

MIRA INFORM REPORT

Report No. :	542572
Report Date :	07.12.2018

IDENTIFICATION DETAILS

Name :	HUMANS OF BOMBAY STORIES PRIVATE LIMITED
Registered Office :	110, T.V. Industrial Estate, 52, S.K. Ahire Marg, Worli, Mumbai – 400030, Maharashtra
Mobile No.:	91-9819333036 (Mr. Devanshi Zaveri)
Country :	India
Financials (as on) :	31.03.2018
Date of Incorporation :	20.11.2015
CIN No.: [Company Identification No.]	U74120MH2015PTC270329
Capital Investment / Paid-up Capital :	INR 0.050 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.]	AADCH7581D
GSTN : [Goods & Service Tax Registration No.]	27AADCH7581D2ZH
Legal Form :	Private Limited Liability Company
Line of Business :	<ul style="list-style-type: none"> • Publishing of Books. [Registered activity] • Providing Social Media Marketing Services. [Confirmed by management]
No. of Employees :	9 (Approximately) (7 In Office + In Branch 2)

RATING & COMMENTS

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

MIRA's Rating :

B

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

Maximum Credit Limit :	USD 10000
Status :	Moderate
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Humans of Bombay Stories Private Limited is engaged in providing social media marketing services. The company was incorporated in November 2015 and has its base in Mumbai, Maharashtra. It is having moderate track record.</p> <p>For the financial year ended 2018, the company has witnessed a healthy growth in its revenue and reported good profit margin at 55.12% (approx.)</p> <p>However, rating remains constrained on account of moderate net worth base along with small scale of operational activities and company's short track record of business operation.</p> <p>These, rating weakness is partially offset by positive feedback received from its customer (Zero Communications India Private Limited) (Alt Digital Media Entertainment Limited) (Edelman India Private Limited) for satisfactory services provided and also from its banker (HDFC Bank Limited) for satisfactory banking transaction</p> <p>Trade relations are reported as fair. Business is active. Payment terms are seems to be slow but correct.</p> <p>The company can be considered for business dealings with some caution.</p> <p>Note:</p> <p>Site visit was conducted at the branch address of the company. Our executive has successfully traced the company at the address</p> <p>At the premises, our executive met Mr. Devanshi Zaveri (Manager Operations) who confirmed that company exists at the address.</p> <p>As per our executive observation, it is a bungalow type premises. Locality of the premises appears to be residential and area seems to be upmarket</p> <p>Name board of the company was not sighted at the premises. Landmark of the</p>

	area is opposite "Juhu Starbucks" and 7 (approx.) employees were sighted at the premises.
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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 (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

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 07.12.2018

IBBI (Insolvency and Bankruptcy Board of India) LISTING STATUS

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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. Devanshi Zaveri
Designation :	Manager Operations
Contact No.:	91-9819333036
Date :	05.12.2018

LOCATIONS

Registered Office :	110, T.V. Industrial Estate, 52, S.K. Ahire Marg, Worli, Mumbai – 400030, Maharashtra, India
Tel. No.:	Not Available
Mobile No.:	91-9819333036 (Mr. Devanshi Zaveri) 91-9820059659 (Mrs. Karishma Jayesh Mehta)
Fax No.:	91-22-24950328
E-Mail :	jrgroup@jrmehta.com devanshi@humansofbombay.in karishma@humansofbombay.in
Website :	http://www.humansofbombay.in
Area :	400 Sq. ft.
Location :	Owned
Branch Office :	B-11, Theosophical Co-Operative Housing Society Limited, North Juhu Chowpatty, Mumbai - 400049, Maharashtra, India
Location :	Owned
Locality:	Residential (As per site visit)

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DIRECTORS

AS ON 31.03.2018

Name :	Mr. Jayesh Ramniklal Mehta		
Designation :	Director		
Address :	601/ 602, Atharva Building, 122, Off Keluskar Road, Opposite Shivsena Bhavan, Shivaji Park, Dadar (West), Mumbai - 400028, Maharashtra, India		
Date of Birth/Age :	15.08.1962		
Qualification:	Textile Engineer		
Experience:	25 Years		
Date of Appointment :	20.11.2015		
DIN No.:	00193029		
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
L25209MH1986PLC040119	CHANDNI TEXTILES ENGINEERING INDUSTRIES LIMITED	01/04/2007	-
U51900MH1996PTC096676	J.R.TEXMACHTRADE PRIVATE LIMITED	29/01/1996	-
U24245MH1997PTC112553	KARESHMA DENTALS PRIVATE LIMITED	18/12/1997	-
U74999MH1998PTC116288	KARESHMA BRUSH PRIVATE LIMITED	20/06/2000	-
U80301MH2011PTC215761	JUMPING GENIUS SCHOOL PRIVATE LIMITED	05/04/2011	-
U74999MH2016PLC279940	CHANDNI MACHINES LIMITED	20/09/2018	-
Name :	Mrs. Karishma Jayesh Mehta		
Designation :	Director		
Address :	601, Atharva Building, 122, Keluskar, Opposite Shiv Sena Bhavan, Shivaji Park, Dadar (West), Mumbai - 400028, Maharashtra, India		
Date of Birth/Age :	05.03.1992		
Qualification:	B A Industrial Eco		
Experience:	5 Years		
Date of Appointment :	20.11.2015		
DIN No.:	07346204		
Name :	Mr. Chintan Paresh Bhagat		
Designation :	Additional Director		
Address :	Flat No. 17, Presidency Society Between 7th And 8th Road, Opposite Kumkum Bunglow JVPD Scheme, Vile Parle West, Mumbai -400049, Maharashtra, India		
Date of Birth/Age :	25.09.1987		
Qualification:	Graduate		
Experience:	8 Years		
Date of Appointment :	30.05.2018		
DIN No.:	08117178		
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date

U74999MH2018PTC311427	SKYFIRE STORIES PRIVATE LIMITED	02/07/2018	-
U74999MH2018PTC311429	SKYFIRE CONSULTANCY PRIVATE LIMITED	02/07/2018	-

KEY EXECUTIVES

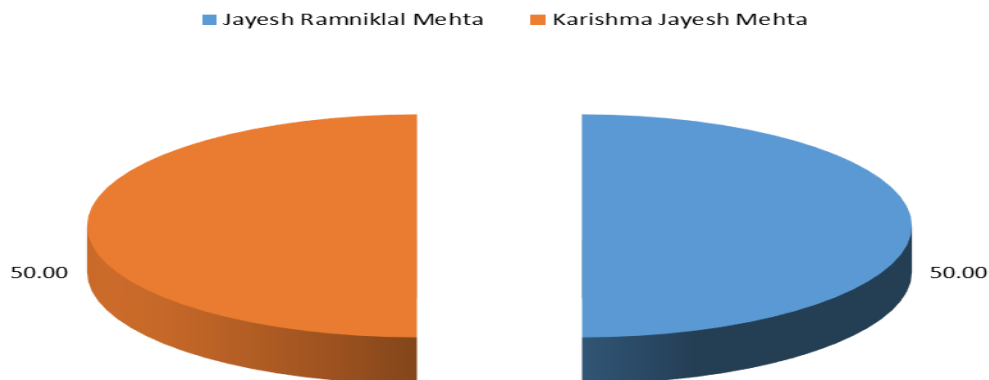
Name :	Mr. Devanshi Zaveri
Designation :	Manager Operations

MAJOR SHAREHOLDERS

AS ON 31.03.2018

Names of Shareholders	No. of Shares	% of Holding
Jayesh Ramniklal Mehta	2500	50.00
Karishma Jayesh Mehta	2500	50.00
Total	5000	100.00

Share holding pattern



Equity Share Break up (Percentage of Total Equity)

AS ON 29.09.2018

Category	Percentage
Promoters- Individual/Hindu Undivided Family- Indian	100.00
Total	100.00

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BUSINESS DETAILS

Line of Business :	<ul style="list-style-type: none"> Publishing of Books. [Registered activity] Providing Social Media Marketing Services. [Confirmed by management] 	
Products / Services :	Name and Description of main products / services	NIC Code of the Product/service
	Publishing of Books	5811
Brand Names :	Not Available	
Agencies Held :	Not Available	
Exports :	Not Available	
Imports :	Not Available	
Terms :	Cash and RTGS / NEFT	

PRODUCTION STATUS – (NOT AVAILABLE)

GENERAL INFORMATION

Suppliers :	Not Applicable					
	Note: Since subject is service provider, supplier details are Not Available					
Customers :	<ul style="list-style-type: none"> Schbang Digital Solutions Private Limited Tata Unistore 					
	Reference :	Alt Digital Media Entertainment Limited				
	Name of the Person :	Ms. Alisha Khanna (Assistant Manager)				
	Contact No.:	91-9967869848				
	Since How Long Known :	4-5 Months				
	Maximum Limit Dealt :	--				
	Experience :	<table border="1"> <tr> <td>Services</td> <td>Overall</td> </tr> <tr> <td>Excellent</td> <td>Good</td> </tr> </table>	Services	Overall	Excellent	Good
Services	Overall					
Excellent	Good					
	Remark:	They gave us a positive response about the subject company. The experience is excellent and there are no complaints. Overall is good response.				
	Reference :	Zero Communications India Private Limited				

	Name of the Person :	Ms. Ruchi Vyas (Accounts Manager)		
	Contact No.:	91-9819652517		
	Since How Long Known :	Since 3 Months		
	Maximum Limit Dealt :	--		
	Experience :	Services	Overall	
		Good	Good	
	Remark:	They claimed that tis been 3 months, they know this company. And their service and behaviour is good.		
	Reference :	Edelman India Private Limited		
	Name of the Person :	Ms. Parshita Agarwal (Senior Accounts Executive)		
	Address:	6 th Floor, Vatika Triangle, Sushant Lok - 1, Block - A, Gurugram - 122002, Haryana, India		
Contact No.:	91-8860380660			
Since How Long Known :	2-3 Months			
Maximum Limit Dealt :	--			
Experience :	Services	Overall		
	Good	Good		
Remark:	They gave us a positive response. Service behavior is good.			
No. of Employees :	9 (Approximately) (7 In Office + In Branch 2)			
Bankers :	Banker Name :	HDFC Bank Limited		
	Branch :	Kamala Mills Compound, Senapati Bapat Marg, Lower Parel, Mumbai - 400013, Maharashtra, India		
	Person Name (With Designation) :	Mr. Vishal Sharma (Relationship Manager)		
	Contact Number :	91-9820088836		
	Name of Account Holder :	Humans of Bombay Stories Private Limited		
	Account Number :	50200016751567		
	IFSC Code:	HDFC0000542		
	Remark :	Banker confirmed the account existence and denied to provide any further information.		

Auditors :	
Name :	Chandan Parmar and Company Chartered Accountants
Address :	Alli Chambers, Ground Floor, Homi Modi, 2nd Cross Lane, Fort, Mumbai - 400023, Maharashtra, India
Tel. No.:	91-22-22664433
Fax No.:	91-22-22662255

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E-Mail :	cmparco@yahoo.co.in
PAN N Income-tax PAN of auditor or auditor's firm :	AAEFC5050A
Memberships No.:	45741
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

CAPITAL STRUCTURE

AS ON 31.03.2018

Authorised Capital :

No. of Shares	Type	Value	Amount
5000	Equity Shares	INR 10/- each	INR 0.050 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
5000	Equity Shares	INR 10/- each	INR 0.050 Million

FINANCIAL DATA
[all figures are INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2018	31.03.2017	31.03.2016
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital	0.050	0.050	0.050
(b) Reserves & Surplus	3.599	0.151	(0.002)
(c) Money received against share warrants	0.000	0.000	0.000
(2) Share Application money pending allotment	0.000	0.000	0.000
Total Shareholders' Funds (1) + (2)	3.649	0.201	0.048
(3) Non-Current Liabilities			
(a) long-term borrowings	0.000	0.000	0.000
(b) Deferred tax liabilities (Net)	0.000	0.000	0.000
(c) Other long term liabilities	0.000	0.000	0.000
(d) long-term provisions	0.000	0.000	0.000
Total Non-current Liabilities (3)	0.000	0.000	0.000
(4) Current Liabilities			
(a) Short term borrowings	0.000	0.000	0.000
(b) Trade payables	0.278	0.080	0.051
(c) Other current liabilities	0.289	0.131	0.131
(d) Short-term provisions	1.051	0.023	0.000
Total Current Liabilities (4)	1.618	0.234	0.182
TOTAL	5.267	0.435	0.230
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	0.000	0.000	0.000
(ii) Intangible Assets	0.000	0.000	0.000
(iii) Capital work-in-progress	0.000	0.000	0.000
(iv) Intangible assets under development	0.000	0.000	0.000
(b) Non-current Investments	2.496	0.000	0.000
(c) Deferred tax assets (net)	0.000	0.000	0.001
(d) Long-term Loan and Advances	0.000	0.000	0.002
(e) Other Non-current assets	0.000	0.000	0.000
Total Non-Current Assets	2.496	0.000	0.003

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(2) Current assets			
(a) Current investments	0.000	0.000	0.000
(b) Inventories	0.191	0.216	0.000
(c) Trade receivables	0.426	0.001	0.049
(d) Cash and cash equivalents	2.122	0.187	0.159
(e) Short-term loans and advances	0.025	0.025	0.010
(f) Other current assets	0.007	0.006	0.009
Total Current Assets	2.771	0.435	0.227
TOTAL	5.267	0.435	0.230

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2018	31.03.2017	31.03.2016
	SALES			
	Income	6.255	0.752	0.100
	Other Income	0.314	0.112	0.000
	TOTAL	6.569	0.864	0.100
Less	EXPENSES			
	Cost of Books	0.000	0.259	0.000
	Changes in Inventory of Books	0.024	(0.216)	0.000
	Employees benefits expense	0.826	0.130	0.038
	Other expenses	0.941	0.468	0.065
	TOTAL	1.791	0.641	0.103
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	4.778	0.223	(0.003)
Less	FINANCIAL EXPENSES	0.000	0.000	0.000
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	4.778	0.223	(0.003)
Less/ Add	DEPRECIATION/ AMORTISATION	0.000	0.000	0.000
	PROFIT/ (LOSS) BEFORE TAX	4.778	0.223	(0.003)
Less	TAX	1.330	0.069	(0.001)
	PROFIT/ (LOSS) AFTER TAX	3.448	0.154	(0.002)
	Earnings / (Loss) Per Share (INR)	690.00	31.00	(1.27)

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ADVERTISING EXPENSES

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Advertising Expenses	NA	NA	NA

CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars	31.03.2018	31.03.2017	31.03.2016
Current Maturities of Long term debt	NA	NA	NA
Cash generated from operations	NA	NA	NA
Net cash flows from (used in) operations	NA	NA	NA

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Average Collection Days (Sundry Debtors / Income * 365 Days)	24.86	0.49	178.85
Account Receivables Turnover (Income / Sundry Debtors)	14.68	752.00	2.04
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	0.00	112.74	0.00
Inventory Turnover (Operating Income / Inventories)	25.02	1.03	0.00
Asset Turnover (Operating Income / Net Fixed Assets)	0.00	0.00	0.00

LEVERAGE RATIOS

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.31	0.54	0.79
Debt Equity Ratio (Total Liability / Networth)	0.00	0.00	0.00
Current Liabilities to Networth (Current Liabilities / Net Worth)	0.44	1.16	3.79

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Fixed Assets to Networth (Net Fixed Assets / Networth)	0.00	0.00	0.00
Interest Coverage Ratio (PBIT / Financial Charges)	0.00	0.00	0.00

PROFITABILITY RATIOS

PARTICULARS		31.03.2018	31.03.2017	31.03.2016
Net Profit Margin ((PAT / Sales) * 100)	%	55.12	20.48	(2.00)
Return on Total Assets ((PAT / Total Assets) * 100)	%	65.46	35.40	(0.87)
Return on Investment (ROI) ((PAT / Networth) * 100)	%	94.49	76.62	(4.17)

SOLVENCY RATIOS

PARTICULARS		31.03.2018	31.03.2017	31.03.2016
Current Ratio (Current Assets / Current Liabilities)		1.71	1.86	1.25
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		1.59	0.94	1.25
G-Score Ratio Financial (Networth / Total Assets)		0.69	0.46	0.21
G-Score Ratio Debt (Debts / Equity Capital)		0.00	0.00	0.00
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		1.71	1.86	1.25

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

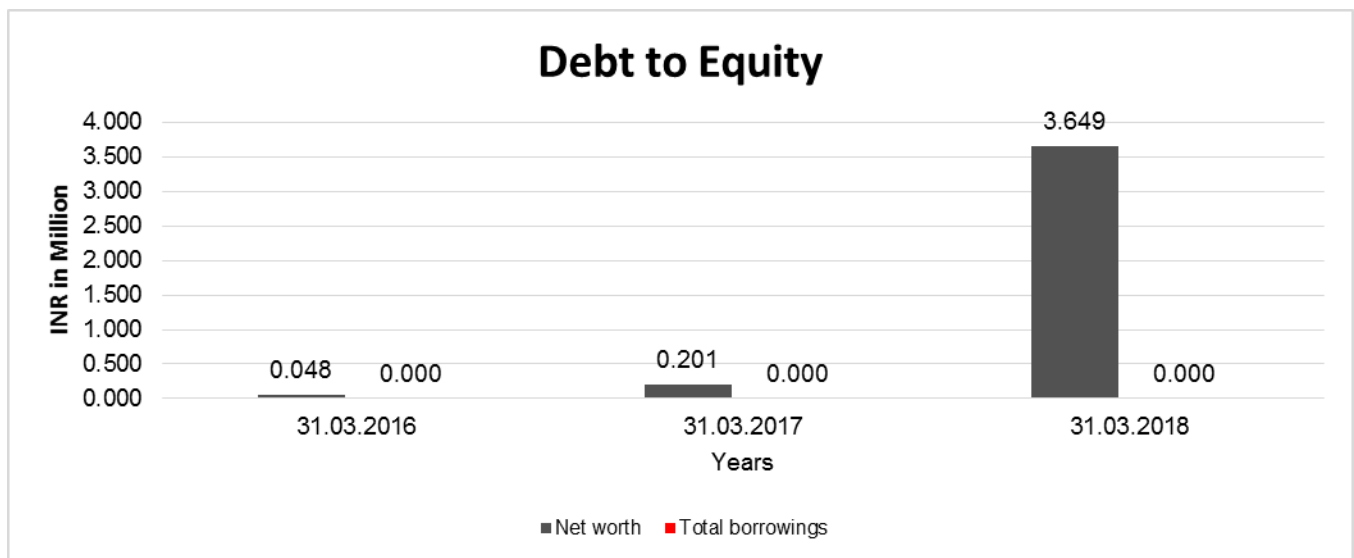
FINANCIAL ANALYSIS
[all figures are INR Million]

DEBT EQUITY RATIO

Particular	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Share Capital	0.050	0.050	0.050
Reserves & Surplus	(0.002)	0.151	3.599

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Share Application money pending allotment	0.000	0.000	0.000
Net worth	0.048	0.201	3.649
Long Term borrowings	0.000	0.000	0.000
Short Term borrowings	0.000	0.000	0.000
Total borrowings	0.000	0.000	0.000
Debt/Equity ratio	0.000	0.000	0.000



YEAR-ON-YEAR GROWTH

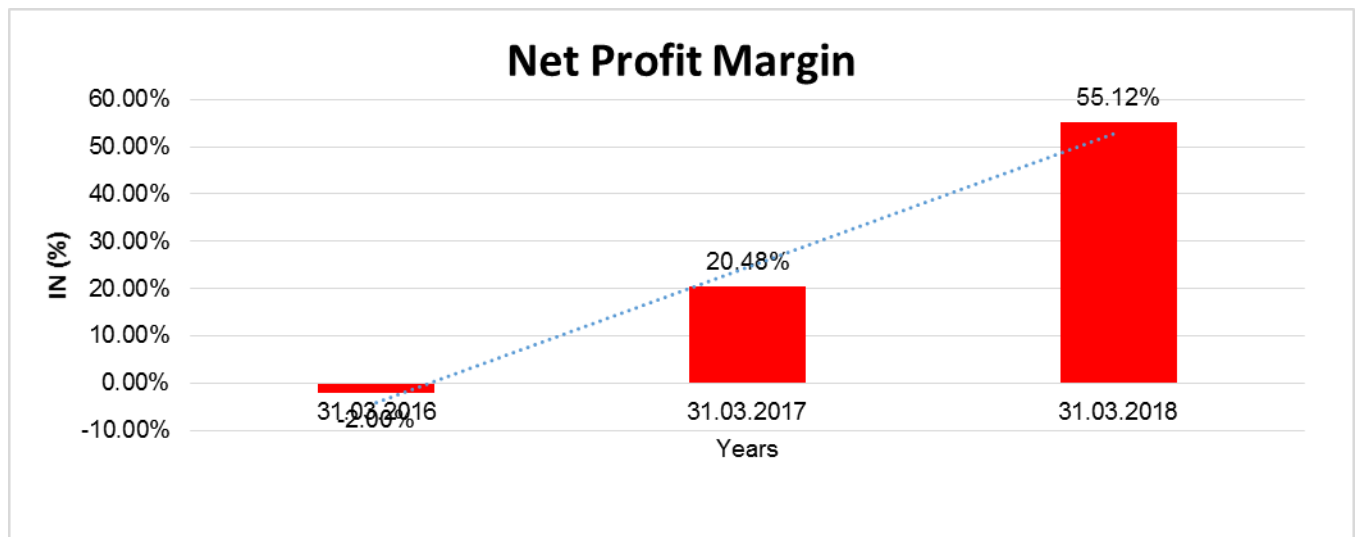
Year on Year Growth	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Sales	0.100	0.752	6.255
		652.000	731.782



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NET PROFIT MARGIN

Net Profit Margin	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Sales	0.100	0.752	6.255
Profit	(0.002)	0.154	3.448
	(2.00%)	20.48%	55.12%



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

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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	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 three 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	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

INDEX OF CHARGE: NO CHARGES EXISTS FOR COMPANY

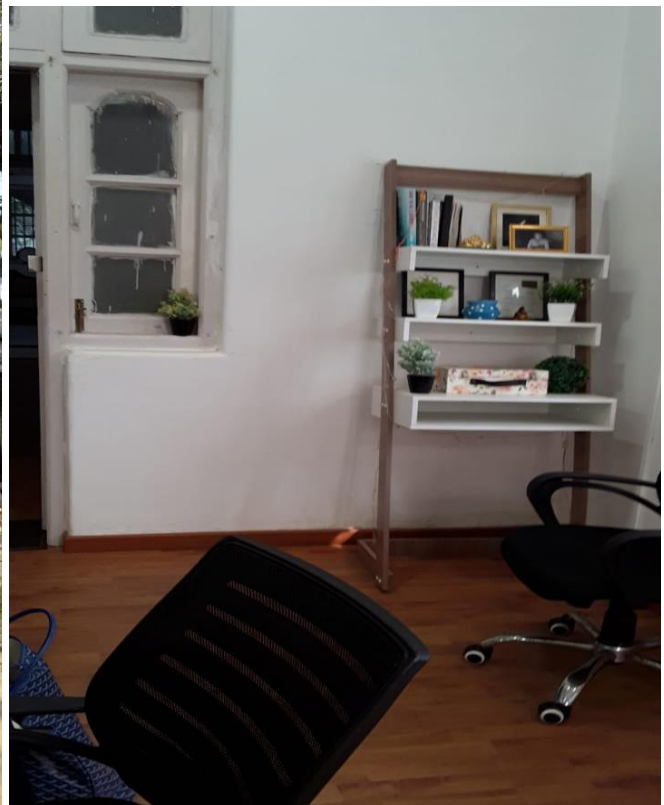
Note: As confirmed by the management registered office of the company has been shifted from 601, Atharva, 122, Shivaji Park, Dr. Keluskar Marg, Dadar, Mumbai – 400028, Maharashtra, India to present address

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OBSERVATION POINTS

Name of Company :	HUMANS OF BOMBAY STORIES PRIVATE LIMITED
Address :	B-11, Theosophical Co-Operative Housing Society Limited, North Juhu Chowpatty, Mumbai - 400049, Maharashtra, India
Mobile No.:	91-9819333036
Email :	devanshi@humansofbombay.in
Person to whom we met:	Name: Mr. Devanshi Zaveri Designation : Manager Operations
Name Board :	Not Sighted
Location:	Easy
Landmark (If Any):	Opposite Juhu Starbucks
Total Floors of the building:	Bungalow type premises
Subject situated on:	Whole premises belong to the subject
Locality:	Residential
Area :	Upmarket
No. of employees seen at premises:	7
Visibility of Items:	<ul style="list-style-type: none"> • Telephone • Computers • Air Conditioners • Office Equipment
Furniture items sighted :	Yes
Proof of visit:	Photograph

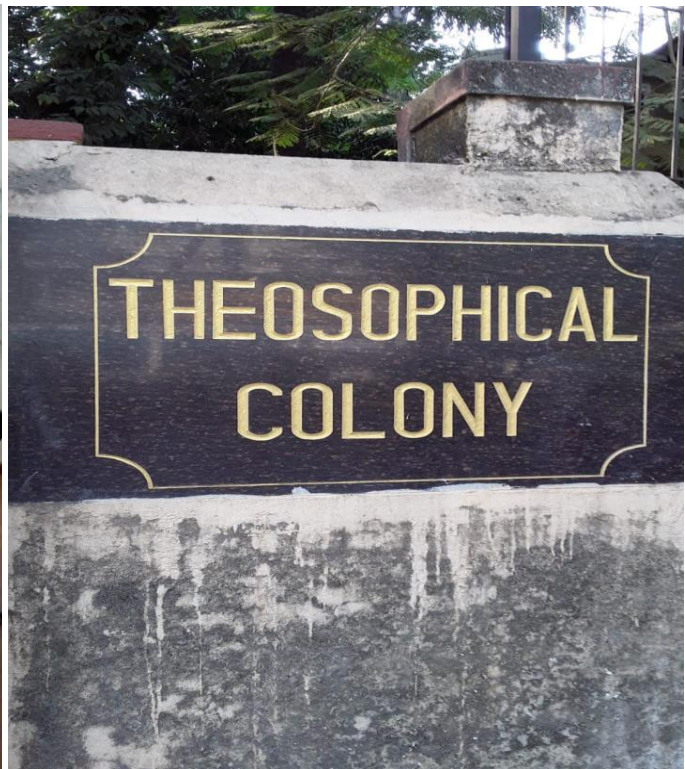
PICTURES



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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 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 70.64
UK Pound	1	INR 90.20
Euro	1	INR 80.33

INFORMATION DETAILS

Information Gathered by :	JRL
Analysis Done by :	DIV
Report Prepared by :	KVT

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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