
INVESTMENT			
DEFERRED TAX ASSETS		0.000	0.000
CURRENT ASSETS, LOANS & ADVANCES			
Inventories		0.000	0.515
Sundry Debtors		30.740	19.214
Cash & Bank Balances		0.437	1.006
Other Current Assets		1.021	1.823
Loans, Advances and Deposits		5.048	5.081
Total Current Assets		37.246	27.639
Less : CURRENT LIABILITIES & PROVISIONS			
Sundry Creditors		17.906	14.873
Other Current Liabilities		9.080	4.846
Provisions		0.055	0.025
Total Current Liabilities		27.041	19.744
Net Current Assets		10.205	7.895
MISCELLANEOUS EXPENSES			
		0.000	0.000
TOTAL		16.858	13.013

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PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2017	31.03.2016
	SALES		
	Income	57.691	49.443
	Other Income	0.091	0.007
	TOTAL	57.782	49.450
Less	EXPENSES		
	Purchases	36.265	31.228
	Event Operating Expenses	1.333	0.462
	Rent for Event	0.278	0.000
	Trade Mark Expense	0.035	0.000
	Accommodation Charges	0.214	0.123
	Advertising and Publicity Expenses	0.079	0.023
	Boarding Charges	0.061	0.000
	Insurance	0.138	0.182
	Rates, Taxes and Duties	0.191	0.321
	Rent	1.433	1.557
	Repair and Maintenance	0.640	0.553
	Sales Promotion Expense	0.611	0.191
	Staff Food Expenses	1.044	0.756
	Telephone Expenses	0.281	0.266
	Travelling Expenses	1.227	0.840
	Assets Written Off	0.120	0.000
	Car Accessories	0.055	0.000
	Commission Paid	0.449	0.105
	Consultation Fees	0.004	0.000
	Credit Card Fees	0.000	0.001
	Credit Card Wrong Dr	0.002	0.000
	Discount Allowed	0.000	0.003
	Extended Warranty Swift Car	0.008	0.000
	Freight Charges	0.041	0.002
	Fuel for Genset	0.008	0.000
	General Insurance Other	0.004	0.000
	Laundry Expenses	0.036	0.005
	Luxury Tax	0.004	0.110
	Paper and Periodicals	0.002	0.002
	Permission Fee	0.122	0.192
	Postage and Courier	0.043	0.031
	Printing and Stationery	0.006	0.006
	Processing and Document Charges	0.024	0.004
	Professional Charges	0.106	0.054
	Salary and Wages	4.086	3.794
	Service Tax Other	0.000	0.002

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BULLSEYE ENTERTAINMENT - 521592

PAGE NO. : 10

	Staff Welfare		0.166	0.114
	Sundry Debtor w/off		0.089	1.809
	Swachh Bharat Cess Input 0.5%		0.076	0.023
	Water and Electricity Expenses		0.225	0.138
	TOTAL		49.506	42.897
	PROFIT/ (LOSS) BEFORE INTEREST, DEPRECIATION AND AMORTISATION		8.276	6.553
Less	FINANCIAL EXPENSES		0.713	0.540
	PROFIT / (LOSS) BEFORE DEPRECIATION AND AMORTISATION		7.563	6.013
Less/ Add	DEPRECIATION/ AMORTISATION		1.084	0.834
	NET PROFIT/ (LOSS) FOR THE YEAR		6.479	5.179

Note : Sole Proprietary and Partnership concerns are exempted from filing their financials with the Government Authorities or Registry Records.

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS		31.03.2017	31.03.2016
Average Collection Days (Sundry Debtors / Income * 365 Days)		194.49	141.84
Account Receivables Turnover (Income / Sundry Debtors)		1.88	2.57
Average Payment Days (Sundry Creditors / Purchases * 365 Days)		180.22	173.84
Inventory Turnover (Operating Income / Inventories)		0.00	12.72
Asset Turnover (Operating Income / Net Fixed Assets)		1.31	1.37

LEVERAGE RATIOS

PARTICULARS		31.03.2017	31.03.2016
Debt Ratio		0.69	0.70

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BULLSEYE ENTERTAINMENT - 521592

PAGE NO. : 11

((Borrowing + Current Liabilities) / Total Assets)			
Debt Equity Ratio (Total Liability / Networth)		0.23	0.32
Current Liabilities to Networth (Current Liabilities / Net Worth)		1.98	2.02
Fixed Assets to Networth (Net Fixed Assets / Networth)		0.46	0.49
Interest Coverage Ratio (PBIT / Financial Charges)		11.61	12.14

PROFITABILITY RATIOS

PARTICULARS			31.03.2017	31.03.2016
Net Profit Margin [(PAT / Sales) * 100]	%		11.23	10.47
Return on Total Assets ((PAT / Total Assets) * 100)	%		14.76	15.81
Return on Investment (ROI) ((PAT / Networth) * 100)	%		47.21	52.66

SOLVENCY RATIOS

PARTICULARS			31.03.2017	31.03.2016
Current Ratio (Current Assets / Current Liabilities)			1.37	1.39
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)			1.37	1.37
G-Score Ratio Financial (Networth / Total Assets)			0.31	0.30
G-Score Ratio Debt (Debts / Equity Capital)			0.23	0.32
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)			1.37	1.39

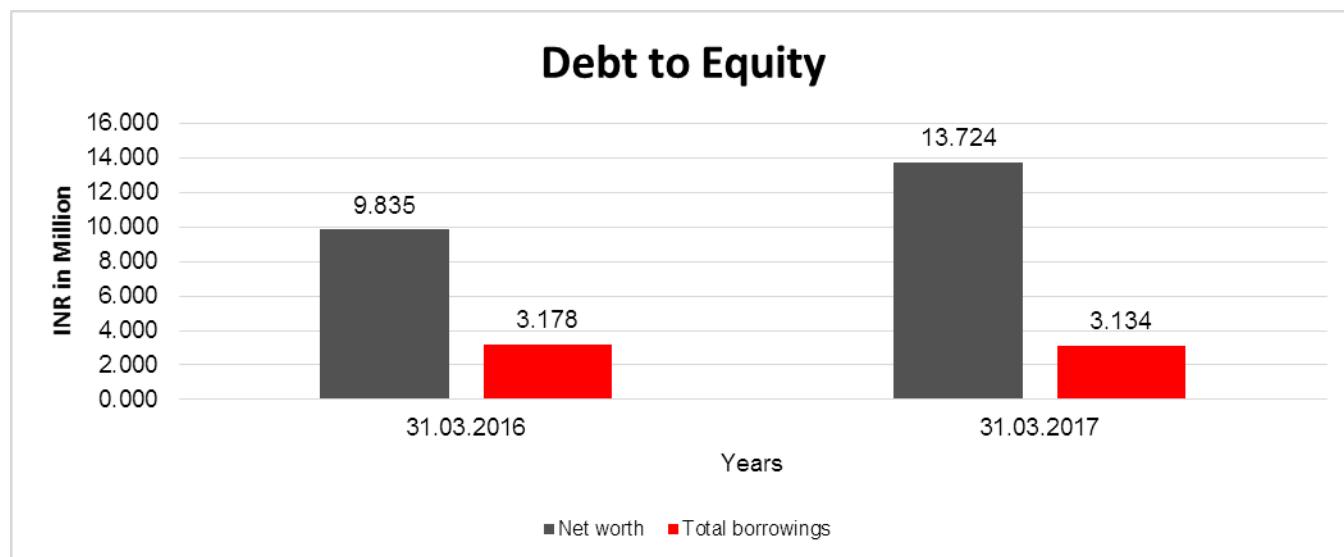
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

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FINANCIAL ANALYSIS
[all figures are in INR Million]

DEBT EQUITY RATIO

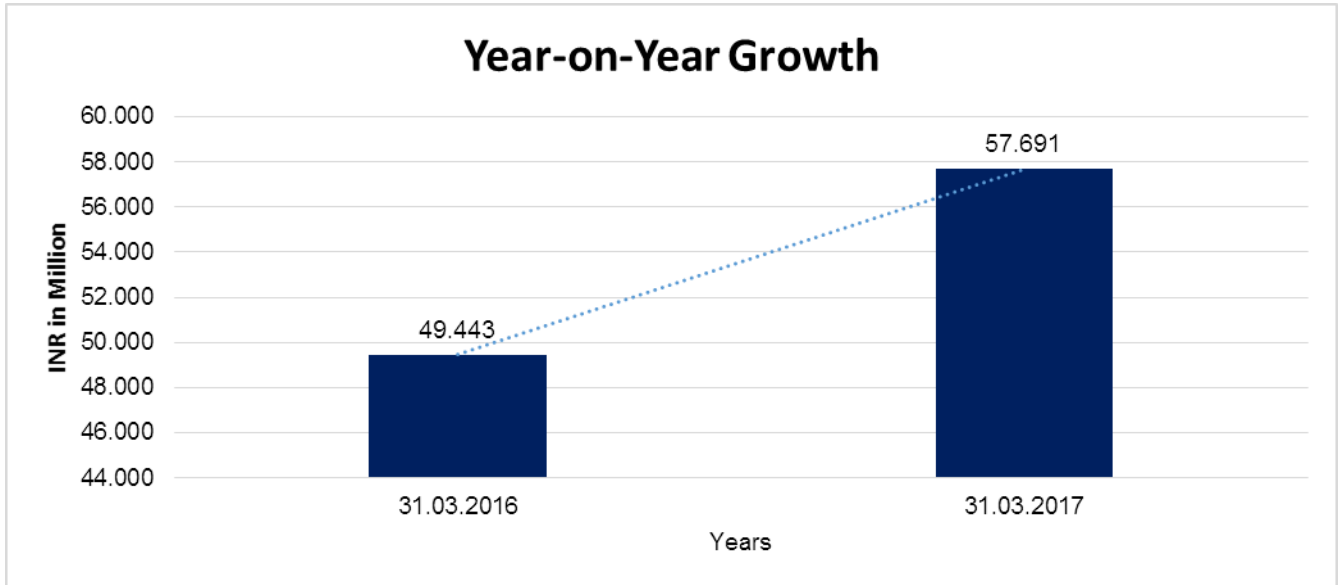
Particular	31.03.2016	31.03.2017
	INR In Million	INR In Million
Capital Account	9.835	13.724
Reserves & Surplus	0.000	0.000
Net worth	9.835	13.724
Secured Loans	3.074	2.934
Unsecured Loans	0.104	0.200
Total borrowings	3.178	3.134
Debt/Equity ratio	0.323	0.228



YEAR-ON-YEAR GROWTH

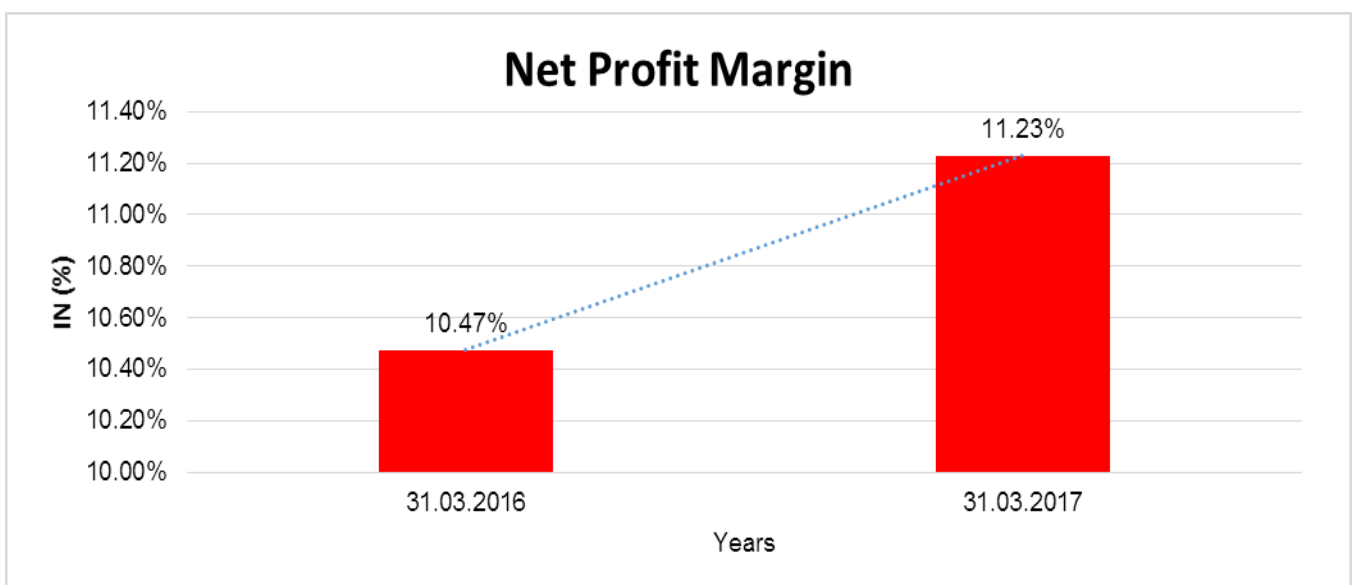
Year on Year Growth	31.03.2016	31.03.2017
	INR In Million	INR In Million
Sales	49.443	57.691
		16.682

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NET PROFIT MARGIN

Net Profit Margin	31.03.2016	31.03.2017
	INR In Million	INR In Million
Sales	49,443	57,691
Profit/ (Loss)	5,179	6,479
	10.47%	11.23%



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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	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	No
19	Major customers	No
20	Banking Details	Yes
21	Banking facility details	Yes
22	Conduct of the banking account	Yes
23	Financials, if provided	Yes
24	Capital in the business	Yes
25	Last accounts filed at ROC, if applicable	No
26	Turnover of firm for last two years	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last two years	Yes
30	Major shareholders, if available	No
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

Company Name :	BULLSEYE ENTERTAINMENT
Address :	Office No. 313, 3rd Floor, Edcon Mindspace, Behind Campal Trade Centre, Dr. Braganza Pereira Road, Near Taj Vivanta, Panaji – 403001, Goa, India
Contact No.:	91-9890056541
E-Mail :	munna@bullseyeentertainment.in
Person to whom we met :	Mr. Muzibrehaman Ismail Rukhuddin
Designation :	Proprietor
Name Board :	Sighted
Location :	Easy
Total floors of the building :	Ground+5 Floors
Subject situated on :	3rd Floor
Locality:	Commercial
Area of premises :	800 sq. ft.
Area :	Neutral
No. of employees seen at premises :	10
Visibility Items :	<ul style="list-style-type: none"> • Telephone • Computers • Air Conditioner • Office Equipment
Neighbour's Interview	
Neighbour's Overview :	In inquiry with staff (Name not divulged) from "Ultra Clinic" and security guard of the building, they confirmed the existence of the subject on the given address.
Proof of visit :	Photographs and Visiting Card

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 69.10
UK Pound	1	INR 88.23
Euro	1	INR 78.92

INFORMATION DETAILS

Information Gathered by :	AKS
Analysis Done by :	VIVR
Report Prepared by :	SUD

SCORE FACTORS

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