

MIRA INFORM REPORT

Report No. :	521445
Report Date :	20.08.2018

IDENTIFICATION DETAILS

Name :	KEEP-UP BRANDING SOLUTIONS
Registered Office :	U-1/302, TDI City, Kundli, Sonipat – 131028, Haryana
Mob. No.:	91-9210218355 (Mr. Vijay Bhatia)
Country :	India
Financials (as on) :	31.03.2018 [Provisional]
Year of Establishment:	September 2016
Capital Investment / Paid-up Capital :	INR 0.219 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.]	ALWPB0355Q
GSTN : [Goods & Service Tax Registration No.]	06ALWPB0355Q1ZM
Legal Form :	Sole Proprietary Concern
Line of Business :	Subject is engaged into Providing Integrated Branding Solutions and Marketing of those brands. [Confirmed by management]
No. of Employees :	5 (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

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Maximum Credit Limit :	USD 600
Status :	Moderate
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Keep-up Branding Solution is engaged in providing integrated branding solution and marketing of those brands. The concern was started in September 2016 and is based in Haryana, India. It is a proprietary concern having moderate track record.</p> <p>Mr. Vijay Bhatia (Proprietor) provided information and also claimed that concern has commenced its commercial operation from July 2017</p> <p>As per the available financials of March 2018, the concern has achieved modest revenue of INR 0.802 and has reported profit margin at 26.72% (approx.)</p> <p>Rating remains constrained on account of concern's limited track record of business operation.</p> <p>However, rating weakness is partially offset by positive feedback received from its customer (Gaussian Network Private Limited), (Mind Sports League Private Limited) and supplier (Advance Advertising), (CMM Infotech) for satisfactory service provided, payment and overall performance of the concern.</p> <p>Further, banker (Indian Bank) is also satisfied with concern's banking transaction.</p> <p>Trade relations are reported as fair. Business is active. Payment terms are seems to be slow but correct.</p> <p>The concern can be considered for business dealings with some caution.</p> <p>Note :</p> <p>Site visit was conducted at the address which you have provided. Our executive has successfully traced the concern at the given address.</p> <p>At the premises, our executive met Mr. Vijay Bhatia (Proprietor) who confirmed existence of the concern at the given address.</p> <p>As per our executive observation, it is an eleven storey building and concern is situated on the third floor of the building. Locality of the premises appears to be residential, area seems to be upmarket and area of the premises is 1153 (sq. ft.) (approx.)</p>

	<p>Name board of the concern was sighted at the given premises. Landmark of the area is "TDI City" and 3 (approx.) employees were sighted at the premises.</p> <p>Our executive also had a word with the local people of the given address who confirmed existence of the concern at the given 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

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.

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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 20.08.2018.

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. Vijay Bhatia
Designation :	Proprietor
Contact No.:	91-9210218355
Date :	07.08.2018

LOCATIONS

Registered Office :	U-1/302, TDI City, Kundli, Sonipat – 131028, Haryana, India
Tel. No.:	Not Available
Mobile No.:	91-9971619871 (Mr. Abhishek) 91-9210218355 (Mr. Vijay Bhatia)
Fax No.:	Not Available
E-Mail :	info.keepup@gmail.com
Website :	http://www.keepup.co.in
Area :	1153 sq. ft.
Location :	Owned
Locality :	Commercial cum Residential

SOLE PROPRIETOR

Name :	Mr. Vijay Bhatia
Designation :	Proprietor
Date of Birth/Age :	04.08.1978
Qualification :	Graduate
Experience :	12 Years
Aadhaar No.:	8039 6039 7500

KEY EXECUTIVES

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Name :	Mr. Abhishek
Designation :	Manager

BUSINESS DETAILS

Line of Business :	Subject is engaged into Providing Integrated Branding Solutions and Marketing of those brands. [Confirmed by management]
Brand Names :	Not Divulged
Agencies Held :	Not Divulged
Exports :	Not Available
Imports :	Not Available
Terms :	
Selling :	Advance Payment and Cheque
Purchasing :	Advance Payment and Cheque

GENERAL INFORMATION

Suppliers :	Reference :	Advance Advertising		
	Name of the Person :	Mr. Tilak Chabra – Proprietor		
	Contact No.:	91-9871147625		
	Since How Long Known :	2 Years		
	Maximum Limit Dealt :	INR 0.350 Million		
	Experience :	Payment Behaviour	Market Goodwill	Overall
		Excellent	Excellent	Excellent
	Remark:	Mr. Tilak Chabra – Proprietor claimed that Delivery Model and Terms are Excellent and payment is done on time.		
	Reference :	CMM Infotech		
	Name of the Person :	Mr. Mohit Sharma (Proprietor)		
	Contact No.:	91-9990393929		
	Since How Long Known :	2 Years		
	Maximum Limit Dealt :	INR 0.400 Million		
	Experience :	Payment Behaviour	Market Goodwill	Overall
Excellent		Good	Good	

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	Remark:	Mr. Mohit Sharma (Proprietor) gave positive response about the company.	
Customers :	End Users		
	Reference :	Rakesh Press Private Limited	
	Name of the Person :	Mr. Rakesh Satone (Production Incharge)	
	Contact No.:	91-9811418612 E-Mail : info@rakeshpress.com	
	Since How Long Known :	Approx. 2 Years	
	Maximum Limit Dealt :	INR 0.400 Million (Per month)	
	Experience :	Services	Overall
		Excellent	Excellent
	Remark:	Mr. Rakesh Satone (Production Incharge) claimed that services provided by the company and overall performance are excellent.	
	Reference :	Gaussian Network Private Limited	
	Name of the Person :	Mr. Ujjwal Bhalla – Event Manager	
	Contact No.:	91-9888269750	
	Since How Long Known :	1.5 Years	
	Maximum Limit Dealt :	INR 0.120 Million (Per month)	
	Experience :	Services	Overall
Excellent		Excellent	
Remark:	Mr. Ujjwal Bhalla (Event Manager) claimed that services provided by the company and overall performance are excellent.		
Reference :	Mind Sports League Private Limited		
Name of the Person :	Mr. Abhishek Tripathi (Event Manager)		
Contact No.:	91-8586013292		
Since How Long Known :	2 Years		
Maximum Limit Dealt :	INR 0.170 Million		
Experience :	Services	Overall	
	Excellent	Excellent	
Remark:	It is very nice working with them, on time delivery with perfect quality, complete peace of mind.		
Reference :	KPMG		
Name of the Person :	Ashwani Bhatia		
Contact No.:	91-9717183232		

		E-Mail: ashwanibhatia@kpmg.com
	Reference :	Luxottica
	Name of the Person :	Prakher Dubey
	Contact No.:	91-9910021186 E-Mail: prakhar.dubey@in.luxottica.com
No. of Employees :	5 (Approximately)	
Bankers :	Bank Name	Indian Bank
	Branch	Kundli, Sonapat – 131028, Haryana, India
	Person Name (With Designation)	Vivendar Pal (Branch Manager)
	Contact Number	91-130-4092267 / 91-7307243499
	Name of Account Holder	Keep-up Branding Solutions
	Account Number	6547262406
	Account Since (Date/Year of Account Opening)	18.07.2017
	Average Balance Maintained (If Possible)	INR 0.100 Million to INR 0.150 Million (Last 3 Months)
	Credit Facilities Enjoyed (If any)	--
	Account Operation	--
	Remarks (If any)	Mr. Vivendra Pal (Branch Manager) claimed that subject company holds a good track record.

Auditors :	
Name :	Devendra Singh and Sonakshi Sachdeva Chartered Accountant
Memberships :	Not Available
Collaborators :	Not Available
Sister Concern:	Not Available

CAPITAL STRUCTURE

As on 31.03.2018 [Provisional]

Vijay Bhatia's Capital Account

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Particulars	INR In Million
Opening Capital	0.000
Add: Capital Introduced	0.005
Add: Profit for the year	0.214
Total	0.219

FINANCIAL DATA
[all figures are in INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS			31.03.2018 [Provisional]
SHAREHOLDERS FUNDS			
1] Share Capital			0.219
2] Share Application Money			0.000
3] Reserves & Surplus			0.000
4] (Accumulated Losses)			0.000
NETWORTH			0.219
LOAN FUNDS			
1] Secured Loans			0.000
2] Unsecured Loans			0.000
TOTAL BORROWING			0.000
DEFERRED TAX LIABILITIES			0.000
TOTAL			0.219
APPLICATION OF FUNDS			
FIXED ASSETS [Net Block]			0.000
Capital work-in-progress			0.000
INVESTMENT			0.000
DEFERREX TAX ASSETS			0.000
CURRENT ASSETS, LOANS & ADVANCES			
Inventories			0.000
Sundry Debtors			0.045
Cash & Bank Balances			0.250
Other Current Assets			0.000
Loans & Advances			0.013
Total Current Assets			0.308
Less : CURRENT LIABILITIES & PROVISIONS			
Sundry Creditors			0.030
Other Current Liabilities			0.055
Provisions			0.004
Total Current Liabilities			0.089
Net Current Assets			0.219
MISCELLANEOUS EXPENSES			0.000
TOTAL			0.219

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PROFIT & LOSS ACCOUNT

PARTICULARS				31.03.2018 [Provisional]
SALES				
	Income			0.802
	TOTAL			0.802
Less	EXPENSES			
	Purchases of Stock-in-Trade			0.492
	Accounting Charges			0.009
	Commission Expenses			0.029
	Consultancy Expenses			0.004
	Cartage Expenses			0.007
	Short and Excess			0.000
	Water Expenses			0.004
	Salary			0.042
	TOTAL			0.587
	PROFIT/ (LOSS) BEFORE INTEREST			0.215
Less	FINANCIAL EXPENSES			0.001
	NET PROFIT / (LOSS)			0.214

The above information has been parted by Mr. Vijay Bhatia (Proprietor).

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

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS				31.03.2018 [Provisional]
	Average Collection Days (Sundry Debtors / Income * 365 Days)			20.48
	Account Receivables Turnover (Income / Sundry Debtors)			17.82
	Average Payment Days			22.26

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(Sundry Creditors / Purchases * 365 Days)			
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LEVERAGE RATIOS

PARTICULARS			31.03.2018 [Provisional]
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)			0.29
Debt Equity Ratio (Total Liability / Networth)			0.00
Current Liabilities to Networth (Current Liabilities / Net Worth)			0.41
Fixed Assets to Networth (Net Fixed Assets / Networth)			0.00
Interest Coverage Ratio (PBIT / Financial Charges)			215.00

PROFITABILITY RATIOS

PARTICULARS				31.03.2018 [Provisional]
Net Profit Margin ((PAT / Sales) * 100)	%			26.68
Return on Total Assets ((PAT / Total Assets) * 100)	%			69.48
Return on Investment (ROI) ((PAT / Networth) * 100)	%			97.72

SOLVENCY RATIOS

PARTICULARS				31.03.2018 [Provisional]
Current Ratio (Current Assets / Current Liabilities)				3.46
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)				3.46
G-Score Ratio Financial				0.71

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(Networth / Total Assets)			
G-Score Ratio Debt (Debts / Equity Capital)			0.00
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)			3.46

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

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	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	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 one year	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last one year	Yes
30	Major shareholders, if available	No

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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 :	KEEP-UP BRANDING SOLUTIONS
Address :	U-1/302, TDI City, Kundli, Sonipat – 131028, Haryana, India
Mobile No.:	91-9210218355
Email :	info.keepup@gmail.com
Person to whom we met:	Mr. Vijay Bhatia
Designation :	Proprietor
Name Board :	Sighted
Location:	Easy
Landmark (If Any):	TDI City
Total Floors of the building:	11 Floors
Subject situated on :	3 rd Floor
Locality:	Commercial cum Residential
Area of premises :	1153 sq. ft.
Area :	Upmarket
No. of employees seen at premises:	3
Visibility of Items:	<ul style="list-style-type: none"> • Telephone • Office Equipment • Computers
Furniture Items Sighted :	Table, Sofa, Chairs

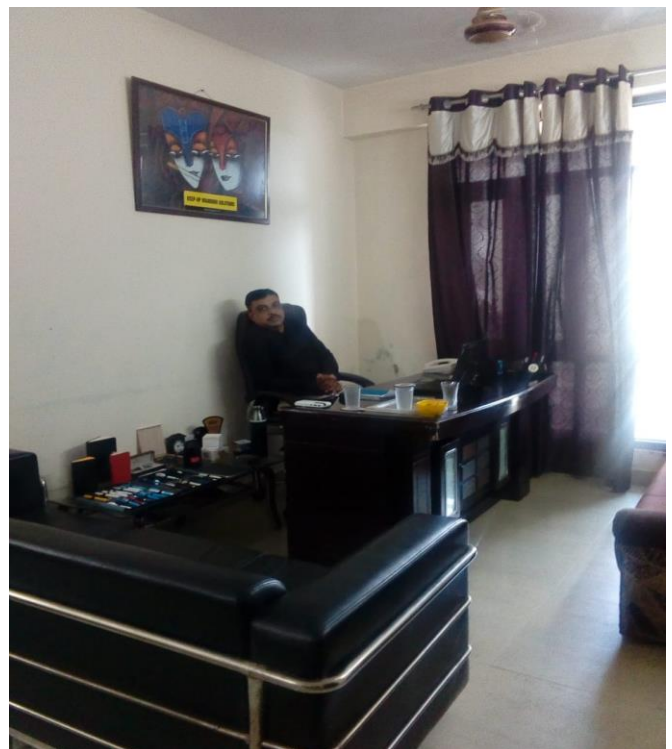
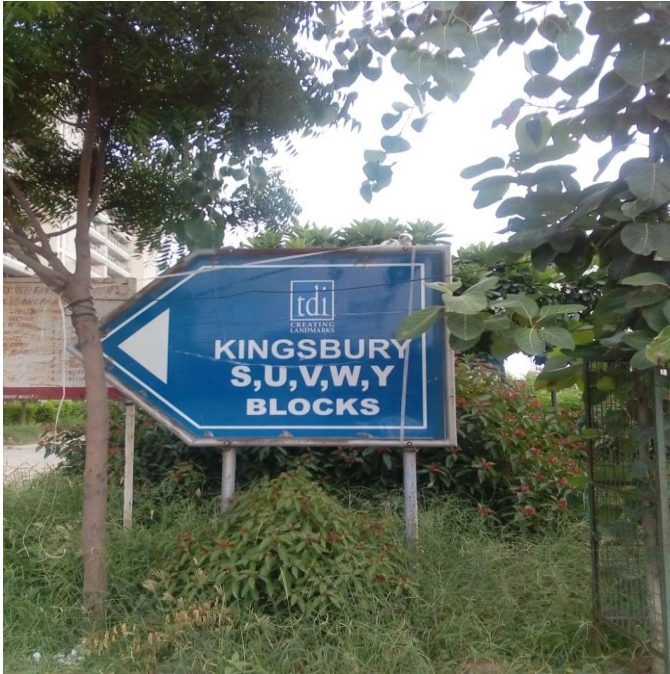
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Neighbour's interview :	Contact person name: Mr. Vivek (Local Person) Neighbor's overview: Existence Confirmed Contact person name: Mr. Rakesh (Local Person) Neighbor's overview: Existence Confirmed
Proof of visit:	Visiting Card/Photograph

Photographs:



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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 70.23
UK Pound	1	INR 89.37
Euro	1	INR 79.97

INFORMATION DETAILS

Information Gathered by :	SPR
Analysis Done by :	DIV
Report Prepared by :	JYO

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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