

## MIRA INFORM REPORT

Report No. :	523203
Report Date :	13.08.2018

### IDENTIFICATION DETAILS

Name :	IDEA BOX MEDIA LLC
Registered Office :	Property owned by Ismail Yousef Janahi, Office No. 110, Deira, PO Box: 99548, Dubai
Country :	United Arab Emirates
Date of Incorporation :	28.06.2006
Com. Reg. No.:	583160
Legal Form :	Limited Liability Company
Line of Business :	Motion picture, video and television program production activities
No. of Employees :	Not available

### RATING & COMMENTS

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

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

Status :	Moderate
Payment Behaviour :	Unknown
Litigation :	Clear

#### NOTES :

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.

### ECGC Country Risk Classification List

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Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
United Arab Emirates	A2	A2

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

**UNITED ARAB EMIRATES - ECONOMIC OVERVIEW**

The UAE has an open economy with a high per capita income and a sizable annual trade surplus. Successful efforts at economic diversification have reduced the portion of GDP from the oil and gas sector to 30%.

Since the discovery of oil in the UAE nearly 60 years ago, the country has undergone a profound transformation from an impoverished region of small desert principalities to a modern state with a high standard of living. The government has increased spending on job creation and infrastructure expansion and is opening up utilities to greater private sector involvement. The country's free trade zones - offering 100% foreign ownership and zero taxes - are helping to attract foreign investors.

The global financial crisis of 2008-09, tight international credit, and deflated asset prices constricted the economy in 2009. UAE authorities tried to blunt the crisis by increasing spending and boosting liquidity in the banking sector. The crisis hit Dubai hardest, as it was heavily exposed to depressed real estate prices. Dubai lacked sufficient cash to meet its debt obligations, prompting global concern about its solvency and ultimately a \$20 billion bailout from the UAE Central Bank and Abu Dhabi Government that was refinanced in March 2014.

The UAE's dependence on oil is a significant long-term challenge, although the UAE is one of the most diversified countries in the Gulf Cooperation Council. Low oil prices have prompted the UAE to cut expenditures, including on some social programs, but the UAE has sufficient assets in its sovereign investment funds to cover its deficits. The government reduced fuel subsidies in August 2015, and introduced excise taxes (50% on sweetened carbonated beverages and 100% on energy drinks and tobacco) in October 2017. A five-percent value-added tax was introduced in January 2018. The UAE's strategic plan for the next few years focuses on economic diversification, promoting the UAE as a global trade and tourism hub, developing industry, and creating more job opportunities for nationals through improved education and increased private sector employment.

Source : CIA

## **SUMMARY**

**COMPANY NAME** IDEA Box Media LLC

**ADDRESS** Building Area Town PO Box  
Sultan Lootah Dubai Media City, Dubai 99548  
Building, Office Tecom Dubai  
No. 507

**TEL/FAX** Verified Phones: (+971 4) 273 5474 (continuously unobtainable) / Fax: (+971 4) 273 5494 (reallocated to a private residence). No other telephone or fax numbers are listed for the subject at the local telephone directory.

**EMAIL/WEBSITE** Email/Website: N/A

**ACTIVITY** NACE 5911 - Motion picture, video and television programme production activities;

**LEGAL INFO** Date Of Est. Reg. No. Legal Form Status  
28/06/2006 583160 LLC Active

## **IDENTIFICATION**

**CO. NAME** IDEA Box Media LLC  
**BUILDING** Sultan Lootah Building, Office No. 507  
**AREA** Dubai Media City, Tecom  
**POSTAL ADDRESS** 99548 Dubai  
**TOWN** Dubai  
**COUNTRY** United Arab Emirates  
**TELEPHONE** (+971 4) 273 5474 (continuously unobtainable)  
**FAX** (+971 4) 273 5494 (reallocated to a private residence)  
**REGISTERED ADDRESS** Property owned by Ismail Yousef Janahi,  
Office No. 110, Deira  
PO Box: 99548  
Dubai

## **SENIOR PERSONNEL**

<b>MANAGEMENT</b>	<b>NAME</b>	<b>POSITION</b>
	Azim Rashid Khan	Director
	Shah Nawaz Khan	Accounts Manager

## **FINANCIAL SUMMARY**

### **NOTES**

Balance sheets are not available. Financial information could not be obtained from other sources.

## **LEGAL STATUS**

### **INCORPORATION REGISTRATION NO.**

28/06/2006

### **C.R. NUMBER**

Trade License No.: 583160 (expiry date:  
27/06/2019)

### **ISSUED BY**

Dubai  
Department of  
Economic  
Development

### **OTHER REGISTRATION NO.**

CBLS No.: 10833127

### **CAPITAL**

Not provided

### **BUSINESS HISTORY**

The Company was incorporated in Dubai on 28 June 2006.

### **LEGAL FORM**

Limited Liability Company

### **STATUS**

Active

### **SHAREHOLDERS**

#### **NAME**

Details of subject's shareholders could not be learnt.

#### **PERCENTAGE**

00.00%

## **OPERATION**

### **BANKERS**

Details of subject's bankers could be learnt.

### **ACTIVITY CODE (NACE)**

5911 - Motion picture, video and television programme production activities;

### **LINE OF BUSINESS**

Registered activity:

### **IMPORT FROM**

Motion picture, video and television programme production activities;

### **EXPORT TO**

Subject's imports details could not be learnt.

### **FACILITIES**

Subject's exports details could not be learnt.

Registered office premises located at the heading address.

## **PAYMENT RECORDS**

### **CREDIT OPINION**

Current trade experience of payments has not been traced. Our local sources could not contact the subject and obtain a direct interview.

### **RECOMMENDATION**

In the circumstances we recommend international suppliers deal on a



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E-mail : mira@mirainform.com  
info@mirainform.com  
Website : <http://www.mirainform.com>  
<http://www.miraglobalcheck.com>  
<http://www.miraglobalcollections.com>

**FINANCIAL STRENGTH** strictly cash or prepaid basis.  
No classification

## **SPECIAL REMARKS**

**INTERVIEWED** Third Party Sources.

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**FOREIGN EXCHANGE RATES**

Currency	Unit	Indian Rupees
US Dollar	1	INR 68.95
UK Pound	1	INR 88.19
Euro	1	INR 79.00
UAE Dh	1	INR 18.91

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

**INFORMATION DETAILS**

Analysis Done by :	NIS
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)