

## MIRA INFORM REPORT

<b>Report No. :</b>	524141
<b>Report Date :</b>	23.08.2018

### IDENTIFICATION DETAILS

<b>Name :</b>	ADSPLASH OOH
<b>Registered Office :</b>	#4, Moyenville Road, Langford Town, Bangalore-560025, Karnataka
<b>Mobile No.:</b>	91-9845666855 (Mr. Rasiq Sultan)
<b>Country :</b>	India
<b>Financials (as on) :</b>	31.03.2018
<b>Year of Establishment :</b>	May, 2017
<b>Capital Investment :</b>	Not Divulged
<b>IEC No.:</b> [Import-Export Code No.]	Not Divulged
<b>GSTN :</b> [Goods & Service Tax Registration No.]	29ABIFA4971B2ZF
<b>PAN No.:</b> [Permanent Account No.]	ABIFA4971B
<b>Legal Form :</b>	Partnership Concern with an unlimited liability of the partners
<b>Line of Business :</b>	Subject is engaged in the business of providing advertising services. [Confirmed by management]
<b>No. of Employees :</b>	7 (Approximately)

### RATING & COMMENTS

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

**MIRA's Rating :** B

Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

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<b>Maximum Credit Limit :</b>	USD 25700
<b>Status :</b>	Relatively new business
<b>Payment Behaviour :</b>	Slow but correct
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>Subject is a partnership concern and it was established in May 2017. It is engaged in the business of providing advertising services.</p> <p>Mr. Rasiq Sultan (Partner) provided information and claimed that the concern has achieved a revenue of INR 90 million for the financial year 2018. However, this figure is not yet verified.</p> <p>Rating gets constrained on account of limited track record of its business operations.</p> <p>The subject's suppliers (Axis Services and Azimuth Billboards LLP) have given positive feedback and they are satisfied with the subject's payment behavior. Customers (Milestone Brandcom Private Limited and Laqshya Media Limited) have given positive feedback and they are satisfied with the subject's services. Further, Banker (Kotak Mahindra Bank) provided positive feedback and it is satisfied with the subject's banking transactions.</p> <p>Payments seem to slow but correct.</p> <p>In view of aforesaid, the concern can be considered for business dealings with some caution.</p> <p><b>Note:</b></p> <p>Site visit was conducted at the given address and our executive has successfully traced the subject.</p> <p>At the premises, our executive met with Mr. Rasiq Sultan (Partner), who confirmed the existence of the subject on the given address.</p> <p>As per our executive's observation, it is a single storey building and subject is situated on first floor admeasuring total area of 400 sq. ft.</p> <p>Location was easy to find, locality seems to be commercial cum residential and area near the premise seems to be upmarket.</p> <p>Our executive has sighted approximately 7 employees along with telephone, telex, computers, air conditioner, office equipment, xerox machine and furniture items at the premises.</p> <p>No name board of the subject was sighted at the given address.</p>

	On inquiry with proprietor (Name not divulged) from "Sterling Sweets" and Mr. Zakir (Proprietor) from "India Nexus", they both confirmed the existence of the subject on the given address.
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**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**

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**

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Subject's name is not listed as a Sick Unit in the publicly available BIFR (Board for Industrial & Financial Reconstruction) list as of 23.08.2018.

**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**

<b>Name :</b>	Mr. Rasiq Sultan
<b>Designation :</b>	Partner
<b>Contact No.:</b>	91-9845666855
<b>Date :</b>	21.08.2018

**LOCATIONS**

<b>Registered Office :</b>	#4, Moyenville Road, Langford Town, Bangalore-560025, Karnataka, India
<b>Tel. No.:</b>	91-80-22115678
<b>Mobile No.:</b>	91-9845666855 (Mr. Rasiq Sultan)
<b>Fax No.:</b>	Not Available
<b>E-Mail :</b>	<a href="mailto:rasiq@adsplash.in">rasiq@adsplash.in</a>
<b>Area :</b>	400 Sq. ft.
<b>Location :</b>	Rented
<b>Locality :</b>	Commercial Cum Residential

**PARTNERS**

<b>Name :</b>	Mr. Rasiq Sultan
<b>Designation :</b>	Partner
<b>Name :</b>	Mr. Syed Ghouse
<b>Designation :</b>	Partner

**BUSINESS DETAILS**

<b>Line of Business :</b>	Subject is engaged in the business of providing advertising services. [Confirmed by management]
<b>Products / Services :</b>	Advertising Services
<b>Brand Names :</b>	Not Available

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<b>Agencies Held :</b>	Not Available
<b>Exports :</b>	Not Available
<b>Imports :</b>	Not Available
<b>Terms :</b>	
<b>Selling :</b>	Cheque
<b>Purchasing :</b>	Cheque

**GENERAL INFORMATION**

<b>Suppliers :</b>	<b>Reference :</b>	Axis Services		
	<b>Name of the Person :</b>	Mr. Syed Ghousepeer (Managing Partner)		
	<b>Contact No.:</b>	91-9880721314		
	<b>Since How Long Known :</b>	From the date of inception		
	<b>Experience :</b>	<b>Payment Behaviour</b>	<b>Market Goodwill</b>	<b>Overall</b>
		Good	Good	Good
	<b>Maximum Limit Deal:</b>	No Limit		
	<b>Remark :</b>	They gave us positive response about subject company and they are satisfied with payment behaviour.		
	<b>Reference :</b>	Azimuth Billboards LLP		
	<b>Name of the Person :</b>	Mr. Aman Pasha S (Chief Finance Officer)		
	<b>Contact No.:</b>	91-7795172191		
	<b>Since How Long Known :</b>	From the date of inception		
	<b>Experience :</b>	<b>Payment Behaviour</b>	<b>Market Goodwill</b>	<b>Overall</b>
		Good	Good	Excellent
<b>Maximum Limit Deal:</b>	No Limit			
<b>Remark :</b>	They gave us positive response about subject company and they are satisfied with payment behaviour.			
<b>Customers :</b>	Others (Corporates, Agencies)			
	<b>Reference :</b>	Milestone Brandcom Private Limited		
	<b>Name of the Person :</b>	Mr. Pavan Kumar Makani (Senior Account Manager)		
	<b>Contact No.:</b>	91-9886222515		
	<b>Since How Long Known :</b>	From the date of inception		
	<b>Experience :</b>	<b>Services</b>	<b>Overall</b>	

		Excellent	Good
<b>Maximum Limit Deal:</b>	No Limit		
<b>Remark :</b>	They gave us positive response about subject company and they are satisfied with their services.		
<b>Reference :</b>	Laqshya Media Limited		
<b>Name of the Person :</b>	Mr. Naresh Kumar Bhandari (Vice President)		
<b>Contact No.:</b>	91-9845211144		
<b>Since How Long Known :</b>	From the date of inception		
<b>Experience :</b>	<b>Services</b>	<b>Overall</b>	
	Good	Good	
<b>Maximum Limit Deal:</b>	No Limit		
<b>Remark :</b>	They gave us positive response about subject company and they are satisfied with their services.		
<b>No. of Employees :</b>	7 (Approximately)		
<b>Bankers :</b>	<b>Bank Name</b>	Kotak Mahindra Bank	
	<b>Branch</b>	Lavelle Road, Bangalore, Karnataka, India	
	<b>Person Name (With Designation)</b>	Mr. Pradheev (Deputy Branch Manager)	
	<b>Contact Number</b>	91-8494945060	
	<b>Name of Account Holder</b>	Adsplash Ooh	
	<b>Account Number</b>	2111977080	
	<b>Account Since (Date/Year of Account Opening)</b>	Since May - 2017	
	<b>Average Balance Maintained (If Possible)</b>	--	
	<b>Credit Facilities Enjoyed (If any)</b>	--	
	<b>Account Operation</b>	Regular	
	<b>Remarks (If any)</b>	Mr. Pradheev (Deputy Branch Manager) gave us positive response about subject company and they are satisfied with their transactions.	

<b>Auditors :</b>	
<b>Name :</b>	Mr. Hemanth V. S. Chartered Accountant
<b>Collaborators :</b>	Not Available
<b>Membership :</b>	Not Available

<b>Sister Concern :</b>	Not Divulged
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**CAPITAL STRUCTURE**

<b>Capital Investment :</b>	
<b>Owned :</b>	Not Divulged
<b>Borrowed :</b>	--
<b>Total :</b>	<b>Not Divulged</b>

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

Particulars			<b>31.03.2018 (10 Months)</b>
Sales Turnover (Approximately)			90.000

Expected Sales (2018-2019): INR 140.000 Million (Due to business growth)

The above information has been parted by Mr. Rasiq Sultan (Partner)

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

**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	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	No
25	Last accounts filed at ROC, if applicable	No
26	Turnover of firm for last about ten months	Yes
27	Reasons for variation <> 20%	Yes
28	Estimation for coming financial year	Yes
29	Profitability for last three years	No
30	Major shareholders, if available	No
31	External Agency Rating, if available	No
32	Litigations that the firm/promoter involved in	--
33	Market information	--
34	Payments terms	Yes
35	Negative Reporting by Auditors in the Annual Report	No

**OBSERVATION POINTS**

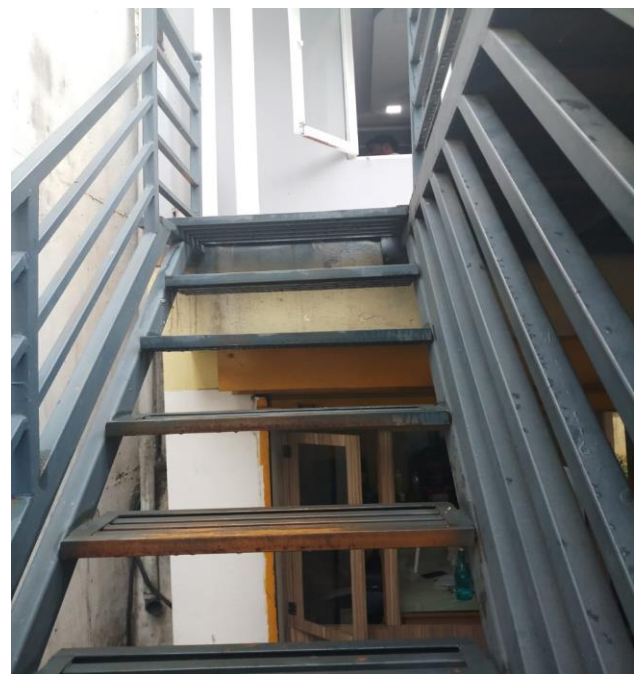
<b>Name of Company :</b>	ADSPLASH OOH
<b>Address :</b>	#4, Moyenville Road, Langford Town, Bangalore-560025, Karnataka, India
<b>Mobile No.:</b>	91-9845666855
<b>Person to whom we met:</b>	Mr. Rasiq Sultan <b>Designation : Partner</b>
<b>Name Board:</b>	Not Sighted
<b>Location:</b>	Easy
<b>Total Floors of the building:</b>	Single storey building
<b>Subject situated on :</b>	1 <sup>st</sup> Floor
<b>Locality:</b>	Commercial Cum Residential
<b>Area of Premises :</b>	400 Sq. Ft.
<b>Area :</b>	Upmarket
<b>Level of operation :</b>	High
<b>No. of Employees seen at Premises :</b>	7
<b>Visibility of Items:</b>	<ul style="list-style-type: none"> <li>• Telephone</li> <li>• Telex</li> <li>• Computers</li> <li>• Air conditioner</li> <li>• Office equipment</li> <li>• Xerox machine</li> </ul>
<b>Furniture items sighted :</b>	Yes
<b>Neighbour's Interview :</b>	
<b>Name of company :</b>	Sterling Sweets
<b>Name of person :</b>	Proprietor – Name Not Divulged
<b>Name of company :</b>	India Nexus
<b>Name of person :</b>	Proprietor - Mr. Zakir
<b>Neighbour's Overview :</b>	Existence Confirmed

<b>Proof of visit:</b>	Photograph
<b>Details of the person conducting visit:</b>	<b>Name :</b> Mr. Arif Khan <b>Designation :</b> Manager <b>Contact No.:</b> 91-9980808086

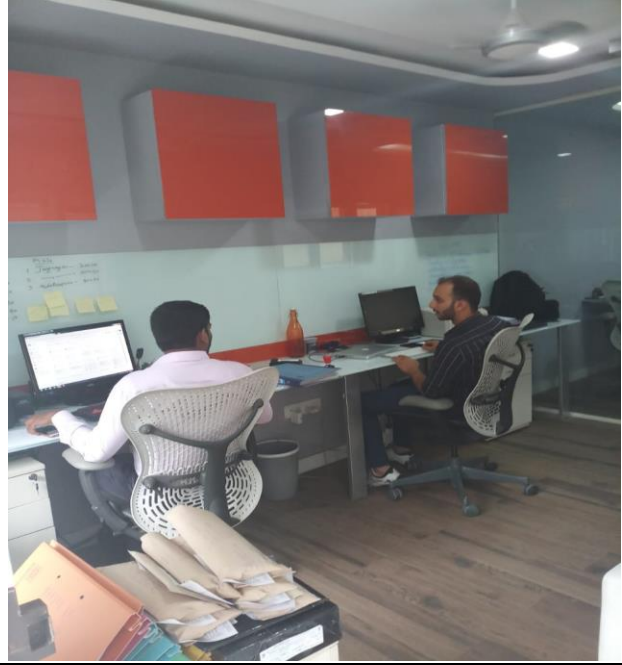
**PICTURES**



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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 70.00
UK Pound	1	INR 90.09
Euro	1	INR 80.90

**INFORMATION DETAILS**

<b>Information Gathered by :</b>	RUB
<b>Analysis Done by :</b>	VIV R.
<b>Report Prepared by :</b>	BHG

**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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