

## MIRA INFORM REPORT

<b>Report No. :</b>	524154
<b>Report Date :</b>	24.08.2018

### IDENTIFICATION DETAILS

<b>Name :</b>	MEDIA 24X7 ADVERTISING PRIVATE LIMITED
<b>Registered Office :</b>	424, DDA SFS, Pocket-1, Sector-22, Dwarka, New Delhi -110077
<b>Tel. No.:</b>	91-11-42807979
<b>Country :</b>	India
<b>Financials (as on) :</b>	31.03.2018 (Provisional)
<b>Date of Incorporation :</b>	10.10.2016
<b>CIN No.:</b> [Company Identification No.]	U74999DL2016PTC307034
<b>Capital Investment / Paid-up Capital :</b>	INR 1.000 Million
<b>PAN No.:</b> [Permanent Account No.]	AAKCM6690D
<b>GSTN :</b> [Goods & Service Tax Registration No.]	07AAKCM6690D1Z8
<b>Legal Form :</b>	Private Limited Liability Company
<b>Line of Business :</b>	The company is engaged in the sale of space for advertising (Confirmed by management)
<b>No. of Employees :</b>	45 Approximately (In Office : 12, In Branch : 33)

### 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 29000
<b>Status :</b>	Recently commenced business
<b>Payment Behaviour :</b>	Slow but correct
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>Subject was incorporated in the year 2016 and has started its business activity from July 2017.</p> <p>The company is engaged in the sale of space for advertising.</p> <p>As per the provisional financial records of 2018, the company has achieved revenue of INR 121.000 million and sufficient network base.</p> <p>As per the financial records of 2017, the company possesses moderate financial position marked by negative reserve base.</p> <p>However, subject's customers have provided positive feedback and they are satisfied with the subject's services. Suppliers have also provided positive feedback and they are satisfied with the subject's payment behaviour. Subject's Bank (HDFC Bank Limited) has also provided positive feedback and is satisfied with the subject's banking transaction.</p> <p>Business is active. Payment seems to be slow but correct.</p> <p>In view of aforesaid, the company can be considered for business dealings with some caution.</p> <p>NOTE: Site visit was conducted at the new registered address and our executive has successfully traced the subject on the said address.</p> <p>At the premises our executive met Mr. Rajesh Tomar (Senior Accounts Manager) who confirmed the subject's existence on the new registered address.</p> <p>During the visit our executive inquired with the neighbours and they claimed that the subject exists on the said address.</p> <p>As per our executive's observation, it is 4 storey building and subject is situated on the 4th floor of the building. Location was easy to find. Locality appears to be residential. Area seems to be upmarket. Area of premises is 1800 sq. ft. and approx. 12 employees were sighted in the premises. Name board of the subject was not sighted at the new registered address.</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.

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**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**

<b>Rating Agency Name</b>	Not Available
<b>Rating</b>	Not Available
<b>Rating Explanation</b>	Not Available
<b>Date</b>	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 24.08.2018

**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. Vineet Kumar
<b>Designation :</b>	Accounts Manager
<b>Contact No.:</b>	91-8860001340
<b>Date :</b>	22.08.2018

**LOCATIONS**

<b>Registered/ Head Office :</b>	424, DDA SFS, Pocket-1, Sector-22, Dwarka, New Delhi -110077, India
<b>Tel. No.:</b>	91-11-42807979
<b>Mobile No.:</b>	91-9810615678/ 9910225244 (Mr. Rajendra Kumar) 91-8860001340 (Mr. Vineet Kumar)
<b>Fax No.:</b>	Not Available
<b>E-Mail :</b>	<a href="mailto:services@media24x7.com">services@media24x7.com</a> <a href="mailto:accounts@media24x7.co">accounts@media24x7.co</a> <a href="mailto:rajendra.kumar@media24x7.co">rajendra.kumar@media24x7.co</a> <a href="mailto:rajendra9999@gmail.com">rajendra9999@gmail.com</a>
<b>Website :</b>	<a href="http://media24x7.co">http://media24x7.co</a>
<b>Area :</b>	1800 Sq. ft.
<b>Location :</b>	Rented
<b>Locality :</b>	Residential
<b>Branch Office 1 :</b>	LGF-C002, Plot No-11, Gate No-1, Punjab Expeller Compound, Meerut Road Ghaziabad-201001, Uttar Pradesh, India
<b>Tel. No.:</b>	91-120-4109437,4374906
<b>Area :</b>	365 Sq. ft.
<b>Location :</b>	Rented
<b>Branch Office 2 :</b>	LGF Plot No. 136, Punjab Expeller Compound, Below Blue Dart Courier Office ,

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	Meerut Road, Ghaziabad-201001, Uttar Pradesh, India
<b>Tel. No.:</b>	91-120-4128901/ 4109437

**DIRECTORS**

**As on 31.03.2018**

<b>Name :</b>	Mrs. Archana Singh Panwar			
<b>Designation :</b>	Director			
<b>Address :</b>	628, DDA SFS, Sector-22, Dwarka, New Delhi -110077, India			
<b>Date of Birth/Age :</b>	01.01.1970			
<b>Qualification :</b>	Post Graduate			
<b>Date of Appointment :</b>	10.10.2016			
<b>DIN No.:</b>	06800343			
<b>Other Directorship:</b>				
	<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
	U74140DL2014PTC265666	PIONEER INFOMEDIA PRIVATE LIMITED	01/03/2014	-
	U74999DL2015PTC285672	ALTITUDE ALOFT ACADEMY PRIVATE LIMITED	24/09/2015	-
<b>Name :</b>	Mr. Vipin Kumar			
<b>Designation :</b>	Director			
<b>Address :</b>	50, Hapur Road, Opposite Hotel Parth Inn, Garden Enclave, Ghaziabad-201001, Uttar Pradesh, India			
<b>Date of Birth/Age :</b>	13.08.1978			
<b>Qualification :</b>	Graduate			
<b>Date of Appointment :</b>	10.10.2016			
<b>DIN No.:</b>	01628461			
<b>Other Directorship:</b>				
	<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
	U74300UP2005PTC030518	DIVYA DRISHTI ADVERTISING COMPANY (INDIA) PRIVATE LIMITED	22/08/2005	-
	U74140DL2012PTC236389	RETAIL IMPACT PRIVATE LIMITED	24/05/2012	-
	U74140DL2014PTC272273	WHITE MEDIA PRIVATE LIMITED	07/10/2014	-
	U18204UP2016PTC075875	ZHERO DENIM PRIVATE LIMITED	19/01/2016	-
<b>Name :</b>	Mr. Nltin Kumar			
<b>Designation :</b>	Director			
<b>Address :</b>	KC-68/28, C Block, Near Gurudwara, Kavi Nagar, Ghaziabad-201002, Uttar Pradesh, India			
<b>Date of Birth/Age :</b>	05.07.1985			
<b>Qualification :</b>	Graduate			
<b>Date of Appointment :</b>	10.10.2016			
<b>DIN No.:</b>	05256749			

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<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U74140DL2012PTC236389	RETAIL IMPACT PRIVATE LIMITED	24/05/2012	-
U45400DL2013PTC255705	AJA CONSTRUCTION PRIVATE LIMITED	23/07/2013	-
U18204UP2016PTC075875	ZHERO DENIM PRIVATE LIMITED	30/09/2016	-
<b>Name :</b> Mr. Rajeev Arora			
<b>Designation :</b> Director			
<b>Address :</b> KC-68/28, C Block, Near Gurudwara, Kavi Nagar, Ghaziabad-201002, Uttar Pradesh, India			
<b>Date of Birth/Age :</b> 06.01.1971			
<b>Qualification :</b> Graduate			
<b>Date of Appointment :</b> 10.10.2016			
<b>DIN No.:</b> 05256705			
<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U74140DL2012PTC236389	RETAIL IMPACT PRIVATE LIMITED	24/05/2012	-
U45400DL2013PTC255705	AJA CONSTRUCTION PRIVATE LIMITED	23/07/2013	-
U18204UP2016PTC075875	ZHERO DENIM PRIVATE LIMITED	30/09/2016	-
<b>Name :</b> Mr. Sanjeev Arora			
<b>Designation :</b> Director			
<b>Address :</b> KC-68/28, C Block Near Gurudwara, Kavi Nagar, Ghaziabad -201002, Uttar Pradesh, India			
<b>Date of Birth/Age :</b> 03.09.1974			
<b>Qualification :</b> Graduate			
<b>Date of Appointment :</b> 10.10.2016			
<b>DIN No.:</b> 05256698			
<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U74140DL2012PTC236389	RETAIL IMPACT PRIVATE LIMITED	24/05/2012	-
U45400DL2013PTC255705	AJA CONSTRUCTION PRIVATE LIMITED	23/07/2013	-
U18204UP2016PTC075875	ZHERO DENIM PRIVATE LIMITED	19/01/2016	-
<b>Name :</b> Mr. Rajendra Kumar			
<b>Designation :</b> Director			
<b>Address :</b> W-71, Anupam Garden, Neb Sarai Road, New Delhi-110030, India			
<b>Date of Birth/Age :</b> 05.06.1972			
<b>Qualification :</b> Post Graduate			
<b>Date of Appointment :</b> 10.10.2016			
<b>DIN No.:</b> 05256975			
<b>Other Directorship:</b>			

CIN/FCRN	Company Name	Begin Date	End Date
U74140DL2012PTC236389	RETAIL IMPACT PRIVATE LIMITED	24/05/2012	-
U45400DL2013PTC255705	AJA CONSTRUCTION PRIVATE LIMITED	23/07/2013	-
U18204UP2016PTC075875	ZHERO DENIM PRIVATE LIMITED	19/01/2016	-

**KEY EXECUTIVES**

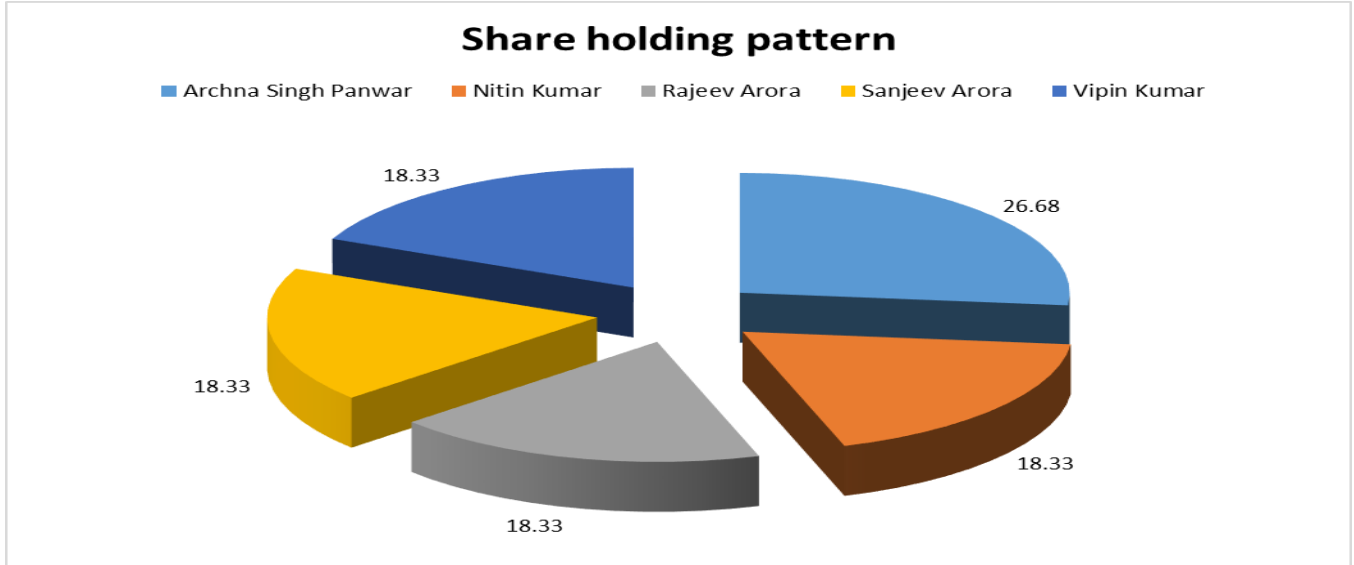
<b>Name :</b>	Mr. Vineet Kumar
<b>Designation :</b>	Accounts Manager
<b>Mobile No.:</b>	91-8860001340
<b>Name :</b>	Mr. Rajesh Tomar
<b>Designation :</b>	Senior Account Manager
<b>Mobile No.:</b>	91-8800890296

**MAJOR SHAREHOLDERS**

**As on 31.03.2018**

Names of Shareholders	No. of Shares	% of Holding
Archna Singh Panwar	26680	26.68
Nitin Kumar	18330	18.33
Rajeev Arora	18330	18.33
Sanjeev Arora	18330	18.33
Vipin Kumar	18330	18.33
<b>Total</b>	<b>100000</b>	<b>100.00</b>

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

As on 29.09.2017

Category	Percentage
Promoters (Individual/Hindu Undivided Family – Indian)	100.00
<b>Total</b>	<b>100.00</b>

**BUSINESS DETAILS**

<b>Line of Business :</b>	The company is engaged in the sale of space for advertising (Confirmed by management)	
<b>Products / Services :</b>	<b>Item Code No.</b>	<b>Products/Services Description</b>
	99831690	Other Professional, Technical and Business Services
<b>Brand Names :</b>	Not Available	
<b>Agencies Held :</b>	Not Available	
<b>Exports :</b>	Not Divulged	
<b>Imports :</b>	Not Divulged	
<b>Terms :</b>		
<b>Selling :</b>	Credit (60 Days)	

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<b>Purchasing :</b>	Credit (60 Days)
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**PRODUCTION STATUS – (NOT AVAILABLE)**

**GENERAL INFORMATION**

<b>Suppliers :</b>	<b>Reference 1 :</b>				Nagar Nigam Dehradun		
	<b>Name of the Person with Designation :</b>				Mr. Vinay Pratap Singh (Tax Superintendent)		
	<b>Contact No.:</b>				91-7535039938		
	<b>Since How Long Known :</b>				1 Year		
	<b>Maximum Limit Dealt :</b>				As per requirement		
	<b>Experience :</b>				<b>Payment Behaviour</b>	<b>Market Goodwill</b>	<b>Overall</b>
					Excellent	Excellent	Excellent
	<b>Remark:</b>				They gave us positive response about subject company. They are satisfied with their payment behaviour and market goodwill.		
	<b>Reference 2 :</b>				Navyug Iron Private Limited		
	<b>Name of the Person with Designation :</b>				Mr. Pawan Aggarwal (Director)		
	<b>Contact No.:</b>				91-9910021941		
	<b>Since How Long Known :</b>				1 Year		
	<b>Maximum Limit Dealt :</b>				INR 6.565 million (2017-18)		
	<b>Experience :</b>				<b>Payment Behaviour</b>	<b>Market Goodwill</b>	<b>Overall</b>
					Excellent	Excellent	Excellent
<b>Remark:</b>				They gave us positive response about subject company. They are satisfied with their payment behaviour and market goodwill.			
<b>Reference 3 :</b>				United Doon Media			
<b>Name of the Person with Designation :</b>				Mr. Piyush Goyal (Chief Executive Officer)			
<b>Contact No.:</b>				91-8218477601			
<b>Since How Long Known :</b>				1 Year			
<b>Maximum Limit Dealt :</b>				As per requirement			
<b>Experience :</b>				<b>Payment Behaviour</b>	<b>Market Goodwill</b>	<b>Overall</b>	
				Good	Good	Good	
<b>Remark:</b>				They gave us positive response about subject company. They are satisfied with their payment behaviour and			

		market goodwill.	
<b>Customers :</b>	Others (Service Provider)		
	<b>Reference 1 :</b>	Future Retail Limited	
	<b>Name of the Person with Designation :</b>	Mr. Neeraj Kumar (Marketing Head)	
	<b>Contact No.:</b>	91-9582110500	
	<b>Since How Long Known :</b>	1 Year	
	<b>Maximum Limit Dealt :</b>	INR 2.641 million (2017-18)	
	<b>Experience :</b>	<b>Product Quality</b>	<b>Delivery Behaviour</b>
		Good	Good
	<b>Overall</b>	Good	
	<b>Remark:</b>	They gave us positive response about subject company. They are satisfied with their product quality and delivery behaviour.	
	<b>Reference 2 :</b>	Max Healthcare Institute Limited	
	<b>Name of the Person with Designation :</b>	Mr. Ronald Kiranmy (Marketing Head)	
	<b>Contact No.:</b>	91-9711131799	
<b>Since How Long Known :</b>	1 Year		
<b>Maximum Limit Dealt :</b>	INR 3.394 million (2017-18)		
<b>Experience :</b>	<b>Product Quality</b>	<b>Delivery Behaviour</b>	
	Good	Good	
<b>Overall</b>	Good		
<b>Remark:</b>	They gave us positive response about subject company. They are satisfied with their product quality and delivery behaviour.		
<b>Reference 3 :</b>	Pushpanjali Infrastructure Limited		
<b>Name of the Person with Designation :</b>	Mr. Deepak Mittal (Chief Executive Officer)		
<b>Contact No.:</b>	91-9760445500		
<b>Since How Long Known :</b>	1 Year		
<b>Maximum Limit Dealt :</b>	INR 2.783 million (2017-18)		
<b>Experience :</b>	<b>Product Quality</b>	<b>Delivery Behaviour</b>	
	Good	Good	
<b>Overall</b>	Good		
<b>Remark:</b>	They gave us positive response about subject company. They are satisfied with their product quality and delivery behaviour.		
<b>No. of Employees :</b>	45 Approximately (In Office : 12, In Branch : 33)		

<b>Bankers :</b>	<b>Banker Name :</b>	HDFC Bank Limited
	<b>Branch :</b>	Dwarka, Sector – 23, New Delhi, India
	<b>Person Name (With Designation) :</b>	Mr. Sarandeep Suri (Personal Relationship Manager)
	<b>Contact Number :</b>	91-9873686515
	<b>Name of Account Holder :</b>	Media24x7 Advertising Private Limited
	<b>Account Number :</b>	50200024496212
	<b>Account Since (Date/Year of Account Opening) :</b>	19.04.2017
	<b>Average Balance Maintained :</b>	--
	<b>Credit Facilities Enjoyed (CC/OD/Term Loan) :</b>	Current Account
	<b>Account Operation :</b>	--
<b>Remark :</b>	Banker gave us positive feedback about subject company.	

<b>Auditors :</b>	
<b>Name :</b>	Rajendar K. Kumar and Associates Chartered Accountants
<b>Address :</b>	57, Navyug Market, Ghaziabad-201001, Uttar Pradesh, India
<b>Income-tax PAN of auditor or auditor's firm :</b>	ACYPK1743J
<b>Membership No.:</b>	071803
<b>Memberships :</b>	Not Available
<b>Collaborators :</b>	Not Available
<b>Associates/Subsidiaries :</b>	Not Available

**CAPITAL STRUCTURE**

As on 31.03.2018

**Authorised Capital :**

No. of Shares	Type	Value	Amount
100000	Equity Shares	INR 10/- each	INR 1.000 Million

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

No. of Shares	Type	Value	Amount
100000	Equity Shares	INR 10/- each	INR 1.000 Million

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

**ABRIDGED BALANCE SHEET**

<b>SOURCES OF FUNDS</b>			<b>31.03.2018 (Provisional)</b>
<b>EQUITY AND LIABILITIES</b>			
1] Share Capital			0.100
2] Share Application Money			0.000
3] Reserves & Surplus			10.181
4] (Accumulated Losses)			0.000
<b>NETWORTH</b>			<b>10.281</b>
<b>LOAN FUNDS</b>			
1] Secured Loans			9.094
2] Unsecured Loans			18.178
<b>TOTAL BORROWING</b>			<b>27.272</b>
DEFERRED TAX LIABILITIES			0.000
<b>TOTAL</b>			<b>37.553</b>
<b>APPLICATION OF FUNDS</b>			
<b>FIXED ASSETS [Net Block]</b>			11.433
Capital work-in-progress			0.000
<b>INVESTMENT</b>			0.000
DEFERREX TAX ASSETS			0.000
<b>CURRENT ASSETS, LOANS &amp; ADVANCES</b>			
Inventories			0.000
Sundry Debtors			59.720
Cash & Bank Balances			1.106
Other Current Assets			4.453
Loans & Advances			0.000
<b>Total Current Assets</b>			<b>65.279</b>
<b>Less : CURRENT LIABILITIES &amp; PROVISIONS</b>			
Sundry Creditors			}
Other Current Liabilities			
Provisions			
<b>Total Current Liabilities</b>			<b>38.080</b>
<b>Net Current Assets</b>			<b>26.120</b>
<b>MISCELLANEOUS EXPENSES</b>			0.000
<b>TOTAL</b>			<b>37.553</b>

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<b>SOURCES OF FUNDS</b>			<b>31.03.2017</b>
<b>I. EQUITY AND LIABILITIES</b>			
(1) Shareholders' Funds			
(a) Share Capital			0.100
(b) Reserves & Surplus			(0.040)
(c) Money received against share warrants			0.000
(2) Share Application money pending allotment			0.000
<b>Total Shareholders' Funds (1) + (2)</b>			<b>0.060</b>
(3) Non-Current Liabilities			
(a) long-term borrowings			0.000
(b) Deferred tax liabilities (Net)			0.000
(c) Other long term liabilities			0.000
(d) long-term provisions			0.000
<b>Total Non-current Liabilities (3)</b>			<b>0.000</b>
(4) Current Liabilities			
(a) Short term borrowings			0.000
(b) Trade payables			0.040
(c) Other current liabilities			0.000
(d) Short-term provisions			0.000
<b>Total Current Liabilities (4)</b>			<b>0.040</b>
<b>TOTAL</b>			<b>0.100</b>
<b>II. ASSETS</b>			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets			0.000
(ii) Intangible Assets			0.000
(iii) Capital work-in-progress			0.000
(iv) Intangible assets under development			0.000
(b) Non-current Investments			0.000
(c) Deferred tax assets (net)			0.000
(d) Long-term Loan and Advances			0.000
(e) Other Non-current assets			0.000
<b>Total Non-Current Assets</b>			<b>0.000</b>
(2) Current assets			
(a) Current investments			0.000
(b) Inventories			0.000
(c) Trade receivables			0.000
(d) Cash and cash equivalents			0.100
(e) Short-term loans and advances			0.000

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(f) Other current assets			0.000
<b>Total Current Assets</b>			<b>0.100</b>
<b>TOTAL</b>			<b>0.100</b>

**PROFIT & LOSS ACCOUNT**

	PARTICULARS		31.03.2017
	<b>SALES</b>		
	Income		0.000
	Other Income		0.000
	<b>TOTAL</b>		<b>0.000</b>
<b>Less</b>	<b>EXPENSES</b>		
	Other expenses		0.040
	<b>TOTAL</b>		<b>0.040</b>
	<b>PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>		<b>(0.040)</b>
<b>Less</b>	<b>FINANCIAL EXPENSES</b>		0.000
	<b>PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>		<b>(0.040)</b>
<b>Less/ Add</b>	<b>DEPRECIATION/ AMORTISATION</b>		0.000
	<b>PROFIT/ (LOSS) BEFORE TAX</b>		<b>(0.040)</b>
<b>Less</b>	<b>TAX</b>		0.000
	<b>PROFIT/ (LOSS) AFTER TAX</b>		<b>(0.040)</b>
	<b>Earnings / (Loss) Per Share (INR)</b>		<b>(4.00)</b>

Particulars			31.03.2018
Sales Turnover (Approximately)			121.382

The above information has been parted by Mr. Vineet Kumar (Accounts Manager)

**ADVERTISING PROMOTIONAL EXPENSES: NOT AVAILABLE**

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**CURRENT MATURITIES OF LONG TERM DEBT DETAILS**

Particulars		31.03.2018 (Provisional)	31.03.2017
Current Maturities of Long term debt		NA	NA
Cash generated from operations		NA	NA
Net cash flows from (used in) operations		NA	NA
Net cash flows from (used in) operating activity		NA	NA

**KEY RATIOS**

**LEVERAGE RATIOS**

PARTICULARS		31.03.2018 (Provisional)	31.03.2017
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)		0.87	0.40
Debt Equity Ratio (Total Liability / Networth)		2.65	0.00
Current Liabilities to Networth (Current Liabilities / Net Worth)		5.58	0.67
Fixed Assets to Networth (Net Fixed Assets / Networth)		1.11	0.00

**PROFITABILITY RATIOS**

PARTICULARS		31.03.2018 (Provisional)	31.03.2017
Net Profit Margin ((PAT / Sales) * 100)	%	NA	0.00
Return on Total Assets ((PAT / Total Assets) * 100)	%	NA	(40.00)
Return on Investment (ROI) ((PAT / Networth) * 100)	%	NA	(66.67)

**SOLVENCY RATIOS**

PARTICULARS		31.03.2018 (Provisional)	31.03.2017
Current Ratio		1.14	2.50

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(Current Assets / Current Liabilities)			
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		1.14	2.50
G-Score Ratio Financial (Networth / Total Assets)		0.13	0.60
G-Score Ratio Debt (Debts / Equity Capital)		272.72	0.00
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		1.14	2.50

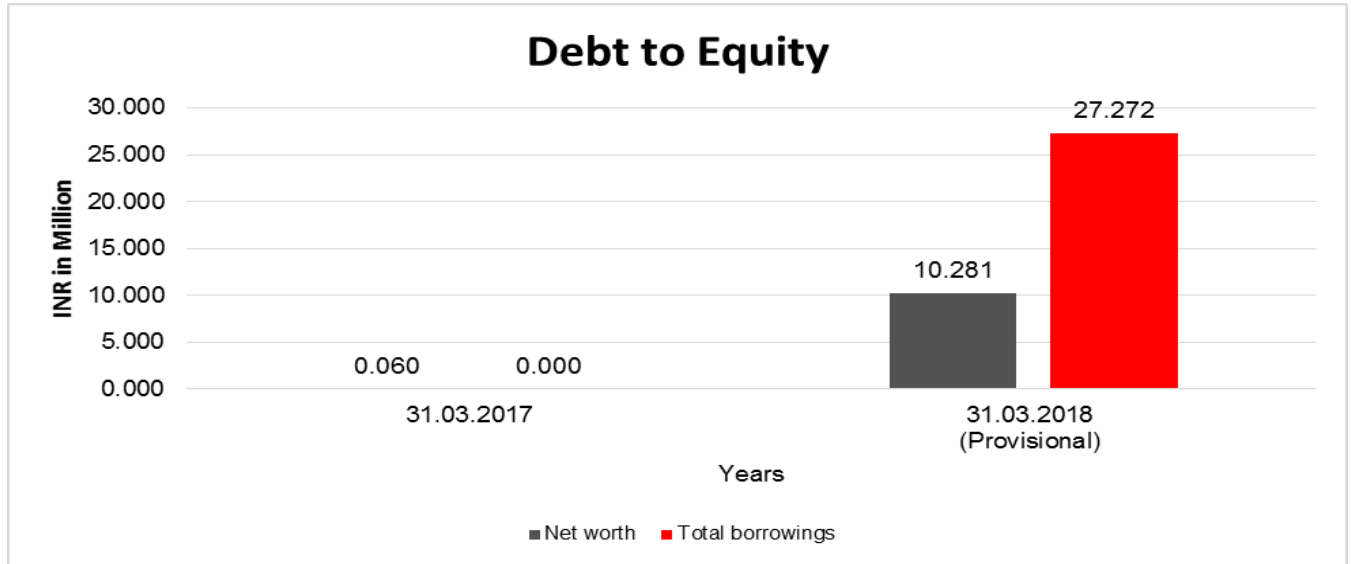
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

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

**DEBT EQUITY RATIO**

Particular	31.03.2017	31.03.2018 (Provisional)
	INR In Million	INR In Million
Share Capital	0.100	0.100
Reserves & Surplus	(0.040)	10.181
<b>Net worth</b>	<b>0.060</b>	<b>10.281</b>
Secured Loans	0.000	9.094
Unsecured Loans	0.000	18.178
<b>Total borrowings</b>	<b>0.000</b>	<b>27.272</b>
<b>Debt/Equity ratio</b>	<b>0.000</b>	<b>2.653</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	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	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

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19]	Major customers	Yes
20]	Banking Details	Yes
21]	Banking facility details	Yes
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	Yes
26]	Turnover of firm for last about two years	Yes
27]	Reasons for variation <> 20%	--
28]	Estimation for coming financial year	No
29]	Profitability for last about one year	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	Yes
35]	Negative Reporting by Auditors in the Annual Report	No

### OBSERVATION POINTS

<b>Name of Company :</b>	MEDIA24X7 ADVERTISING PRIVATE LIMITED
<b>Address :</b>	424, DDA SFS, Pocket-1, Sector-22, Dwarka, New Delhi - 110077, India
<b>Mobile No.:</b>	91-8800890296
<b>Person to whom we met:</b>	Mr. Rajesh Tomar
<b>Designation :</b>	Senior Accounts Manager
<b>Email :</b>	<a href="mailto:accounts@media24x7.co">accounts@media24x7.co</a>
<b>Name Board :</b>	Not Sighted
<b>Location:</b>	Easy
<b>Landmark (If Any):</b>	Manish Global Mall
<b>Total Floors of the building:</b>	4 Storey

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<b>Subject situated at :</b>	4th Floor
<b>Locality:</b>	Residential
<b>Area of Premises :</b>	1800 sq. ft.
<b>Area :</b>	Upmarket
<b>No. of Employees seen at Premises :</b>	12
<b>Visibility of Items:</b>	<ul style="list-style-type: none"> <li>• Telephone</li> <li>• Fax Machine</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>	Chairs, Sofa, Table
<b>Neighbour Interview :</b>	<b>Name of Company :</b> Madhu Upadhyay (Local Resident) <b>Name of Company :</b> Saroj Kumari (Local Resident) <b>Neighbour Overview :</b> Existence confirmed
<b>Proof of visit:</b>	Photographs/ Visiting Card

**PICTURES**



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**INDEX OF CHARGES : NO CHARGES EXISTS FOR COMPANY**

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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 70.07
UK Pound	1	INR 90.26
Euro	1	INR 81.05

**INFORMATION DETAILS**

Information Gathered by :	SUP
Analysis Done by :	NIY
Report Prepared by :	JYTK

**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	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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