

MIRA INFORM REPORT

Report No. :	522575
Report Date :	14.08.2018

IDENTIFICATION DETAILS

Name :	SURYANSH ADVERTISING
Registered Office :	716-W2, Damodar Nagar, (Near Saraswati Vidya Mandir Collage), Kanpur-208021, Uttar Pradesh
Mobile No.:	91-8601633330 (Mr. Anil Jaiswal)
Country :	India
Financials (as on) :	31.03.2018
Year of Establishment :	April, 2016
Capital Investment / Paid-up Capital :	Not Divulged
PAN No.: [Permanent Account No.]	AXVPJ8381K
GSTN : [Goods & Service Tax Registration No.]	09AXVPJ8381K1ZF
Legal Form :	Sole Proprietary Concern
Line of Business :	Providing event management services (Confirmed by management)
No. of Employees :	4 (Approximately)

RATING & COMMENTS

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

Maximum Credit Limit :	USD 1100
Status :	Relatively new business

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Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Suryansh Advertising is a relatively new proprietorship concern established in April 2016.</p> <p>It is engaged in providing event management services.</p> <p>Mr. Anil Jaiswal (CEO) has claimed that the subject achieved revenue of INR 4.000 million for the FY 2017 and FY 2018.</p> <p>Subject's customer (Vritti Solution) gave positive feedback and they are satisfied with subject's services.</p> <p>Payment seems to be slow but correct.</p> <p>In view of aforesaid, the concern can be considered for business dealings with some caution.</p> <p>Note 1: Mr. Anil Jaiswal (CEO) has claimed that they have not yet filed any financial statements.</p> <p>Note 2: Site visit was conducted at the address which you have provided. Our executive has successfully traced the subject on the given address.</p> <p>At the premises, our executive met Mr. Anil Jaiswal (CEO) who confirmed subject's existence on the given address.</p> <p>Further, our executive enquired with neighbour company – Nilamber Advertising and with local residents who claimed that the subject is situated on the given address.</p> <p>As per our executive's observation, it is a 2 storey building and subject is situated on ground floor admeasuring total area of approx. 800 sq. ft. Number of employees sighted at the premises were 4. Locality seems to be residential cum commercial and area appears to be upmarket. Location was easy to find.</p> <p>We have sighted subject's name board.</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)
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India	A1	A1
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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 14.08.2018

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. Anil Jaiswal
Designation :	Chief Executive Officer
Contact No.:	91-8601633330
Date :	11.08.2018

LOCATIONS

Registered Office :	716-W2, Damodar Nagar, (Near Saraswati Vidya Mandir Collage), Kanpur-208021, Uttar Pradesh, India
Tel. No.:	91-8795433222 (Mrs. Neetu Jaiswal) 91-8601633330 / 8726122220 / 9305144440 (Mr. Anil Jaiswal)
Fax No.:	Not Available
E-Mail :	suryanshadv@gmail.com
Area :	800 Sq. Ft.
Location :	Rented
Locality :	Residential cum Commercial

SOLE PROPRIETOR

Name :	Mr. Neetu Jaiswal
Designation :	Proprietor
Address :	128/208,-Y1, Pashupati Nagar, Kidwai Nagar, Kanpur-208011, Uttar Pradesh, India
Date of Birth/Age :	14.06.1980
Qualification :	Post-Graduation
Experience :	5 Years
Aadhaar Card No.:	6140 6605 6289
PAN No.:	AXVPJ8381K

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KEY EXECUTIVES

Name :	Mr. Anil Jaiswal
Designation :	Chief Executive Officer
Name :	Mr. Rakesh Shrivastav
Designation :	Finance Department
Mobile No.;	91-9389191991

BUSINESS DETAILS

Line of Business :	Providing event management services (Confirmed by management)
Brand Names :	Not Available
Agencies Held :	Not Available
Exports :	Not Available
Imports :	Not Available
Terms :	
Selling :	Advance Payment and Cash
Purchasing :	Advance Payment and Cash

GENERAL INFORMATION

Suppliers :	Since subject is service provider supplier details not available														
	<table border="1"> <tr> <td>Reference :</td> <td>Not Available</td> </tr> <tr> <td>Name of the Person :</td> <td>--</td> </tr> <tr> <td>Contact No.:</td> <td>--</td> </tr> <tr> <td>Since How Long Known :</td> <td>--</td> </tr> <tr> <td>Maximum Limit Dealt :</td> <td>--</td> </tr> <tr> <td>Experience :</td> <td>--</td> </tr> <tr> <td>Remark:</td> <td>--</td> </tr> </table>	Reference :	Not Available	Name of the Person :	--	Contact No.:	--	Since How Long Known :	--	Maximum Limit Dealt :	--	Experience :	--	Remark:	--
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Name of the Person :	--														
Contact No.:	--														
Since How Long Known :	--														
Maximum Limit Dealt :	--														
Experience :	--														
Remark:	--														
Customers :	End Users														
	<table border="1"> <tr> <td>Reference :</td> <td>Vritti Solution</td> </tr> <tr> <td>Name of the Person :</td> <td>Mr. Naam Dev (Manager)</td> </tr> <tr> <td>Contact No.:</td> <td>91-9503313363</td> </tr> <tr> <td>Since How Long Known :</td> <td>1 Year</td> </tr> </table>	Reference :	Vritti Solution	Name of the Person :	Mr. Naam Dev (Manager)	Contact No.:	91-9503313363	Since How Long Known :	1 Year						
Reference :	Vritti Solution														
Name of the Person :	Mr. Naam Dev (Manager)														
Contact No.:	91-9503313363														
Since How Long Known :	1 Year														

	Maximum Limit Dealt :	As per requirement		
	Experience :	Product Quality	Delivery Behaviour	Overall
		Good	Good	Good
	Remark:	They gave us positive response about subject company.		
	Reference :	Anugrah Medision		
	Name of the Person :	Mr. Sachin Srivastav		
	Contact No.:	91-9369311192		
	Since How Long Known :	1 Year		
	Maximum Limit Dealt :	As per requirement		
	Experience :	Product Quality	Delivery Behaviour	Overall
		Good	Good	Good
	Remark:	They gave us positive response about subject company.		
	Reference :	Upwards and Emerging Private limited		
	Name of the Person :	Mr. Vikas Singh		
	Contact No.:	91-9910068223		
	Since How Long Known :	1 Year		
	Maximum Limit Dealt :	As per requirement		
	Experience :	Product Quality	Delivery Behaviour	Overall
		Good	Good	Good
	Remark:	They gave us positive response about subject company. They are satisfied with their products quality and delivery behaviour.		
	No. of Employees :	4 (Approximately)		
	Bankers :	Banker Name :	Axis Bank limited	
		Branch :	Ground Floor, Plot No.287, Block -U, Scheme II, Juhi Kala Nirala Nagar, Kanpur - 208014, Uttar Pradesh, India	
		Person Name (With Designation) :	Mr. Siddharth Trivedi (RM)	
		Contact Number :	91-7310257643	
		Name of Account Holder :	Suryansh Advertising	
		Account Number :	917020054852832	
		Account Since (Date/Year of Account Opening) :	July-2017	
		MICR Code:	208211012	
		NEFT /RTGS Code:	UTIB0002764	
		Average Balance Maintained :	INR 0.025 Million	

	Credit Facilities Enjoyed (CC/OD/Term Loan) :	Current
	Account Operation :	--
	Remark :	We spoke to Mr. Siddharth Trivedi (RM) who denied to provide any feedback about subject company

Auditors :	Not Available
Collaborators :	Not Available
Membership :	Not Available
Sister Concern :	--

CAPITAL STRUCTURE

Capital Investment :	
Owned :	Not Divulged
Borrowed :	--
Total :	Not Divulged

FINANCIAL DATA
[all figures are INR Million]

Particulars		31.03.2018	31.03.2017
Sales Turnover (Approximately)		4.000	4.000

Expected Sales (2018-2019): INR 7.000 Million

The above information has been parted by Mr. Anil Jaiswal (Chief Executive Officer)

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

ADVERTISING PROMOTIONAL EXPENSES

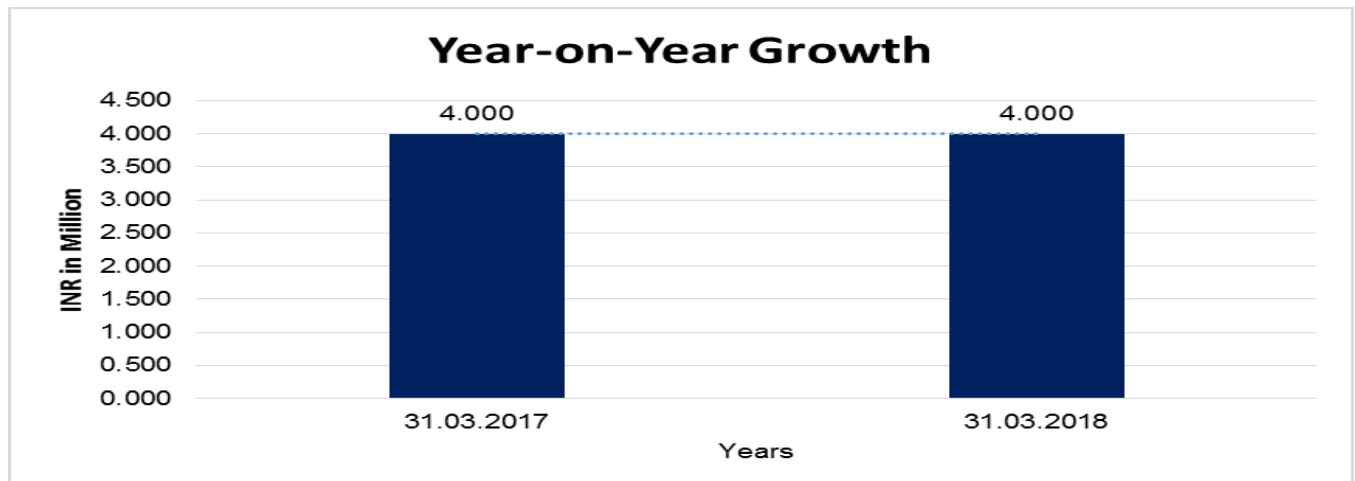
Years	INR in Million
2016-2017	NA

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FINANCIAL ANALYSIS
[all figures are INR Million]

YEAR-ON-YEAR GROWTH

Year on Year Growth		31.03.2017	31.03.2018
		INR In Million	INR In Million
Sales Turnover (Approximately)		4.000	4.000
			0.000



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

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17	Details of sister concerns	No
18	Major suppliers	Yes
19	Major customers	Yes
20	Banking Details	Yes
21	Banking facility details	Yes
22	Conduct of the banking account	--
23	Financials, if provided	Yes
24	Capital in the business	No
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 three years	No
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

Name of Company :	SURYANSH ADVERTISING
Address :	716-W2, Damodar Nagar, (Near Saraswati Vidya Mandir Collage), Kanpur-208021, Uttar Pradesh
Mobile No.:	91-9305144440
Email:	suryanshadv@gmail.com
Person to whom we met:	Mr. Anil Jaiswal Designation: Chief Executive Officer
Name Board:	Sighted
Location:	Easy
Landmark (If Any):	Near Saraswati Vidya Mandir Collage
Total Floors of the building:	2 Storey
Subject situated on:	Ground Floor
Locality:	Residential cum Commercial

Area of Premises :	800 Sq. ft.
Area:	Upmarket
No. of Employees seen at Premises :	4 (Approximately)
Visibility of Items:	<ul style="list-style-type: none"> • Computer • Air Conditioner • Xerox Machine • Office Equipment
Furniture items sighted:	Yes
Neighbour's Interview:	Name of Company : Nilamber Advertising Contact Person Name : Mr. Akash Tiwari Contact Person Name : Mr. Sumit (Local Resident) Neighbour Overview : Existence confirmed
Proof of visit:	Photograph

PICTURE



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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 :	SUP
Analysis Done by :	PRI
Report Prepared by :	RKI

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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