

MIRA INFORM REPORT

Report No. :	524150
Report Date :	20.08.2018

IDENTIFICATION DETAILS

Name :	IRIS OUTDOOR ADVERTISING
Registered Office :	1-1-421/1/302, Gandhi Nagar, Musheerabad, Hyderabad – 500020, Telangana
Tel. No.:	91-40-48504444
Country :	India
Financials (as on) :	31.03.2017
Date of Establishment :	06.04.2017 (Partnership Firm) 2008 (Proprietorship Firm)
Capital Investment / Paid-up Capital :	INR 2.475 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.]	AAGFI3245P
GSTN : [Goods & Service Tax Registration No.]	36AAGFI3245P1ZZ
Com. Reg. No.:	TSMSAA0271013 1
Legal Form :	Partnership Concern with an unlimited liability of the partners
Line of Business :	Providing advertising services. [Confirmed by management]
No. of Employees :	8 (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 7100
Status :	Moderate
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Subject was established as a proprietorship concern in the year 2008 but later it got converted into partnership firm during April 2017. It is engaged in providing advertising services.</p> <p>As per financials of March 2017, the subject has registered decline in its revenue as compared to its previous year's revenue and has reported decent profit margin.</p> <p>Rating takes into consideration the subject's small scale of business operations along with moderate financial risk profile and average liquidity position.</p> <p>However, rating weakness is partially offset by customer (Arvind Life Style Limited) positive feedback and they are satisfied with their services along with banker (Axis Bank) positive feedback and they are also satisfied with their banking transactions.</p> <p>Payments seems to be slow but correct.</p> <p>In view of aforesaid, the subject can be considered for business dealings with some caution.</p> <p>NOTE:</p> <p>Site visit was conducted on the operative address of the subject. Our executive had successfully traced the given address.</p> <p>At the premises, our executive met with Mr. P Suresh Babu (Accountant) who claimed that the subject exists on the given address and he provided with contact details (0703255575).</p> <p>As per our executive's observation, it is a ground + 3 storey building and subject is situated on 1st floor. Area of the premises is 900 SQ FT and 5 employees were sighted at the premises. Location was easy to find and locality seems to be commercial. Area seems to be upmarket.</p> <p>Landmark- Near Yashoda Hospital.</p>

	<p>During the visit, our executive met with executives of neighbour companies (Carlton and Maxis Pharmaceuticals) and they claimed that the subject exists on the given address.</p> <p>Name board of the subject was not sighted at the premises.</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

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 20.08.2018

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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. P. Srinivas Rao
Designation :	Chief Executive Officer
Contact No.:	91-9100200200 / 7032555575
Date :	18.08.2018

LOCATIONS

Registered Office :	1-1-421/1/302, Gandhi Nagar, Musheerabad, Hyderabad – 500020, Telangana, India
Tel. No.:	91-40-48504444
Mobile No.:	91-9100200200 / 7032555575 (Mr. P. Srinivas Rao)
Fax No.:	Not Available
E-Mail :	irisoutdooradvertising@rediffmail.com
Location :	Rented
Operation Office :	#1 st Floor, Sainik Aramghar Complex, Rajbhavan Road, Somajiguda, Hyderabad – 500082, Telangana, India
Tel. No.:	91-40-48504444
Area :	900 sq. ft.
Location :	Rented
Locality :	Commercial

PARTNERS

Name :	Mr. Parimkayala Lakshmi Prasanna
Designation :	Partner
Address :	Banjara Hills, Hyderabad, Telangana, India
Date of Birth/ Age :	30.04.1979
Qualification :	B. Com
Experience :	12 years
PAN No.:	ACTPPN0579J
Name :	Mr. Parimkayala Vimala
Designation :	Partner
Address :	Banjara Hills, Hyderabad, Telangana, India
Date of Birth/ Age :	15.08.1945
Experience :	10 years

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KEY EXECUTIVES

Name :	Mr. P. Srinivas Rao
Designation :	Chief Executive Officer

BUSINESS DETAILS

Line of Business :	Providing advertising services. [Confirmed by management]
Brand Names :	Not Available
Agencies Held :	<ul style="list-style-type: none"> • Vibrant Advertising Private Limited • IIID Hyderabad • Arvind Lifestyle Brands – Unlimited • Apex AIM Private Limited
Exports :	Not Available
Imports :	Not Available
Terms :	
Selling :	L/C, Credit (30 / 60 / 90 Days)
Purchasing :	L/C, Cash, Credit (30 / 60 / 90 Days) and Others (RTGS / NEFT)

GENERAL INFORMATION

Suppliers :	Not Available					
	NOTE : Since subject is service provider supplier details not available					
Customers :	Others					
	Reference :	Arvind Life Style Limited				
	Name of the Person :	Mr. Rajath Kumar Rath (Senior Marketing Manager)				
	Contact No.:	91-9030099370				
	Since How Long Known :	9 years				
	Maximum Limit Dealt :	As per requirement				
	Experience :	<table border="1"> <tr> <td>Services</td> <td>Overall</td> </tr> <tr> <td>Good</td> <td>Good</td> </tr> </table>	Services	Overall	Good	Good
Services	Overall					
Good	Good					
	Remark :	Mr. Rajath Kumar Rath (Senior Marketing Manager) gave positive response about subject, they are satisfied with their services.				

	<table border="1"> <tr> <td>Reference :</td> <td>Vibrant Advertising Private Limited</td> </tr> <tr> <td>Name of the Person :</td> <td>Mr. Jai Prakash Sharma</td> </tr> <tr> <td>Contact No.:</td> <td>91-9322123367</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>Continuously Ringing</td> </tr> </table>	Reference :	Vibrant Advertising Private Limited	Name of the Person :	Mr. Jai Prakash Sharma	Contact No.:	91-9322123367	Since How Long Known :	--	Maximum Limit Dealt :	--	Experience :	--	Remark :	Continuously Ringing								
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Experience :	--																						
Remark :	Continuously Ringing																						
No. of Employees :	8 (Approximately)																						
Bankers :	<table border="1"> <tr> <td>Banker Name :</td> <td>Axis Bank Limited</td> </tr> <tr> <td>Branch :</td> <td>Himayat Nagar, Hyderabad, Telangana, India</td> </tr> <tr> <td>Person Name (With Designation) :</td> <td>Mr. Kosiviswanath (Assistant Manager)</td> </tr> <tr> <td>Contact Number :</td> <td>91-9553306610</td> </tr> <tr> <td>Name of Account Holder :</td> <td>IRIS OUTDOOR ADVERTISING</td> </tr> <tr> <td>Account Number :</td> <td>--</td> </tr> <tr> <td>Account Since (Date/Year of Account Opening) :</td> <td>1.5 Years</td> </tr> <tr> <td>Average Balance Maintained :</td> <td>--</td> </tr> <tr> <td>Credit Facilities Enjoyed (CC/OD/Term Loan) :</td> <td>--</td> </tr> <tr> <td>Account Operation :</td> <td>--</td> </tr> <tr> <td>Remark :</td> <td>Mr. Kosiviswanath (Assistant Manager) claimed that they are satisfied with their banking transaction, gave positive response about subject company.</td> </tr> </table>	Banker Name :	Axis Bank Limited	Branch :	Himayat Nagar, Hyderabad, Telangana, India	Person Name (With Designation) :	Mr. Kosiviswanath (Assistant Manager)	Contact Number :	91-9553306610	Name of Account Holder :	IRIS OUTDOOR ADVERTISING	Account Number :	--	Account Since (Date/Year of Account Opening) :	1.5 Years	Average Balance Maintained :	--	Credit Facilities Enjoyed (CC/OD/Term Loan) :	--	Account Operation :	--	Remark :	Mr. Kosiviswanath (Assistant Manager) claimed that they are satisfied with their banking transaction, gave positive response about subject company.
Banker Name :	Axis Bank Limited																						
Branch :	Himayat Nagar, Hyderabad, Telangana, India																						
Person Name (With Designation) :	Mr. Kosiviswanath (Assistant Manager)																						
Contact Number :	91-9553306610																						
Name of Account Holder :	IRIS OUTDOOR ADVERTISING																						
Account Number :	--																						
Account Since (Date/Year of Account Opening) :	1.5 Years																						
Average Balance Maintained :	--																						
Credit Facilities Enjoyed (CC/OD/Term Loan) :	--																						
Account Operation :	--																						
Remark :	Mr. Kosiviswanath (Assistant Manager) claimed that they are satisfied with their banking transaction, gave positive response about subject company.																						

Auditors :	<table border="1"> <tr> <td>Name :</td> <td>K. R. Shekher and Company Chartered Accountants</td> </tr> <tr> <td>Address :</td> <td>Hyderabad, Telangana, India</td> </tr> <tr> <td>Tel. No.:</td> <td>91-40-27560338</td> </tr> <tr> <td>E-mail :</td> <td>krshekerca@gmail.com</td> </tr> </table>	Name :	K. R. Shekher and Company Chartered Accountants	Address :	Hyderabad, Telangana, India	Tel. No.:	91-40-27560338	E-mail :	krshekerca@gmail.com
Name :	K. R. Shekher and Company Chartered Accountants								
Address :	Hyderabad, Telangana, India								
Tel. No.:	91-40-27560338								
E-mail :	krshekerca@gmail.com								
Collaborators :	Not Available								
Membership :	Not Available								
Sister Concern :	<table border="1"> <tr> <td>Name :</td> <td>Sky Media</td> </tr> <tr> <td>Address :</td> <td>Banjara Hills, Hyderabad, Telangana, India</td> </tr> <tr> <td>Line of Business :</td> <td>Advertising Agency</td> </tr> </table>	Name :	Sky Media	Address :	Banjara Hills, Hyderabad, Telangana, India	Line of Business :	Advertising Agency		
Name :	Sky Media								
Address :	Banjara Hills, Hyderabad, Telangana, India								
Line of Business :	Advertising Agency								

	Name :	Media Prints
	Address :	Kavadiguda, Hyderabad, Telangana, India
	Line of Business :	Flex Printing

CAPITAL STRUCTURE

AS ON 31.03.2017

Particulars	INR in Million
P. Lakshmi Prasanna's Capital	2.097
Add: Investment during the year	0.584
Add: Profit	0.274
Less: Drawings	0.480
Total	2.475

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FINANCIAL DATA
[all figures are INR Million]

Particulars			31.03.2018
Sales Turnover (Approximately)			10.000

The above information has been parted by Mr. P. Srinivas Rao (Chief Executive Officer)

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

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2017	31.03.2016	31.03.2015
EQUITY AND LIABILITIES			
1] Share Capital	2.475	2.097	2.332
2] Share Application Money	0.000	0.000	0.000
3] Reserves & Surplus	0.000	0.000	0.000
4] (Accumulated Losses)	0.000	0.000	0.000
NETWORTH	2.475	2.097	2.332
LOAN FUNDS			
1] Secured Loans	0.000	0.000	0.000
2] Unsecured Loans	0.000	0.000	0.000
TOTAL BORROWING	0.000	0.000	0.000
DEFERRED TAX LIABILITIES	0.000	0.000	0.000
TOTAL	2.475	2.097	2.332
APPLICATION OF FUNDS			
FIXED ASSETS [Net Block]			
Capital work-in-progress	0.000	0.000	0.000
INVESTMENT	0.000	0.000	0.000
DEFERRED TAX ASSETS	0.000	0.000	0.000
CURRENT ASSETS, LOANS & ADVANCES			
Inventories	0.000	0.000	0.000
Sundry Debtors	0.439	0.485	0.491
Cash & Bank Balances	3.444	1.829	2.334
Other Current Assets	0.143	0.120	0.178
Loans & Advances	0.000	0.000	0.000
Total Current Assets	4.026	2.434	3.003

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Less : CURRENT LIABILITIES & PROVISIONS				
	Sundry Creditors	0.276	0.293	0.649
	Other Current Liabilities	1.275	0.044	0.022
	Provisions	0.000	0.000	0.000
	Total Current Liabilities	1.551	0.337	0.671
	Net Current Assets	2.475	2.097	2.332
	MISCELLANEOUS EXPENSES	0.000	0.000	0.000
	TOTAL	2.475	2.097	2.332

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	SALES			
	Income	3.382	4.261	5.888
	Other Income	0.000	0.000	0.000
	TOTAL	3.382	4.261	5.888
Less	EXPENSES			
	Hoarding charges	1.227	2.036	3.871
	Mounting charges	0.697	0.647	0.416
	Salaries	0.540	0.528	0.264
	Electricity charges	0.079	0.062	0.114
	Business promotion expenses	0.019	0.016	0.046
	Repairs and maintenance	0.085	0.079	0.245
	Labour charges	0.350	0.315	0.225
	Printing and stationery	0.012	0.013	0.018
	Office expenses	0.020	0.025	0.025
	Petrol, oil and lubricants	0.040	0.046	0.037
	General expenses	0.020	0.016	0.023
	Conveyance charges	0.019	0.013	0.025
	TOTAL	3.108	3.796	5.309
	PROFIT/ (LOSS) BEFORE INTEREST	0.274	0.465	0.579
Less	FINANCIAL EXPENSES			
		0.001	0.001	0.001
	NET PROFIT	0.273	0.464	0.578

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ADVERTISING PROMOTIONAL EXPENSES

Years	INR in Million
2016-2017	0.019
2015-2016	0.016
2014-2015	0.046

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	47.38	41.55	30.44
Account Receivables Turnover (Income / Sundry Debtors)	7.70	8.79	11.99
Inventory Turnover (Operating Income / Inventories)	0.00	0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)	0.00	0.00	0.00

LEVERAGE RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.39	0.14	0.22
Debt Equity Ratio (Total Liability / Networth)	0.00	0.00	0.00
Current Liabilities to Networth (Current Liabilities / Net Worth)	0.63	0.16	0.29
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.00	0.00	0.00
Interest Coverage Ratio (PBIT / Financial Charges)	274.00	465.00	579.00

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PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
PAT to Sales ((PAT / Sales) * 100)	%	8.07	10.89	9.82
Return on Total Assets ((PAT / Total Assets) * 100)	%	6.78	19.06	19.25
Return on Investment (ROI) ((PAT / Networth) * 100)	%	11.03	22.13	24.79

SOLVENCY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)		2.60	7.22	4.48
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		2.60	7.22	4.48
G-Score Ratio Financial (Networth / Total Assets)		0.61	0.86	0.78
G-Score Ratio Debt (Debts / Equity Capital)		0.00	0.00	0.00
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		2.60	7.22	4.48

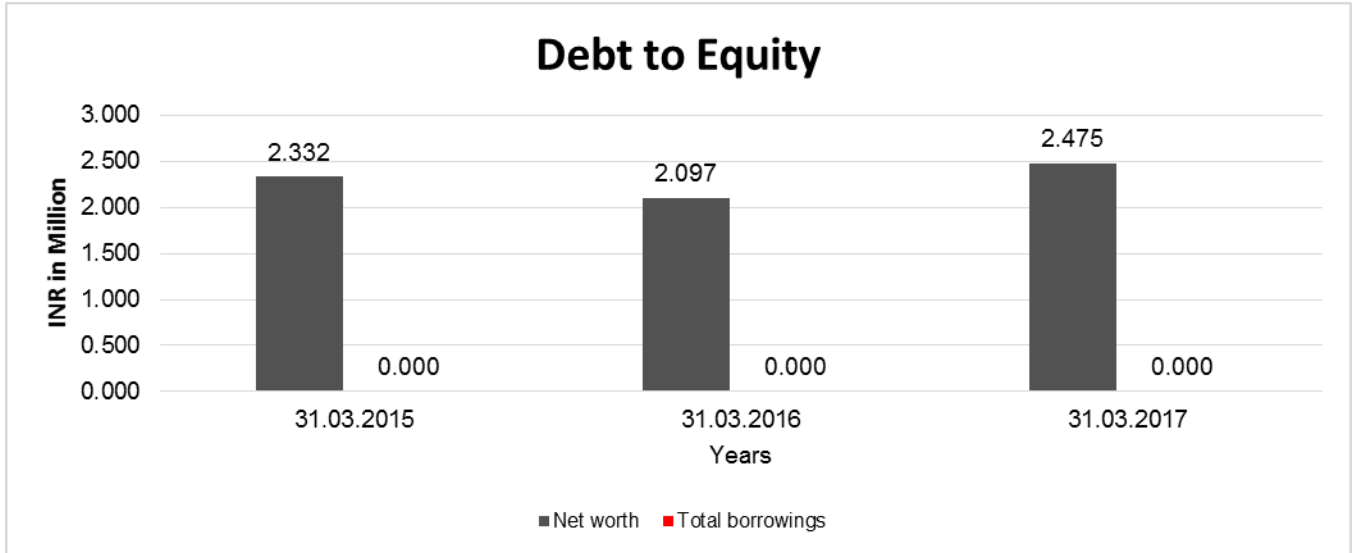
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

FINANCIAL ANALYSIS
[all figures are INR Million]

DEBT EQUITY RATIO

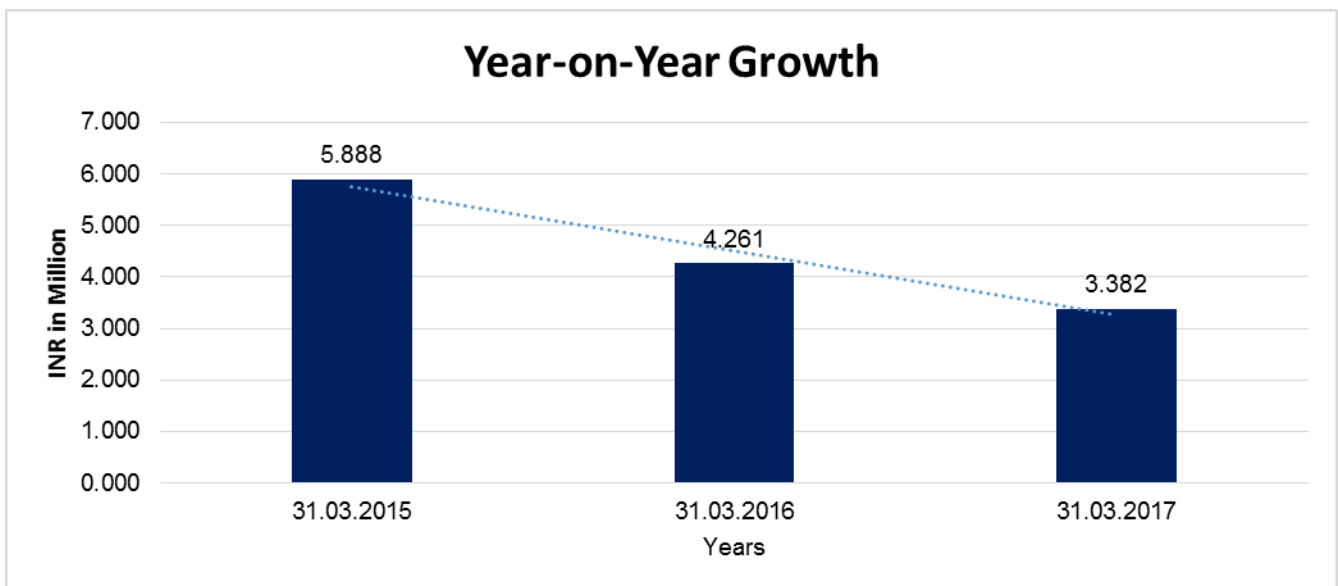
Particular	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Share Capital	2.332	2.097	2.475
Reserves & Surplus	0.000	0.000	0.000
Net worth	2.332	2.097	2.475
Secured Loans	0.000	0.000	0.000
Unsecured Loans	0.000	0.000	0.000
Total borrowings	0.000	0.000	0.000
Debt/Equity ratio	0.000	0.000	0.000

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YEAR-ON-YEAR GROWTH

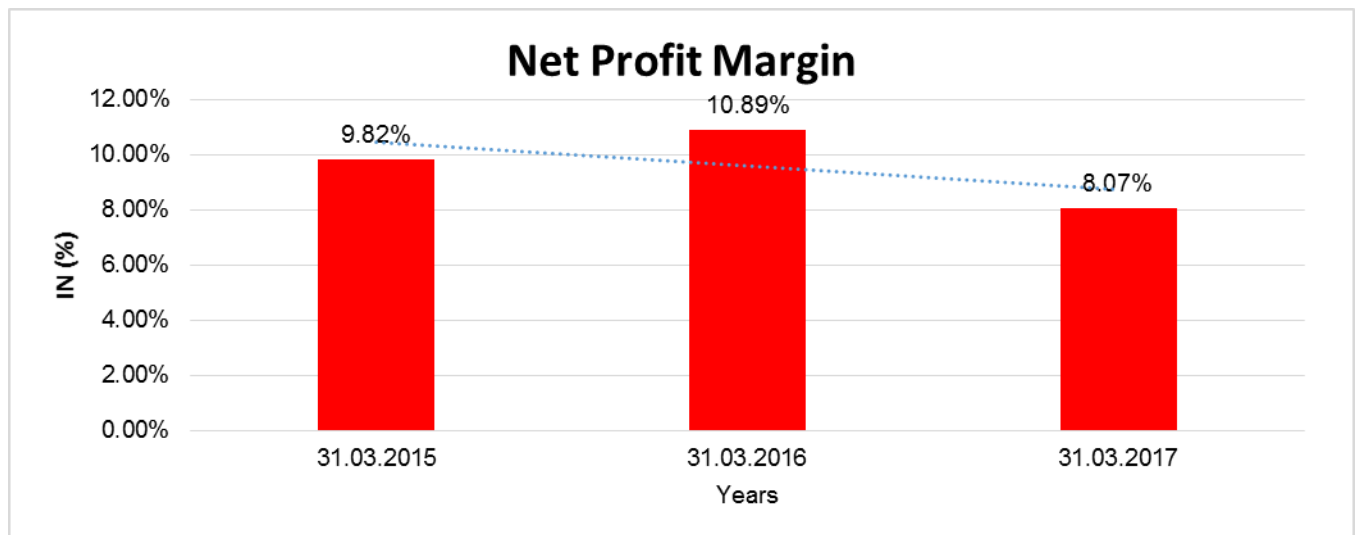
Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	5.888	4.261	3.382
		(27.632)	(20.629)



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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	5.888	4.261	3.382
Profit/(Loss)	0.578	0.464	0.273
	9.82%	10.89%	8.07%



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

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15	Export/import details (if applicable)	No
16	No. of employees	Yes
17	Details of sister concerns	Yes
18	Major suppliers	No
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 four 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	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

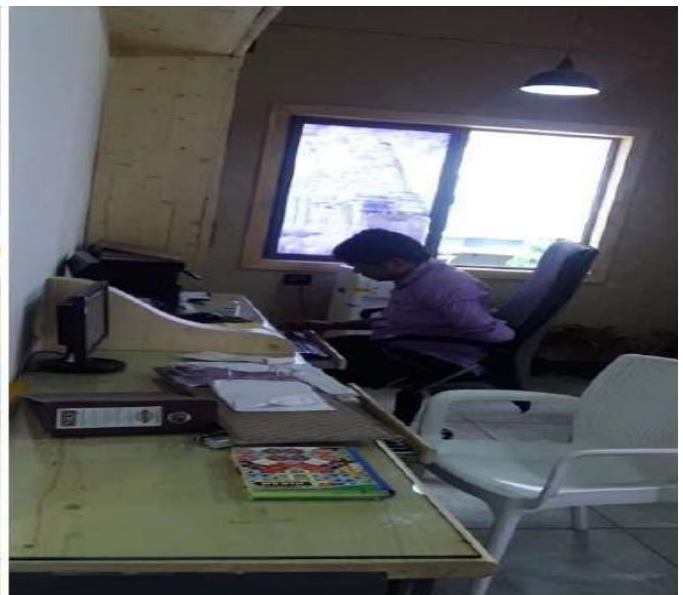
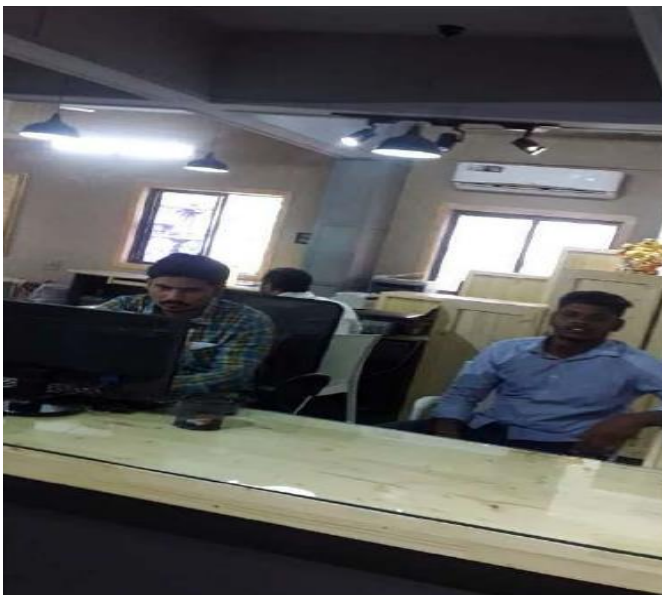
OBSERVATION POINTS

Name of Company :	IRIS OUTDOOR ADVERTISING	
Address :	#1 st Floor, Sainik Aramghar Complex, Rajbhavan Road, Somajiguda, Hyderabad – 500082, Telangana, India	
Contact No.:	91-7032555575	
Person to whom we met:	Mr. P. Paresh Babu	Designation : Accountant
Name Board :	Not Sighted	
Location:	Easy	
Landmark (If Any):	Near Yashoda Hospital	
Total Floors of the building:	Ground + 3 Floor	
Subject situated on:	1st Floor	

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Locality:	Commercial
Area of premises :	900 sq. ft.
Area :	Upmarket
No. of employees seen at premises:	5
Visibility of Items :	<ul style="list-style-type: none"> • Telephone • Computers • Air Conditioners
Furniture Items sighted :	Table and Chair
Neighbour's Interview :	Name of the company: Carlton – Ground Floor Contact Person Name: Mr. Raghav Name of the company: Maxis Pharmaceuticals Contact Person Name: Mr. Praveen
Neighbour's Overview:	Existence confirmed
Proof of visit:	Photograph

PICTURES



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NEIGHBOURS:



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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 :	SVA
Analysis Done by :	VVK
Report Prepared by :	NKT

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	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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