

## MIRA INFORM REPORT

<b>Report No. :</b>	524217
<b>Report Date :</b>	14.08.2018

### IDENTIFICATION DETAILS

<b>Name :</b>	HANSA CUSTOMER EQUITY PRIVATE LIMITED (w.e.f. 24.08.2009)
<b>Formerly Known As :</b>	CUSTOMER EQUITY SOLUTIONS PRIVATE LIMITED
<b>Registered Office :</b>	Film Chamber Complex, 2nd Floor, No. 605 And 606, Anna Salai, Thousand Lights, Chennai - 600006, Tamilnadu
<b>Tel. No.:</b>	91-22-66077000
<b>Country :</b>	India
<b>Financials (as on) :</b>	31.03.2017
<b>Date of Incorporation :</b>	27.02.2008
<b>CIN No.:</b> [Company Identification No.]	U72501TN2008PTC066614
<b>Capital Investment / Paid-up Capital :</b>	INR 5.382 Million
<b>IEC No.:</b> [Import-Export Code No.]	0310002338
<b>PAN No.:</b> [Permanent Account No.]	AAFCM2370K
<b>GSTN :</b> [Goods & Service Tax Registration No.]	27AAFCM2370K1ZB
<b>Legal Form :</b>	Private Limited Liability Company
<b>Line of Business :</b>	Subject is engaged in business of Developing Customer Relationship Management Solution using data analytics and providing other customer focused marketing services, including market mix modelling data management and segmentation, direct marketing services, developing and managing campaigns, promotions, through appropriate media, loyalty program management enrolment and fulfilment services and rendering such other services. [Registered Activity]

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<b>No. of Employees :</b>	Information denied by the management
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**RATING & COMMENTS**  
(Mira Inform has adopted New Rating mechanism w.e.f. 23<sup>rd</sup> January 2017)

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

<b>Maximum Credit Limit :</b>	USD 1130000
<b>Status :</b>	Satisfactory
<b>Payment Behaviour :</b>	Usually correct
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>Subject was incorporated in the year 2008 and it is engaged in business of developing customer relationship management solutions.</p> <p>As per financials of March 2017, the company has registered a growth of 27.47% in its revenue as compared to its previous year's revenue and has reported average profit margin of 1.81%.</p> <p>Rating takes into consideration the company's satisfactory track record of business operations marked by sound net worth base along with low solvency indicators and decent liquidity position.</p> <p>Further, the company has reported a good Earnings Per Share of INR 3.84 against its face value of INR 1.</p> <p>Payments seems to be usually correct.</p> <p>In view of aforesaid, the company can be considered for business dealings at usual trade terms and conditions.</p>

**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**

<b>Country Name</b>	<b>Previous Rating (31.12.2017)</b>	<b>Current Rating (01.04.2018)</b>
India	A1	A1

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<b>Risk Category</b>	<b>ECGC Classification</b>
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**

**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 DENIED**

**Management Non-Cooperative (91-22-66077000)**

**LOCATIONS**

**Registered Office :** Film Chamber Complex, 2nd Floor, No. 605 And 606, Anna Salai, Thousand

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	Lights, Chennai - 600006, Tamilnadu, India
<b>Tel. No.:</b>	91-22-66077000
<b>Fax No.:</b>	Not Available
<b>E-Mail :</b>	<a href="mailto:Hrishikesh.redij@cequitysolutions.com">Hrishikesh.redij@cequitysolutions.com</a>
<b>Website:</b>	<a href="http://hansacequity.com">http://hansacequity.com</a>
<b>Admin Office:</b>	403 and 404,B Wing, 4th Floor, Commercial Office Towers, Kohinoor City Mall, Kirol Road, Off LBS Marg, Kurla (West), Mumbai – 400070, Maharashtra, India
<b>Tel. No.:</b>	91-22-66077000
<b>Bangalore Branch :</b>	Ground Floor Indiqube- Sigma , Site No. 3/B 3rd Block, Koramangala, Bangalore – 560034, India
<b>Tel. No.:</b>	91-8046478000
<b>Delhi Branch :</b>	Unit no. 207, 2nd floor, Tower B3, Spaze Tech Park, Sohna Road, Sec-49, Gurgaon -122001, Haryana, India
<b>Tel. No.:</b>	91-124-4307684 / 124-4307685
<b>Chennai Branch :</b>	RR Towers II, 1st floor, Guindy Industrial Estate, Guindy, Chennai – 600032, Tamilnadu, India
<b>Tel. No.:</b>	91-44-42613927 / 28
<b>Chicago Branch :</b>	626, Grove Street, IL 60201

**DIRECTORS**

**AS ON 31.03.2018**

<b>Name :</b>	Mr. Sivaraman Swaminathan		
<b>Designation :</b>	Whole time Director		
<b>Address :</b>	B-307, Hillside Raheja Vihar Mumbai – 400072, Maharashtra, India		
<b>Date of Birth/Age :</b>	30.05.1967		
<b>Date of Appointment :</b>	27.02.2008		
<b>DIN No.:</b>	01881224		
<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U74900TN2009PTC072651	HANSA DIRECT PRIVATE LIMITED	31/12/2010	-
U74110TN2013PTC089671	AUTOSENSE PRIVATE LIMITED	29/09/2016	-
U72900TN2006PTC060993	DSQUARE SOLUTIONS PRIVATE LIMITED	18/08/2016	-
<b>Name :</b>	Mr. Narasimhan Krishnaswamy		
<b>Designation :</b>	Director		
<b>Address :</b>	Kshitij, 12, 1st Floor, 30 Napean, Sea Road, Mumbai – 400006, Maharashtra, India		
<b>Date of Birth/Age :</b>	28.05.1957		

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<b>Date of Appointment :</b>	27.02.2008		
<b>DIN No.:</b>	00219883		
<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U74300TN1973PTC006304	R.K.SWAMY BBDO PRIVATE LIMITED	26/06/2013	-
U92490TN1986PTC013610	HANSAVISION PRIVATE LIMITED	30/03/1994	-
U74900TN1988PTC015819	HANSA VISION INDIA PRIVATE LIMITED	30/09/1994	-
U70101TN1993PTC025261	HANSA ESTATES PRIVATE LIMITED	16/06/1993	-
U72300MH1994PTC238382	HANSA RESEARCH GROUP PRIVATE LIMITED	18/04/1994	-
U74300MH2009PTC221477	BBDO INDIA PRIVATE LIMITED	04/06/2009	-
U74900TN2009PTC072651	HANSA DIRECT PRIVATE LIMITED	24/08/2009	-
U70100TN2010GAT075821	TIRUVENGADAM PROPERTIES PRIVATE LIMITED	26/05/2010	-
U91990MH2005NPL151960	C S FOUNDATION	14/03/2005	-
U70109TN2015PTC103396	HANSA ESTATES PRIVATE LIMITED	21/12/2015	-
U74999TN2016PTC104009	TIRUVENGADAM INVESTMENTS PRIVATE LIMITED	05/02/2016	-
U65923TN2016PTC104374	HANSA HOLDINGS PRIVATE LIMITED	26/02/2016	-
U64201TN2018PTC123533	HANSAVISION MARKETING COMMUNICATIONS PRIVATE LIMITED	03/07/2018	-
<b>Name :</b> Mr. Srinivasan Krishna Swamy			
<b>Designation :</b> Director			
<b>Address :</b> Old No. 30 ( New No.55), Prithvi Avenue Abiramapuram Fourth Street, Chennai – 600018, Tamilnadu, India			
<b>Date of Birth/Age :</b> 15.07.1954			
<b>Date of Appointment :</b> 27.02.2008			
<b>DIN No.:</b> 00505093			
<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U64201TN2018PTC123533	HANSAVISION MARKETING COMMUNICATIONS PRIVATE LIMITED	03/07/2018	-
U65923TN2016PTC104374	HANSA HOLDINGS PRIVATE LIMITED	26/02/2016	-
U74999TN2016PTC104009	TIRUVENGADAM INVESTMENTS PRIVATE LIMITED	05/02/2016	-
U70109TN2015PTC103396	HANSA ESTATES PRIVATE LIMITED	21/12/2015	-
U91990MH2005NPL151960	C S FOUNDATION	14/03/2005	-
U74110TN2013PTC089671	AUTOSENSE PRIVATE LIMITED	29/09/2016	-
U45200TN2011PTC078852	SV STRUCTURAL CONSULTANTS PRIVATE LIMITED	17/01/2011	-
U70100TN2010GAT075821	TIRUVENGADAM PROPERTIES PRIVATE LIMITED	26/05/2010	-
U74900TN2009PTC072651	HANSA DIRECT PRIVATE LIMITED	24/08/2009	-
U74300MH2009PTC221477	BBDO INDIA PRIVATE LIMITED	04/06/2009	-
U24999MH1948NPL006309	AUDIT BUREAU OF CIRCULATIONS	14/09/2012	-
U72300MH1994PTC238382	HANSA RESEARCH GROUP PRIVATE LIMITED	30/09/1994	-
U70101TN1993PTC025261	HANSA ESTATES PRIVATE LIMITED	16/06/1993	-
U74900TN1988PTC015819	HANSA VISION INDIA PRIVATE LIMITED	30/08/1993	-
U92490TN1986PTC013610	HANSAVISION PRIVATE LIMITED	30/03/1994	-
U74300TN1973PTC006304	R.K.SWAMY BBDO PRIVATE LIMITED	23/09/2015	-

U74300MH1991GAP062428	INDIA CHAPTER OF INTERNATIONAL ADVERTISING ASSOCIATION.	16/09/2009	-
<b>Name :</b> Mr. Ajay Sharad Kelkar			
<b>Designation :</b> Director			
<b>Address :</b> 10 Priya, K.A.Gaffer Khan Marg, Worli Sea Face, Mumbai – 400025, Maharashtra, India			
<b>Date of Birth/Age :</b> 24.04.1964			
<b>Date of Appointment :</b> 27.02.2008			
<b>DIN No.:</b> 01818934			
<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U74900TN2009PTC072651	HANSA DIRECT PRIVATE LIMITED	31/12/2010	-
U72900TN2006PTC060993	DSQUARE SOLUTIONS PRIVATE LIMITED	18/08/2016	-
U74999MH2017PTC301336	DIGISENSE CUSTOMERIQ PRIVATE LIMITED	31/10/2017	-
<b>Name :</b> Mr. Ajitabh Banerji			
<b>Designation :</b> Director			
<b>Address :</b> 2, Wing-A, 3rd Floor, Lloyds Garden, A. M. Marg Prabhadevi Mumbai – 400025, Maharashtra, India			
<b>Date of Appointment :</b> 11.06.2015			
<b>DIN No.:</b> 07002361			
<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U17290CH1987PTC026669	INDIAN CLOTHING LEAGUE PRIVATE LIMITED	01/07/2016	-
U74900TN2009PTC072651	HANSA DIRECT PRIVATE LIMITED	30/09/2015	-
U92413MH2002PTC136467	N A SPORTZ INTERACTIVE PRIVATE LIMITED	05/10/2016	-
U80100MH2017PTC302749	THINKYUKTI PRIVATE LIMITED	12/12/2017	-
<b>Name :</b> Mr. Jayanta Kumar Banerjee			
<b>Designation :</b> Additional Director			
<b>Address :</b> Chaitanya Towers, A Wing, Flat No. 802, Prabhadevi, Mumbai – 400025, Maharashtra, India			
<b>Date of Appointment :</b> 26.07.2018			
<b>DIN No.:</b> 00151010			
<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U17290CH1987PTC026669	INDIAN CLOTHING LEAGUE PRIVATE LIMITED	26/02/2014	-
U74900TN2009PTC072651	HANSA DIRECT PRIVATE LIMITED	26/07/2018	-
U93000TG2009PTC064790	INCOR HOSPITALS PRIVATE LIMITED	22/06/2018	-
U74900MH2011PTC221467	ASK PRAVI CAPITAL ADVISORS PRIVATE LIMITED	27/09/2011	-
U92413MH2002PTC136467	N A SPORTZ INTERACTIVE PRIVATE LIMITED	05/10/2016	-

U74999MH2007PTC172530	PRESS2 DRYCLEANING AND LAUNDRY PRIVATE LIMITED	23/12/2014	-
U74999HR2015PTC057261	ALL ABOUT OUTDOOR PRIVATE LIMITED	25/06/2018	-
<b>Name :</b> Mr. Shivaprasad Krishnan			
<b>Designation :</b> Nominee Director			
<b>Address :</b> D304 Casa Ansal Bannerghatta Road Bangalore - 560076 Karnataka, India			
<b>Date of Appointment :</b> 11.06.2015			
<b>DIN No.:</b> 01512064			
<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U74900TN2009PTC072651	HANSA DIRECT PRIVATE LIMITED	11/06/2015	-
U72200KA2011PTC057970	TENTENTEN DIGITAL PRODUCTS PRIVATE LIMITED	01/04/2011	-
U74120MH2012PTC229031	ABSINTHE ART PRIVATE LIMITED	30/03/2012	-
U72900TN2006PTC060993	DSQUARE SOLUTIONS PRIVATE LIMITED	18/08/2016	-

**MAJOR SHAREHOLDERS**

**AS ON 31.03.2017**

**List of Equity Shareholders as on 31<sup>st</sup> March 2017**

<b>Names of Shareholders</b>	<b>No. of Shares</b>
Hansa Vision India Private Limited	2417810
Swaminathan. S	680000
Ajay Kelkar	680000
IL & FS Trust Company Limited in its capacity as trustee to ASK Pravi Private Equity Opportunities Fund	100
<b>Total</b>	<b>3777910</b>

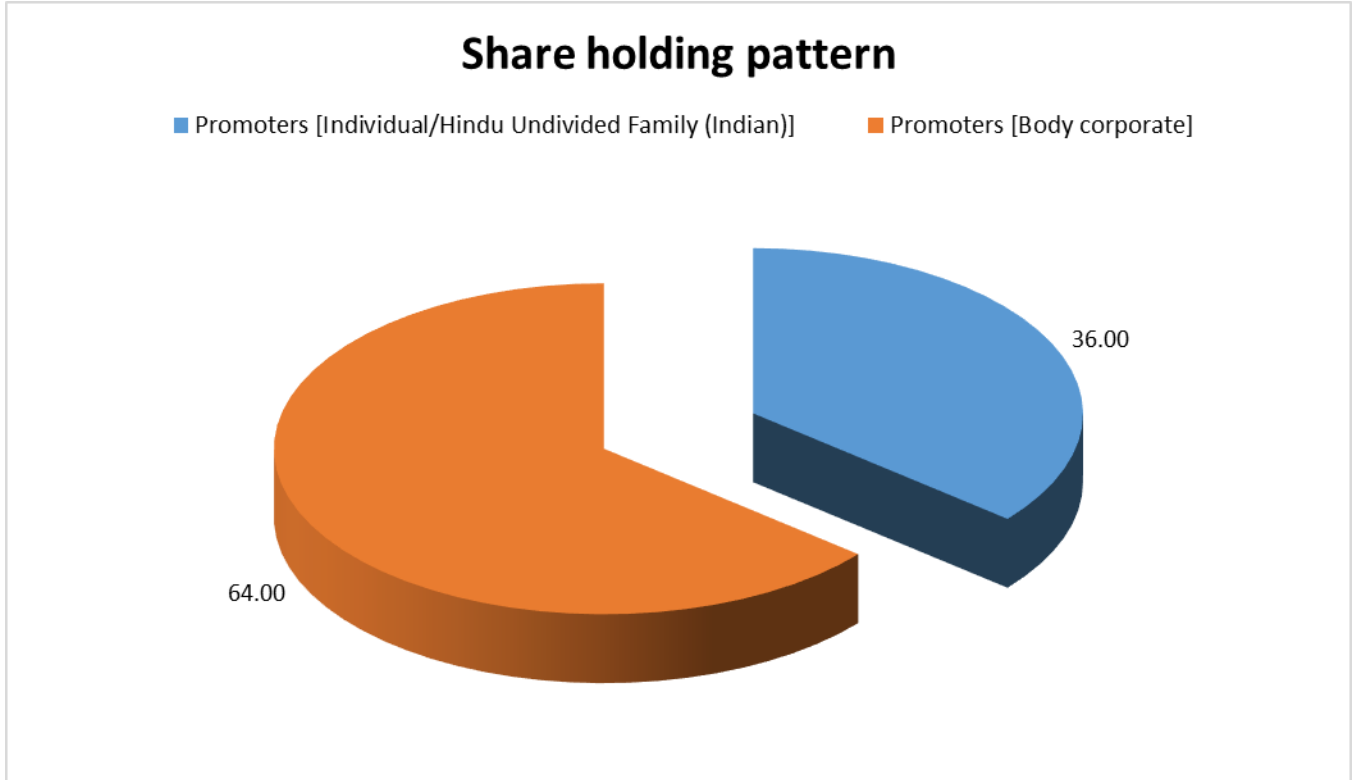
**List of Preference Shareholders as on 31<sup>st</sup> March 2017**

<b>Names of Shareholders</b>	<b>No. of Shares</b>
ASK Pravi Private Equity Opportunities Fund	1604160
<b>Total</b>	<b>1604160</b>

**Equity Share Break up (Percentage of Total Equity)**

**AS ON 30.09.2017**

<b>Category</b>	<b>Percentage</b>
Promoters [Individual/Hindu Undivided Family (Indian)]	36.00
Promoters [Body corporate]	64.00
<b>Total</b>	<b>100.00</b>



**BUSINESS DETAILS**

<b>Line of Business :</b>	Subject is engaged in business of Developing Customer Relationship Management Solution using data analytics and providing other customer focused marketing services, including market mix modelling data management and segmentation, direct marketing services, developing and managing campaigns, promotions, through appropriate media, loyalty program management enrolment and fulfilment services and rendering such other services. [Registered Activity]	
<b>Products / Services :</b>	<b>Name and Description of main products / services</b>	<b>ITC Code</b>
	Customer relations management business processes management services	99831173
<b>Brand Names :</b>	Not Available	
<b>Agencies Held :</b>	Not Available	
<b>Exports :</b>	Not Divulged	
<b>Imports :</b>	Not Divulged	

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<b>Terms :</b>	Not Divulged
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**PRODUCTION STATUS – (NOT AVAILABLE)**

**GENERAL INFORMATION**

<b>Suppliers :</b>	<b>Reference :</b>	Not Divulged	
	<b>Name of the Person :</b>	--	
	<b>Contact No.:</b>	--	
	<b>Since How Long Known :</b>	--	
	<b>Maximum Limit Dealt :</b>	--	
	<b>Experience :</b>	--	
	<b>Remark :</b>	--	
<b>Customers :</b>	<b>Reference :</b>	Not Divulged	
	<b>Name of the Person :</b>	--	
	<b>Contact No.:</b>	--	
	<b>Since How Long Known :</b>	--	
	<b>Maximum Limit Dealt :</b>	--	
	<b>Experience :</b>	--	
	<b>Remark :</b>	--	
<b>No. of Employees :</b>	Information denied by the management		
<b>Bankers :</b>	<b>Banker Name :</b>	HDFC Bank Limited	
	<b>Branch :</b>	HDFC Bank House, Senapati Bapat Marg Lower Parel (West), Mumbai – 400013, Maharashtra, India	
	<b>Person Name (With Designation) :</b>	--	
	<b>Contact Number :</b>	--	
	<b>Name of Account Holder :</b>	--	
	<b>Account Number :</b>	--	
	<b>Account Since (Date/Year of Account Opening) :</b>	--	
	<b>Average Balance Maintained :</b>	--	
	<b>Credit Facilities Enjoyed (CC/OD/Term Loan) :</b>	--	
	<b>Account Operation :</b>	--	
<b>Remark :</b>	--		
<b>Facilities :</b>	<b>SECURED LOANS</b>	<b>31.03.2017 INR In Million</b>	<b>31.03.2016 INR In Million</b>

	<b>LONG TERM BORROWINGS</b>		
	Term loan from bank	4.123	10.607
	<b>SHORT TERM BORROWINGS</b>		
	Cash credit	4.166	40.826
	Bill Discounting	28.889	0.000
	<b>Total</b>	<b>37.178</b>	<b>51.433</b>

<b>Auditors :</b>	
<b>Name :</b>	Walker Chandiok and Company LLP (Formerly Walker, Chandiok and Company) Chartered Accountants
<b>Address :</b>	16th Floor, Tower II, Indiabulls Finance Centre, S B Marg, Elphinstone (West), Mumbai- 400013, Maharashtra, India
<b>Tel. No.:</b>	91-22-66262600
<b>Fax No.:</b>	91-22-66262601
<b>PAN No.:</b>	AAAFW4298E
<b>Memberships :</b>	Not Available
<b>Collaborators :</b>	Not Available
<b>Holding Company (upto 11 June 2015) :</b>	<ul style="list-style-type: none"> <li>Hansa Vision India Private Limited (CIN NO U74900TN1988PTC015819)</li> </ul>
<b>Investor Company (from 12 June 2015):</b>	<ul style="list-style-type: none"> <li>Hansa Vision India Private Limited (CIN NO U74900TN1988PTC015819)</li> </ul>
<b>Group Company:</b>	<ul style="list-style-type: none"> <li>R.K Swamy BBDO</li> </ul>
<b>Subsidiary Companies :</b>	<ul style="list-style-type: none"> <li>Hansa Direct Private Limited (CIN NO U74900TN2009PTC072651)</li> <li>Dsquare Solutions Private Limited (CIN NO U72900TN2006PTC060993)</li> <li>Autosense Private Limited (CIN NO U74110TN2013PTC089671)</li> </ul>

**CAPITAL STRUCTURE**

AS ON 23.09.2017

**Authorised Capital :**

No. of Shares	Type	Value	Amount
100000000	Equity Shares	INR 1/- each	INR 100.000 Million
2000000	Preference Share	INR 1/- each	INR 2.000 Million
	<b>Total</b>		<b>INR 102.000 Million</b>

**Issued, Subscribed & Paid-up Capital :**

No. of Shares	Type	Value	Amount
3777910	Equity Shares	INR 1/- each	INR 3.778 Million
1604160	Preference Share	INR 1/- each	INR 1.604 Million
	<b>Total</b>		<b>INR 5.3812 Million</b>

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**FINANCIAL DATA**  
*[all figures are in INR Million]*

**ABRIDGED BALANCE SHEET**

SOURCES OF FUNDS	31.03.2017	31.03.2016	31.03.2015
<b>I. EQUITY AND LIABILITIES</b>			
(1) Shareholders' Funds			
(a) Share Capital	5.382	4.955	3.779
(b) Reserves & Surplus	392.153	305.576	83.298
(c) Money received against share warrants	0.000	0.000	0.000
(2) Share Application money pending allotment	0.000	0.000	0.000
<b>Total Shareholders' Funds (1) + (2)</b>	<b>397.535</b>	<b>310.531</b>	<b>87.077</b>
(3) Non-Current Liabilities			
(a) Long-term borrowings	4.123	10.607	15.300
(b) Deferred tax liabilities (Net)	0.000	0.000	0.000
(c) Other long term liabilities	0.000	0.000	0.000
(d) Long-term provisions	3.853	3.336	2.300
<b>Total Non-current Liabilities (3)</b>	<b>7.976</b>	<b>13.943</b>	<b>17.600</b>
(4) Current Liabilities			
(a) Short term borrowings	33.055	40.826	23.965
(b) Trade payables	122.617	74.268	45.263
(c) Other current liabilities	48.065	40.853	33.048
(d) Short-term provisions	44.667	21.013	12.905
<b>Total Current Liabilities (4)</b>	<b>248.404</b>	<b>176.960</b>	<b>115.181</b>
<b>TOTAL</b>	<b>653.915</b>	<b>501.434</b>	<b>219.858</b>
<b>II. ASSETS</b>			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	25.647	30.911	24.503
(ii) Intangible Assets	4.568	4.723	3.740
(iii) Capital work-in-progress	0.000	0.000	0.000
(iv) Intangible assets under development	56.575	9.925	0.000
(b) Non-current Investments	59.649	0.100	0.090
(c) Deferred tax assets (net)	4.134	0.633	0.070
(d) Long-term Loan and Advances	8.533	12.454	12.794
(e) Other Non-current assets	0.000	0.000	0.000
<b>Total Non-Current Assets</b>	<b>159.106</b>	<b>58.746</b>	<b>41.197</b>

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(2) Current assets			
(a) Current investments	93.033	203.803	0.000
(b) Inventories	0.000	0.000	0.000
(c) Trade receivables	163.831	116.338	75.566
(d) Cash and cash equivalents	1.500	8.167	0.159
(e) Short-term loans and advances	196.580	100.348	86.691
(f) Other current assets	39.865	14.032	16.245
<b>Total Current Assets</b>	<b>494.809</b>	<b>442.688</b>	<b>178.661</b>
<b>TOTAL</b>	<b>653.915</b>	<b>501.434</b>	<b>219.858</b>

**PROFIT & LOSS ACCOUNT**

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	<b>SALES</b>			
	Income	802.163	629.298	416.441
	Other Income	10.195	13.161	0.168
	<b>TOTAL</b>	<b>812.358</b>	<b>642.459</b>	<b>416.609</b>
<b>Less</b>	<b>EXPENSES</b>			
	Direct Cost	263.519	179.890	100.740
	Employee Benefits Expenses	265.307	215.527	163.928
	Other Expenses	243.048	178.670	123.402
	<b>TOTAL</b>	<b>771.874</b>	<b>574.087</b>	<b>388.070</b>
	<b>PROFIT/(LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>	<b>40.484</b>	<b>68.372</b>	<b>28.539</b>
<b>Less</b>	<b>FINANCIAL EXPENSES</b>	<b>8.321</b>	<b>6.454</b>	<b>5.153</b>
	<b>PROFIT/(LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>	<b>32.163</b>	<b>61.918</b>	<b>23.386</b>
<b>Less</b>	<b>DEPRECIATION/ AMORTISATION</b>	<b>9.603</b>	<b>9.366</b>	<b>7.843</b>
	<b>PROFIT/(LOSS) BEFORE TAX</b>	<b>22.560</b>	<b>52.552</b>	<b>15.543</b>
<b>Less</b>	<b>TAX</b>	<b>8.057</b>	<b>17.770</b>	<b>4.648</b>
	<b>PROFIT/(LOSS) AFTER TAX</b>	<b>14.503</b>	<b>34.782</b>	<b>10.895</b>
	<b>Earnings / (Loss) Per Share (INR)</b>			
	<b>Basic</b>	<b>3.84</b>	<b>9.21</b>	<b>2.88</b>
	<b>Diluted</b>	<b>2.85</b>	<b>7.35</b>	<b>2.88</b>

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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	6.484	5.811	6.300
Cash flow from operating	53.661	56.098	NA
Net cash flow from operating activities	13.162	24.510	23.082

**KEY RATIOS**

**EFFICIENCY RATIOS**

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	74.55	67.48	66.23
Account Receivables Turnover (Income / Sundry Debtors)	4.90	5.41	5.51
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	0.00	0.00	0.00
Inventory Turnover (Operating Income / Inventories)	0.00	0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)	0.47	1.50	1.01

**LEVERAGE RATIOS**

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.39	0.37	0.59
Debt Equity Ratio (Total Liability / Networth)	0.09	0.17	0.45
Current Liabilities to Networth (Current Liabilities / Net Worth)	0.62	0.57	1.32
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.22	0.15	0.32
Interest Coverage Ratio (PBIT / Financial Charges)	4.87	10.59	5.54

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**PROFITABILITY RATIOS**

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
PAT to Sales ((PAT / Sales) * 100)	%	1.81	5.53	2.62
Return on Total Assets ((PAT / Total Assets) * 100)	%	2.22	6.94	4.96
Return on Investment (ROI) ((PAT / Networth) * 100)	%	3.65	11.20	12.51

**SOLVENCY RATIOS**

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)		1.99	2.50	1.55
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		1.99	2.50	1.55
G-Score Ratio Financial (Networth / Total Assets)		0.61	0.62	0.40
G-Score Ratio Debt (Debts / Equity Capital)		6.91	10.38	10.39
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		1.99	2.50	1.55

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

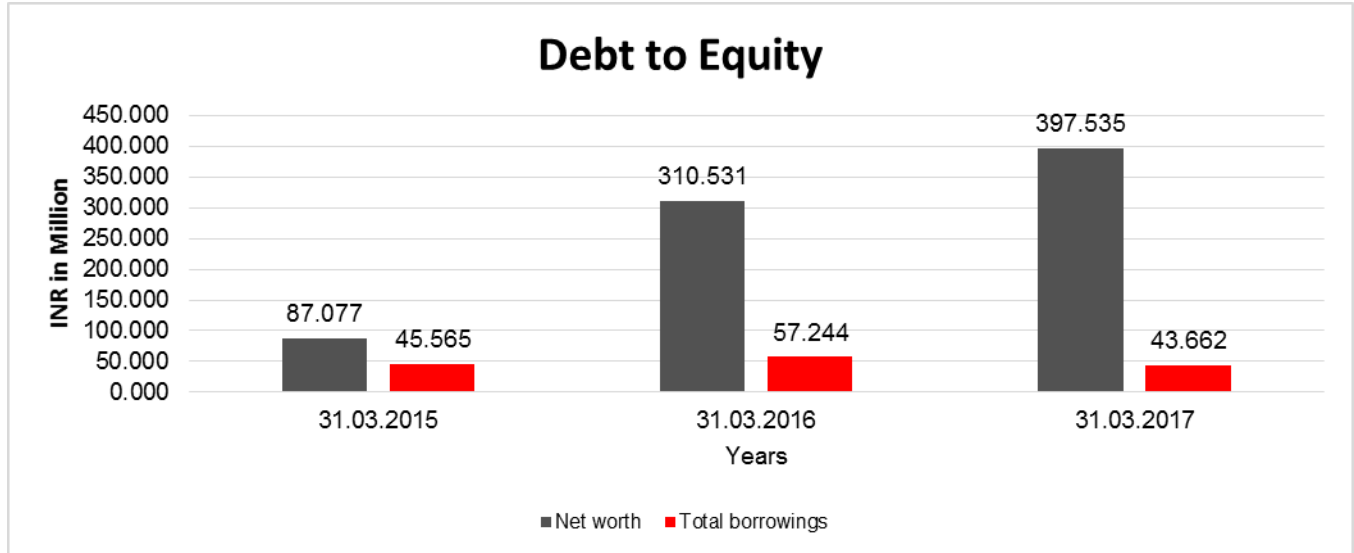
**FINANCIAL ANALYSIS**  
*[all figures are in INR Million]*

**DEBT EQUITY RATIO**

Particular	31.03.2015 INR In Million	31.03.2016 INR In Million	31.03.2017 INR In Million
Share Capital	3.779	4.955	5.382
Reserves & Surplus	83.298	305.576	392.153
Share Application money pending allotment	0.000	0.000	0.000
<b>Net worth</b>	<b>87.077</b>	<b>310.531</b>	<b>397.535</b>
long-term borrowings	15.300	10.607	4.123
Short term borrowings	23.965	40.826	33.055
Current Maturities of Long term debt	6.300	5.811	6.484

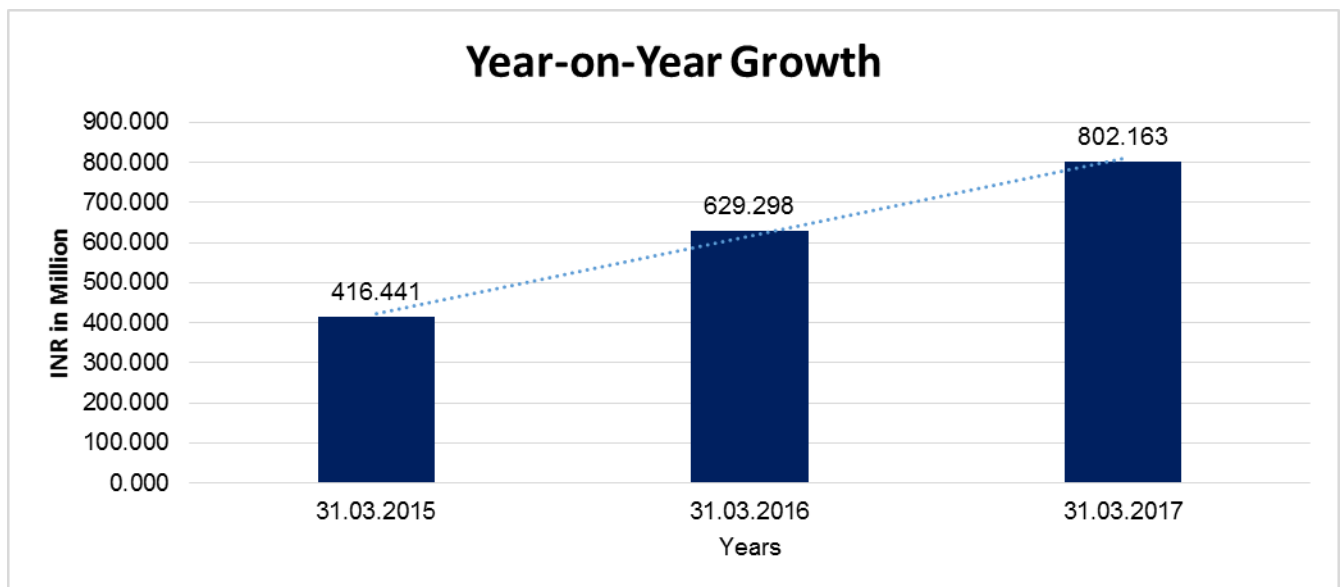
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	<b>Total borrowings</b>	<b>45.565</b>	<b>57.244</b>	<b>43.662</b>
<b>Debt/Equity ratio</b>		<b>0.523</b>	<b>0.184</b>	<b>0.110</b>



**YEAR-ON-YEAR GROWTH**

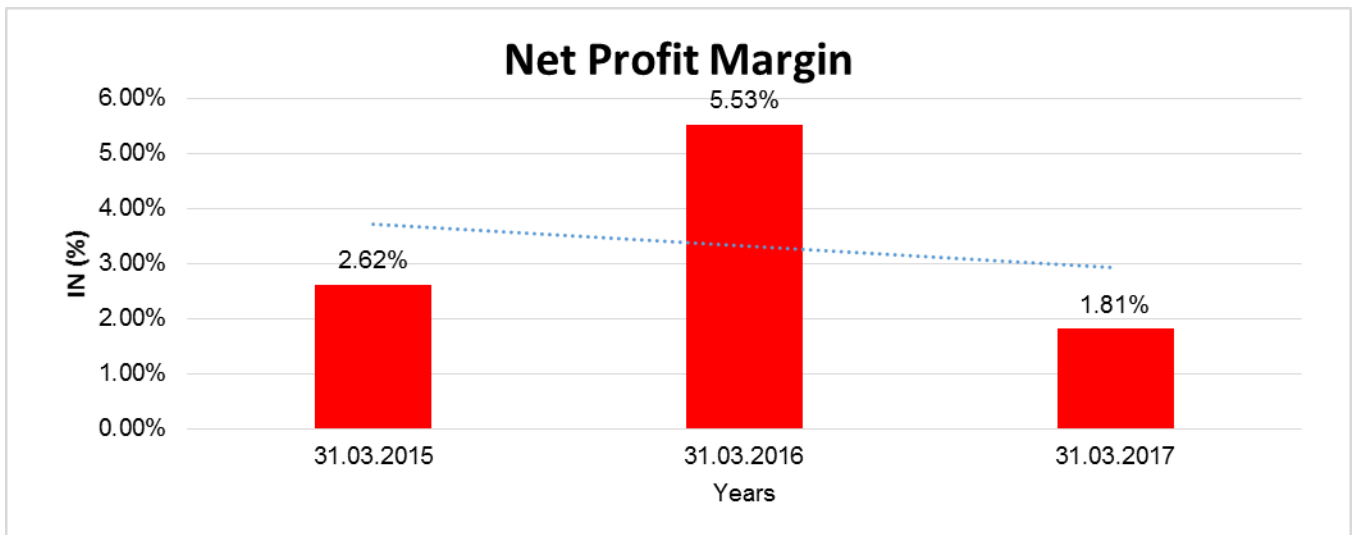
<b>Year on Year Growth</b>	<b>31.03.2015</b>	<b>31.03.2016</b>	<b>31.03.2017</b>
	<b>INR In Million</b>	<b>INR In Million</b>	<b>INR In Million</b>
Sales	416.441	629.298	802.163
		<b>51.113</b>	<b>27.469</b>



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**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	416.441	629.298	802.163
Profit/(Loss)	10.895	34.782	14.503
	<b>2.62%</b>	<b>5.53%</b>	<b>1.81%</b>



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**ABRIDGED BALANCE SHEET (CONSOLIDATED)**

<b>SOURCES OF FUNDS</b>	<b>31.03.2017</b>	<b>31.03.2016</b>
<b>I. EQUITY AND LIABILITIES</b>		
(1) Shareholders' Funds		
(a) Share Capital	5.382	4.955
(b) Reserves & Surplus	395.612	307.970
(c) Money received against share warrants	0.000	0.000
(d) Minority Interest	26.863	0.000
(2) Share Application money pending allotment	0.000	0.000
<b>Total Shareholders' Funds (1) + (2)</b>	<b>427.857</b>	<b>312.925</b>
(3) Non-Current Liabilities		
(a) long-term borrowings	4.123	10.607
(b) Deferred tax liabilities (Net)	0.000	0.000
(c) Other long term liabilities	0.000	0.000
(d) long-term provisions	7.129	3.714
<b>Total Non-current Liabilities (3)</b>	<b>11.252</b>	<b>14.321</b>
(4) Current Liabilities		
(a) Short term borrowings	33.055	40.826
(b) Trade payables	133.221	75.995
(c) Other current liabilities	50.125	50.524
(d) Short-term provisions	55.187	22.747
<b>Total Current Liabilities (4)</b>	<b>271.588</b>	<b>190.092</b>
<b>TOTAL</b>	<b>710.697</b>	<b>517.338</b>
<b>II. ASSETS</b>		
(1) Non-current assets		
(a) Fixed Assets		
(i) Tangible assets	37.894	30.934
(ii) Intangible Assets	14.582	4.723
(iii) Capital work-in-progress	0.000	0.000
(iv) Intangible assets under development	75.770	9.925
(b) Non-current Investments	0.000	0.000
(c) Deferred tax assets (net)	7.125	0.743
(d) Long-term Loan and Advances	14.544	12.554
(e) Other Non-current assets		

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<b>Total Non-Current Assets</b>	<b>149.915</b>	<b>58.879</b>
(2) Current assets		
(a) Current investments	122.699	203.802
(b) Inventories	0.000	0.000
(c) Trade receivables	182.819	127.644
(d) Cash and cash equivalents	4.868	9.100
(e) Short-term loans and advances	210.531	103.881
(f) Other current assets	39.865	14.032
<b>Total Current Assets</b>	<b>560.782</b>	<b>458.459</b>
<b>TOTAL</b>	<b>710.697</b>	<b>517.338</b>

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**PROFIT & LOSS ACCOUNT (CONSOLIDATED)**

	<b>PARTICULARS</b>	<b>31.03.2017</b>	<b>31.03.2016</b>
	<b>SALES</b>		
	Income	870.572	646.833
	Other Income	11.981	13.120
	<b>TOTAL</b>	<b>882.553</b>	<b>659.953</b>
<b>Less</b>	<b>EXPENSES</b>		
	Direct Cost	267.866	198.387
	Employees benefits expense	395.909	279.460
	Other expenses	186.051	113.431
	Prior period items	0.128	0.000
	<b>TOTAL</b>	<b>849.954</b>	<b>591.278</b>
	<b>PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>	32.599	68.675
<b>Less</b>	<b>FINANCIAL EXPENSES</b>	8.382	6.485
	<b>PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>	24.217	62.190
<b>Less/ Add</b>	<b>DEPRECIATION/ AMORTISATION</b>	12.698	9.376
	<b>PROFIT/ (LOSS) BEFORE TAX</b>	<b>11.519</b>	<b>52.814</b>
<b>Less</b>	<b>TAX</b>	6.487	17.851
	<b>Profit after tax before minority interest</b>	5.032	0.000
	Minority Interest	4.958	0.000
	<b>PROFIT/ (LOSS) AFTER TAX</b>	<b>9.990</b>	<b>34.963</b>
	<b>Earnings / (Loss) Per Share (INR)</b>		
	<b>Basic</b>	<b>2.64</b>	<b>9.25</b>
	<b>Diluted</b>	<b>1.97</b>	<b>7.39</b>

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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	No
5	Buyer visit details	--
6	Contact numbers	Yes
7	Name of the person contacted	No
8	Designation of contact person	No
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	No
17	Details of sister concerns	Yes
18	Major suppliers	No
19	Major customers	No
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	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	No
35	Negative Reporting by Auditors in the Annual Report	No

**CORPORATE INFORMATION:**

Hansa Suctomer Equity Private Limited was incorporate on February 27, 2008, is in the business of Developing Customer Relationship Management Solution using data analytics and providing other customer focused marketing services, including market mix modelling data management and segmentation, direct marketing services, developing and managing campaigns, promotions, through appropriate media, loyalty program management enrolment and fulfilment services and rendering such other services and carrying out such other activity as may be relating to any of the above.

**INDEX OF CHARGES:**

S N O	SRN	CHARGE ID	CHARGE HOLDER NAME	DATE OF CREATI ON	DATE OF MODIFICAT ION	DATE OF SATISFACT ION	AMOUNT	ADDRESS
1	G41262 593	106201 35	HDFC BANK LIMITE D	04/02/20 16	05/04/2017	-	101875000.0	HDFC BANK HOUSESENA TI BAPAT MARGLOWER PAREL WMUMBAIMH40 0013IN
2	C806032 02	101289 28	AXIS BANK LIMITE D	16/09/20 08	30/01/2015	17/02/2016	80000000.0	GROUND FLOOR, AXIS HOUSE,BOMBA Y DYEING MILLS COMPOUND, P B MARG, WORLIMUMBAI MH400025IN
3	C451889 92	101486 73	AXIS BANK LIMITE D	09/02/20 09	-	20/02/2015	12500000.0	NARIMAN POINT BRANCH, ATLANTA BUILDING,GRO UND FLOOR, NARIMAN POINT,MUMBAI MH400021IN

**CONTINGENT LIABILITIES:**

<b>Particular</b>	<b>31.03.2017</b>	<b>31.03.2018</b>
Provisions for dividend to preference shareholders	160	118
Provisions for tax on preference share dividend	33	24

**FIXED ASSETS:**

- Electrical Equipment
- Plant and Machinery
- Furniture and Fixture
- Office Equipment
- Computer
- Vehicles

**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 69.77
UK Pound	1	INR 89.09
Euro	1	INR 79.69

**INFORMATION DETAILS**

Information Gathered by :	GAY
Analysis Done by :	VIV
Report Prepared by :	RNA

**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	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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