

MIRA INFORM REPORT

Report No. :	521638
Report Date :	22.07.2018

IDENTIFICATION DETAILS

Name :	SHRISTI ENTERPRISES
Registered Office :	19 B/273, Vrindavan Colony, Raibarely Road, Alambagh, Lucknow – 226024, Uttar Pradesh
Mobile No.:	91-8960897000 [Mr. Satish Pal]
Country :	India
Financials (as on) :	31.03.2017 [Unaudited]
Date of Establishment :	01.05.2015
Capital Investment :	INR 2.073 Million
PAN No.: [Permanent Account No.]	ACHFS3869C
GSTN : [Goods & Service Tax Registration No.]	09ACHFS3869C1ZU
Legal Form :	Partnership Concern with an Unlimited Liability of the Partners
Line of Business :	Subject is engaged in Providing Advertisement Services. [Confirmed by Management]
No. of Employees :	15 [Approximately]

RATING & COMMENTS

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

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

Maximum Credit Limit :	USD 5900
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Status :	Satisfactory
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Subject is a partnership firm established in the year 2015. It is engaged in providing advertisement services.</p> <p>As per the unaudited financial records of 2017, the firm has achieved a massive growth in its revenue as compared to the previous year and has reported an average profitability margin of 6%.</p> <p>The firm possesses fair financial position marked by sufficient capital base.</p> <p>Payment seems to be slow but correct.</p> <p>In view of aforesaid, the firm can be considered for business dealings at usual trade terms and condition.</p> <p>NOTE 1: Site visit was conducted at the address which you have provided and our executive has successfully traced the subject on the given address.</p> <p>At the premises our executive met Mr. Satish Pal (Partner) who confirmed the subject's existence on the given address.</p> <p>During the visit our executive inquired with the neighbours- Mr. Paritosh and Mr. Himat and they both claimed that subject exists on the given address.</p> <p>As per our executive's observation, it is 2 storey building and subject is situated on the 1st floor of the building. Location was easy to find. Locality appears to be residential. Area seems to be neutral, 05 employees were sighted in the premises. Name board of the subject was not sighted at the given address.</p> <p>NOTE 2: Mr. Anil Pal has claimed that as the revenue of the subject is below 20 million, financials are not audited.</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)
India	A1	A1

Risk Category	ECGC Classification
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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 22.08.2018

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 Pal
Designation :	Partner
Contact No.:	91-7500000277
Date :	20.08.2018

LOCATIONS

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Registered Office/ Factory :	19 B/273, Vrindavan Colony, Raibarely Road, Alambagh, Lucknow – 226024, Uttar Pradesh, India
Tel. No.:	Not Available
Mobile No.:	91-8960897000 [Mr. Satish Pal] 91-7500000277 [Mr. Anil Pal]
Fax No.:	Not Available
E-Mail :	satishkumar0007@gmail.com
Area:	450 Sq. Ft.
Location :	Owned
Locality :	Residential cum Commercial
Factory 2:	Near Sawan Bhatta, Kalli Purab, Raibareily Road, Lucknow-226025, Uttar Pradesh, India
Area:	20000 Sq. Ft.
Location :	Owned

PARTNERS

Name :	Mr. Anil Pal
Designation :	Partner
Name :	Mr. Satish Pal
Designation :	Partner
Name :	Mr. Kuldeep Pal
Designation :	Partner

BUSINESS DETAILS

Line of Business :	Subject is engaged in Providing Advertisement Services. [Confirmed by Management]
Brand Names :	Not Available
Agencies Held :	Not Available
Exports :	Not Available
Imports :	Not Available
Terms :	
Selling :	Cheque and Others [NEFT/RTGS]
Purchasing :	Cheque and Others [NEFT/RTGS]

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GENERAL INFORMATION

Suppliers :	Reference:	Not Divulged
	Name of the Person (Designation):	--
	Contact Number:	--
	Since how long known:	--
	Maximum limit dealt:	--
	Experience:	--
	Remark	--
Customers :	Wholesalers and Retailers <ul style="list-style-type: none"> Geometry Global India Private Limited Address: P-6, Laxmi Industrial Estate, New Link Road, Andheri Estate, New Link Road, Andheri (West), Mumbai – 400053, Maharashtra, India Fountainhead Entertainment Private Limited Address: 8th Floor, Tower 5A, DLF Cyber Terraces, DLF Cyber City, Gurgaon – 122002, Haryana, India Carat Media Services India Private Limited Address: DLF Building No. 5, Tower-A, Level 10, DLF Cyber Terrace, Cyber City, Phase-III, Sector-25, Gurgaon – 122002, Haryana, India 	
No. of Employees :	15 [Approximately]	
Bankers :	Bank Name:	HDFC Bank Limited
	Branch:	A-849, Sector – I, Ashiyana Kanpur Road, Lucknow – 226012, Uttar Pradesh, India
	Person Name (with Designation):	--
	Contact Number:	91-522-6160616
	Name of Account Holder:	--
	Account Number:	--
	Account Since (Date/ Year of A/c Opening):	--
	Average Balance Maintained (Optional):	--
	Credit Facilities Enjoyed (CC/OD/Term Loan):	--
	Account Operation:	--
	Remarks:	Customer care number

Auditors :	
Name :	Mr. Sunny Dua Chartered Accountant
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

CAPITAL STRUCTURE

AS ON 31.03.2017 [UNAUDITED]

Capital Investment :	
Owned :	INR 2.073 Million
Borrowed :	--
Total :	INR 2.073 Million

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FINANCIAL ANALYSIS
[all figures are in INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2017 [Unaudited]	31.03.2016 [Unaudited]
SHAREHOLDERS FUNDS		
1] Capital Account	2.073	0.894
2] Reserves & Surplus	0.000	0.000
NETWORTH	2.073	0.894
LOAN FUNDS		
1] Secured Loans	0.000	0.000
2] Unsecured Loans	0.000	0.000
TOTAL BORROWING	0.000	0.000
DEFERRED TAX LIABILITIES	0.000	0.000
TOTAL	2.073	0.894
APPLICATION OF FUNDS		
FIXED ASSETS [Net Block]		
Capital work-in-progress	0.083	0.097
	0.000	0.000
INVESTMENT	0.000	0.000
DEFERRED TAX ASSETS	0.000	0.000
CURRENT ASSETS, LOANS & ADVANCES		
Inventories	0.000	0.000
Sundry Debtors	1.836	1.133
Cash & Bank Balances	0.035	0.063
Other Current Assets	0.497	0.116
Loans & Advances	0.000	0.000
Total Current Assets	2.368	1.312
Less : CURRENT LIABILITIES & PROVISIONS		
Sundry Creditors	0.000	0.000
Other Current Liabilities	0.378	0.515
Provisions	0.000	0.000
Total Current Liabilities	0.378	0.515
Net Current Assets	1.990	0.797
MISCELLANEOUS EXPENSES	0.000	0.000
TOTAL	2.073	0.894

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PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2017 [Unaudited]	31.03.2016 [Unaudited]
	SALES		
	Sales	18.148	5.815
	Other Income	0.000	0.000
	TOTAL	18.148	5.815
Less	EXPENSES		
	Cost of Goods Sold	11.999	3.155
	Accounting charges	0.048	0.036
	Business promotion	0.075	0.027
	Local conveyance	0.126	0.070
	Electricity expenses	0.036	0.013
	Legal expenses	0.012	0.004
	Misc. expenses	0.068	0.029
	Postage and telegram	0.001	0.001
	Printing and stationery	0.007	0.001
	Repair and maint	0.049	0.030
	Salaries	3.750	1.241
	Salary partners	0.540	0.450
	Staff welfare	0.085	0.037
	Telephone expenses	0.020	0.019
	Travelling expenses	0.099	0.028
	Vehicle rent	0.126	0.074
	TOTAL	17.041	5.215
	PROFIT BEFORE INTEREST, DEPRECIATION AND AMORTISATION	1.107	0.600
Less	FINANCIAL EXPENSES	0.004	0.003
	PROFIT BEFORE, DEPRECIATION AND AMORTISATION	1.103	0.597
Less/ Add	DEPRECIATION/ AMORTISATION	0.015	0.016
	NET PROFIT	1.088	0.581

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KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS		31.03.2017 [Unaudited]	31.03.2016 [Unaudited]
Average Collection Days (Sundry Debtors / Income * 365 Days)		36.93	71.12
Account Receivables Turnover (Income / Sundry Debtors)		9.88	5.13
Average Payment Days (Sundry Creditors / Purchases * 365 Days)		0.00	0.00
Inventory Turnover (Operating Income / Inventories)		0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)		13.34	6.19

LEVERAGE RATIOS

PARTICULARS		31.03.2017 [Unaudited]	31.03.2016 [Unaudited]
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)		0.15	0.37
Debt Equity Ratio (Total Liability / Networth)		0.00	0.00
Current Liabilities to Networth (Current Liabilities / Net Worth)		0.18	0.58
Fixed Assets to Networth (Net Fixed Assets / Networth)		0.04	0.11
Interest Coverage Ratio (PBIT / Financial Charges)		276.75	200.00

PROFITABILITY RATIOS

PARTICULARS		31.03.2017 [Unaudited]	31.03.2016 [Unaudited]
Net Profit Margin ((PAT / Sales) * 100)	%	6.00	9.99

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Return on Total Assets (PAT / Total Assets) * 100	%		44.39	41.23
Return on Investment (ROI) (PAT / Networth) * 100	%		52.48	64.99

SOLVENCY RATIOS

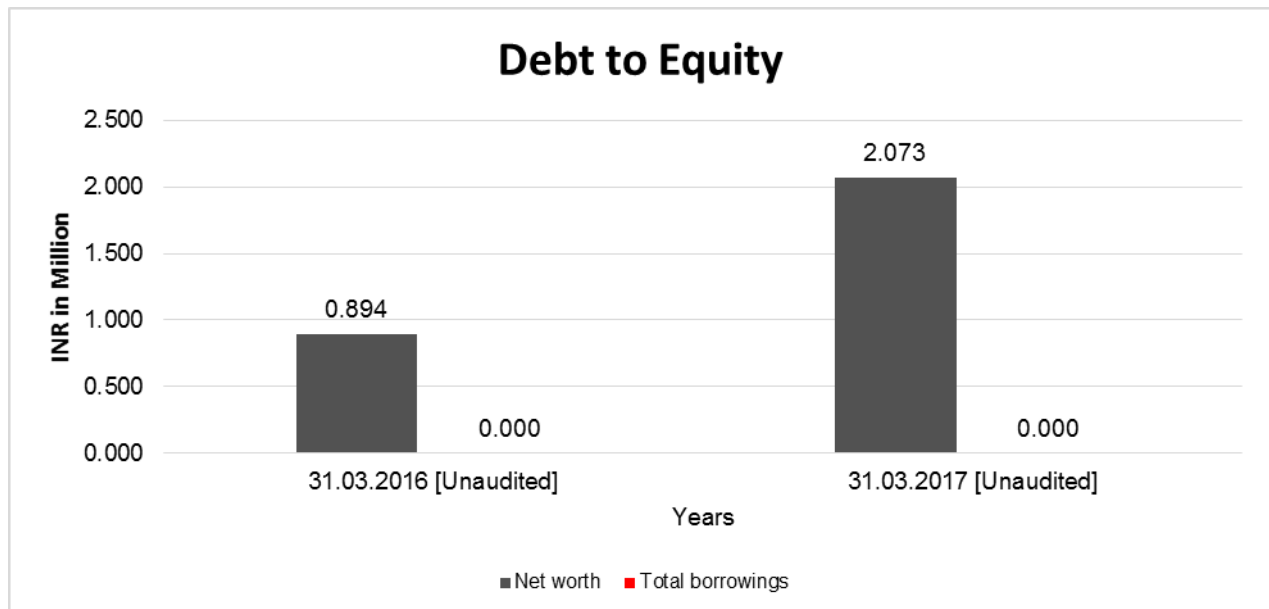
PARTICULARS		31.03.2017 [Unaudited]	31.03.2016 [Unaudited]
Current Ratio (Current Assets / Current Liabilities)		6.26	2.55
Quick Ratio (Current Assets – Inventories) / Current Liabilities)		6.26	2.55
G-Score Ratio Financial (Networth / Total Assets)		0.85	0.63
G-Score Ratio Debt (Debts / Equity Capital)		0.00	0.00
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		6.26	2.55

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

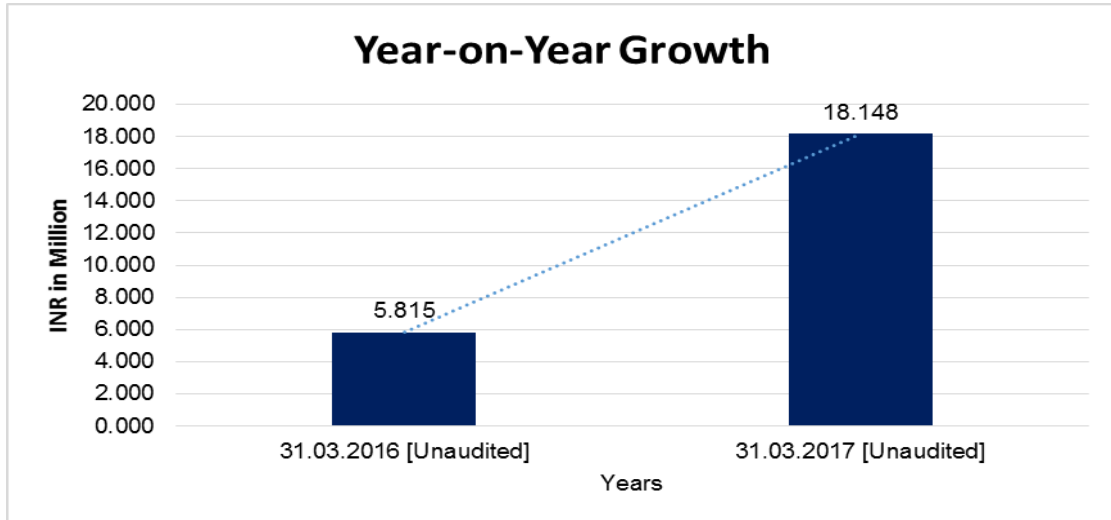
Particulars	31.03.2016 [Unaudited] INR In Million	31.03.2017 [Unaudited] INR In Million
Share Capital	0.894	2.073
Reserves & Surplus	0.000	0.000
Net worth	0.894	2.073
Secured Loans	0.000	0.000
Unsecured Loans	0.000	0.000
Total borrowings	0.000	0.000
Debt/Equity ratio	0.000	0.000



YEAR-ON-YEAR GROWTH

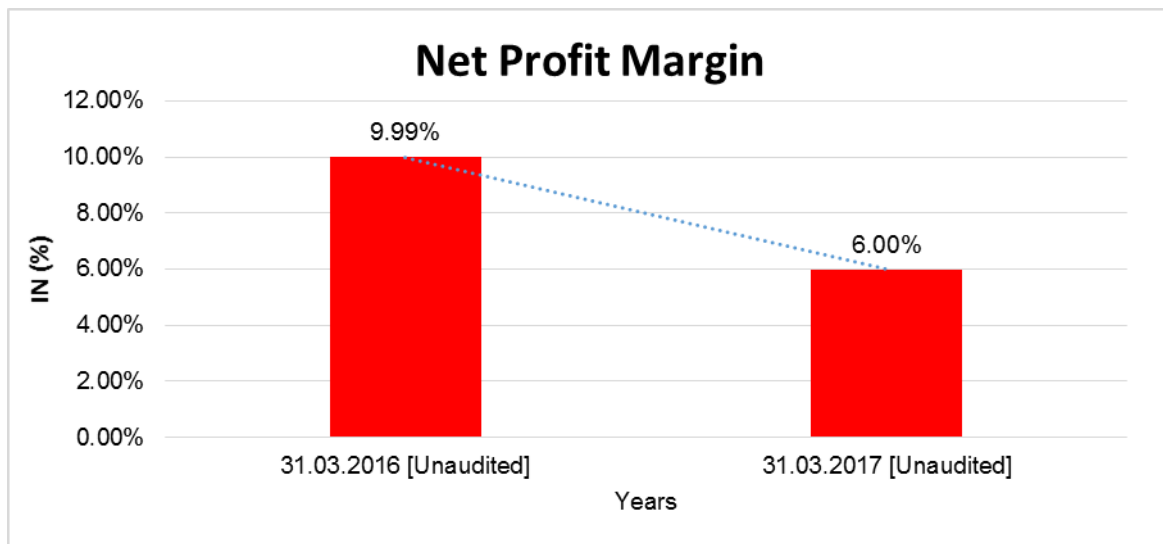
Year on Year Growth	31.03.2016 [Unaudited] INR In Million	31.03.2017 [Unaudited] INR In Million
Sales	5.815	18.148
		212.089

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NET PROFIT MARGIN

Net Profit Margin	31.03.2016 [Unaudited]	31.03.2017 [Unaudited]
	INR In Million	INR In Million
Sales	5.815	18.148
Profit	0.581	1.088
	9.99%	6.00%



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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	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	No
10	Date of Birth of Proprietor / Partners / Directors	No
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	Yes
17	Details of sister concerns	No
18	Major suppliers	No
19	Major customers	Yes
20	Banking Details	Yes
21	Banking facility details	No
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	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 two 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 :	SHRISTI ENTERPRISES
Address :	19 B/273, Vrindavan Colony, Raibarely Road, Alambagh, Lucknow – 226024, Uttar Pradesh, India
Contact No.:	91-522-3293892
Person to whom we met:	Mr. Satish Pal [Partner]
Name Board :	Not Sighted
Location:	Easy
Total Floors of the Building :	2 Floor
Subject situated on:	1 st Floor
Locality:	Residential cum Commercial
Area :	Neutral
No. of employees seen at premises:	05 [Approx.]
Visibility of Items:	<ul style="list-style-type: none"> • Telephone • Computers • Air Conditioner • Office Equipment • Xerox Machine
Neighbours Interview :	Our executive inquired with the neighbours- Mr. Paritosh and Mr. Himat and they both claimed that subject exists on the given address
Proof of visit:	Photos

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 69.90
UK Pound	1	INR 90.21
Euro	1	INR 88.88

INFORMATION DETAILS

Information Gathered by :	TEJ
Analysis Done by :	NYT
Report Prepared by :	ARC

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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