

MIRA INFORM REPORT

Report No. :	543632
Report Date :	07.12.2018

IDENTIFICATION DETAILS

Name :	GUESS? INDIA PRIVATE LIMITED
Registered Office :	Office No. 972, Level 9, Spaze I-Tech Park, A1 Tower, Sector 49, Sohna Road, Gurugram – 122018, Haryana
Mobile No.:	91-9920236526 (Mr. Ali Asger)
Country :	India
Financials (as on) :	Not Available
Date of Incorporation :	25.05.2018
CIN No.: [Company Identification No.]	U51909HR2018FTC074281
Capital Investment / Paid-up Capital :	INR 40.000 Million
TAN No.: [Tax Deduction & Collection Account No.]	RTKG13646D
PAN No.: [Permanent Account No.]	AAHCG3596K
GSTN : [Goods & Service Tax Registration No.]	06AAHCG3596K1Z5
Legal Form :	Private Limited Liability Company
Line of Business :	Manufacturer, designer, assembler and trader of all kinds of cloth, knitted cloth, knitted cloth, woollen fabrics, synthetic fabrics, cotton fabrics, readymade garments, knit wears, beach wears. (As per Memorandum of Association)
No. of Employees :	Information declined by the management

RATING & COMMENTS

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

MIRA's Rating :

NB

Credit Rating	Explanation	Rating Comments
NB	New Business	No recommendation can be done due to business in infancy stage

Status :	New Business
Payment Behaviour :	Unknown
Litigation :	Clear
Comments :	<p>Subject is a new company incorporated in May 2018. The company is based in Gurugram, Haryana.</p> <p>Mr. Ali Asger (Operation Manager) denied to part any information about the company.</p> <p>Payment terms are unknown.</p> <p>In view of infancy stage, it is advisable to deal with the company on fully safe and secured trade terms and condition.</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 (30.06.2018)	Current Rating (30.09.2018)
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

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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.

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 07.12.2018

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 DENIED BY

Name :	Mr. Ali Asger
Designation :	Operation Manager
Contact No.:	91-9920236526
Date :	07.12.2018

LOCATIONS

Registered Office :	Office No. 972, Level 9, Spaze I-Tech Park, A1 Tower, Sector 49, Sohna Road, Gurugram – 122018, Haryana, India
Tel. No.:	Not Available
Mobile No.:	91-9920236526 (Mr. Ali Asger)
Fax No.:	Not Available
E-Mail :	ali.asger@guess.eu guessnethelands@guess.eu

DIRECTORS

As on 2018

Name :	Jason Tavis Miller
Designation :	Director
Address :	1083, Atchison Street, Pasadena, California 911041318 US
Date of Appointment :	25.05.2018
DIN No.:	08143486
Name :	Mr. Sandeep Rajaram Reddy
Designation :	Director
Address :	101, Ocean Avenue E-602 Santa Monica California 90402 US
Date of Appointment :	25.05.2018
DIN No.:	08143487
Name :	Mr. Ajay Kumar
Designation :	Director
Address :	First Floor, Plot No.-4, K-3,1, Vatika India Next, Sector-83, Gurugram – 122004, Haryana, India
Date of Appointment :	25.05.2018
DIN No.:	08143488
Name :	Lander Vidaurrazaga Isasi
Designation :	Additional Director
Address :	6 Handy Road #06-03 Luxe Luxe 229234 SG
Date of Appointment :	18.07.2018

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KEY EXECUTIVES

Name :	Mr. Ali Asger
Designation :	Operation Manager

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

As on 17.05.2018

Names of Shareholders	No. of Shares
Guess? Europe B.V. Netherlands	3999999
Guess Europe S.A.G.L., Switzerland	1
Total	4000000

BUSINESS DETAILS

Line of Business :	Manufacturer, designer, assembler and trader of all kinds of cloth, knitted cloth, knitted cloth, woollen fabrics, synthetic fabrics, cotton fabrics, readymade garments, knit wears, beach wears. (As per Memorandum of Association)
Brand Names :	Not Available
Agencies Held :	Not Available
Exports :	Not Divulged
Imports :	Not Divulged
Terms :	Not Divulged

PRODUCTION STATUS NOT AVAILABLE

GENERAL INFORMATION

Suppliers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--

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Customers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
No. of Employees :	Information declined by the management	
Bankers :	Bank Name	Not Divulged
	Branch	Not Divulged
	Person Name (With Designation)	--
	Contact Number	--
	Name of Account Holder	--
	Account Number	--
	Account Since (Date/Year of Account Opening)	--
	Average Balance Maintained (If Possible)	--
	Credit Facilities Enjoyed (If any)	--
	Account Operation	--
	Remarks (If any)	--
Auditors :	Not Divulged	
Memberships :	Not Available	
Collaborators :	Not Available	
Associates/Subsidiaries :	Not Available	

CAPITAL STRUCTURE

Authorised Capital :

No. of Shares	Type	Value	Amount
4000000	Equity Shares	INR 10/- each	INR 40.000 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
4000000	Equity Shares	INR 10/- each	INR 40.000 Million

FINANCIAL DATA
[all figures are in INR Million]

NEW BUSINESS

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	No
5	Buyer visit details	--
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	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	No
17	Details of sister concerns	No
18	Major suppliers	No
19	Major customers	No
20	Banking Details	No
21	Banking facility details	No
22	Conduct of the banking account	--
23	Financials, if provided	No
24	Capital in the business	Yes
25	Last accounts filed at ROC, if applicable	No
26	Turnover of firm for last three years	No
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last three years	No
30	Major shareholders, if available	Yes
31	External Agency Rating, if available	No
32	Litigations that the firm/promoter involved in	--
33	Market information	--

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34	Payments terms	No
35	Negative Reporting by Auditors in the Annual Report	No

NOTE: The Registered office of the company has been shifted from "19th Floor, Tower-C, DLF Epitome, Building No.5, DLF Cyber City, Phase-II, Gurugram – 122002, Haryana, India" to the present address w.e.f. 01.07.2018

INDEX OF CHARGES

No Charges Exists for Company

WEBSITE DETAILS

NEWS/ PRESS RELEASES

STREET SMART: GUESS THE STOCK CONTEST-IV

12.11.2018

Hereunder, we offer you cues about a business that has an interesting story to tell. You can name the stock in the comment section below this article along with your email ID and the one who gives the first right answer wins a branded bag from ETMarkets.com. The results of this content will be declared by next week. The answer to last Guess the Stock contest was Timex Group India.

1. In 1991, this company graduated from the traditional business of iron & steel trading with investment of INR 3.000 Million and ventured into manufacturing of bead wire for tyres. Currently, over 75% of sales come from the tyre sector and the rest from value-added products. For tyre companies, its products constitute around 3 per cent of total expenses. They always prefer to go with superior quality products since it a very important component of tyres.

2. The company had a technical collaboration and joint venture agreement with Gustav Wolf, Seil-Und Drahtwerke GmbH & Co of Germany, which was terminated in the first week of October 2003. They had a 25 per cent stake in company and the promoters bought it out in 2003.

GUESS WHO'S WORLD'S TOP YOUTUBER? SOON IT'S GOING TO BE AN INDIAN CHANNEL

08.11.2018

T-series is close to ending PewDiePie's unbeaten run as the YouTube channel with the biggest subscriber base in the world

T-series, an Indian music record label and film production company, is set to make a new record. This time, however, it is not for a new audio album or a film, but for its rising subscriber base on the online video sharing platform - YouTube. Founded by Gulshan Kumar in 1983, T-series came on-board the video sharing platform on May 13, 2016. After almost 12 years, the company is now close to becoming the most-subscribed channel on YouTube, overtaking PewDiePie – another YouTube channel operated by Swedish YouTuber Felix Kjellberg that has been holding the top spot since 2013.

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T-Series, known for its close association with Bollywood, is popular on the video sharing platform for its music videos. Unlike PewDiePie, T-series posts multiple videos every day on its YouTube channel – ranging from new releases, remixes to upcoming movie trailers. The company has also been making online-specific content such as T-series Mixtapes, which runs on a format similar to Coke Studio.

There are multiple reasons that could attribute to company's staggering growth on the online video sharing platform. Since the beginning of this year, the music record label has amassed more than 35 million subscribers, most of which came from mobile. This shows that the country's affordable mobile internet services, coupled with cheap smartphones' availability have been the key factors that contributed to the company's rising subscriber base. Another reason could be the channel's content selection that caters to regional audiences like those in South.

In comparison, the PewDiePie channel is famous for multiple genres such as vlogs, commentary and comedy videos. The channel made a debut with its owner Felix Kjellberg, a Swedish national, reacting on camera to the scary video games. The channel joined YouTube in 2010, and within three years it became the most subscribed channel on YouTube.

To make things interesting, social analytics firm SocialBlade has created a livestream to show the competition between the pair. According to SocialBlade estimates, T-series will overtake PewDiePie very soon.

GUESS PLANS TO GO SOLO IN INDIA WITH EXCLUSIVE STORES, ONLINE PORTAL

13.08.2018

American lifestyle brand Guess is all set to re-enter the Indian market and has decided to set up its own subsidiary Guess India through which it will open stores and an online portal to sell its products in the country.

The company has decided to shut down all its franchise stores across the country and currently in the process of identifying cities to open exclusive brand outlets. The retailer will also partner with leading e-commerce firms to widen its reach in India.

"The immediate plan is to launch 2-3 stores, followed by another 8-10 stores over the next year or two," Lander Isasi, managing director for Guess in the Middle East, Southeast Asia, Australia, and India told ET.

"Apart from partnerships with popular e-commerce firms, Guess India will also start its own online portal for wider reach. We have distributors for some of our product categories, who liaison with several domestic e-commerce platforms, to sell Guess products," Isasi added.

Commenting on the importance of the Indian market, Victor Herrero, CEO of Guess said: "India has always been a country of strategic importance to the brand, and given the recent relaxation of FDI norms, this was a natural decision. It is a fundamental step for us to accelerate the strength of our brand with clear and strong control over the presentation and product assortment that is consistent with our brand strategy".

The Los Angeles-based brand Guess had entered the Indian market in 2005 with Delhi-based retail chain Planet Sports.

LIFESTYLE BRAND GUESS MAY SET UP INDIA UNIT

09.08.2018

NEW DELHI: Los Angeles-based lifestyle brand and retailer Guess plans to set up an Indian subsidiary — Guess India — to relaunch the brand and expand its retail presence by opening company-owned stores, a departure from the earlier model where stores were operated by franchisees.

“The immediate plan is to launch 2-3 stores, followed by another 8-10 stores over the next year or two,” said Lander Isasi, managing director for Guess — Middle East, Southeast Asia, Australia and India.

The initial phase of the expansion will focus on Tier I cities in India. The retailer has shut all the franchisee-run stores in the market.

Apart from partnerships with popular e-commerce firms, Guess India will also start its own online portal for wider reach. “We have distributors for some of our product categories, who liaison with several domestic ecommerce platforms, to sell Guess products,” Isasi added.

“India has always been a country of strategic importance to the brand, and given the recent relaxation of FDI norms, this was a natural decision. It is a fundamental step for us to accelerate the strength of our brand with clear and strong control over presentation and product assortment that is consistent with our brand strategy,” says Victor Herrero, CEO of Guess.

In November 2015, the Department of Industrial Policy & Promotion eased norms to provide single-brand licence holders — FDI-funded companies allowed to sell products under a single label — multiple retailing options, including own stores, franchisees, wholesale retailing, under one entity.

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 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 70.59
UK Pound	1	INR 90.11
Euro	1	INR 80.25

INFORMATION DETAILS

Information Gathered by :	SHL
Analysis Done by :	DIV
Report Prepared by :	SUD

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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