

MIRA INFORM REPORT

Report No. :	542541
Report Date :	07.12.2018

IDENTIFICATION DETAILS

Name :	INFOBELLS INTERACTIVE SOLUTIONS
Registered Office :	No. 12, 1 st Main, K R Nanjana Layout, Koramangala 8 th Block, Bangalore – 560095, Karnataka
Tel. No.:	91-80-25714565
Country :	India
Financials (as on) :	Not Available
Year of Establishment:	2009
Capital Investment / Paid-up Capital :	Not Available
IEC No.: [Import-Export Code No.]	0717508153
PAN No.: [Permanent Account No.]	AACFI7614Q
GSTN : [Goods & Service Tax Registration No.]	29AACFI7614Q1ZR [Karnataka] 33AACFI7614Q1Z2 [Tamilnadu]
Legal Form :	Partnership Concern with an Unlimited Liability of the Partners
Line of Business :	Providing services related to digital media products. [Confirmed by management]
No. of Employees :	40 (Approximately)

RATING & COMMENTS

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

MIRA's Rating :	B
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Credit Rating	Explanation	Rating Comments
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B	Medium Risk	Business dealings permissible on a regular monitoring basis
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Status :	Moderate
Payment Behaviour :	Unknown
Litigation :	Clear

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

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.

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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 PARTED BY [GENERAL DETAILS]

Name :	Mr. Kuber Natarajan
Designation :	Partner
Contact No.:	91-9341240970
Date :	06.12.2018

LOCATIONS

Registered Office :	No. 12, 1 st Main, K R Nanjana Layout, Koramangala 8 th Block, Bangalore – 560095, Karnataka, India
Tel. No.:	91-80-25714565
Mobile No.:	91-9341240970 (Mr. Kuber Natarajan)
Fax No.:	Not Available
E-Mail :	kuber@infobells.com
Website :	http://www.infobells.com
Area :	3500 sq. ft.
Location :	Rented
Locality :	Commercial

PARTNERS

Name :	Mr. Kuber Natarajan
Designation :	Partner
Address :	HB901, Salarpuria Greenage Apartments, Bommanahalli, Bangalore – 560068, Karnataka, India
Date of Birth/Age :	19.09.1975

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Qualification :	BE
Experience :	19 Years
Name :	Mr. Jayalakshmi Kuber
Designation :	Partner
Address :	HB901, Salarpuria Greenage Apartments, Bommanahalli, Bangalore – 560068, Karnataka, India
Date of Birth/Age :	30.08.1982
Qualification :	BSC (Comp)
Experience :	12 Years

BUSINESS DETAILS

Line of Business :	Providing services related to digital media products. [Confirmed by management]
Brand Names :	Not Divulged
Agencies Held :	Not Divulged
Exports :	Not Available
Imports :	Not Available
Terms :	
Selling :	RTGS
Purchasing :	RTGS

GENERAL INFORMATION

Suppliers :	Not Available Note: Since subject is service provider, supplier details Not Available		
Customers :	End Users		
	Reference :	Google Ireland Limited	
	Name of the Person :	Ms. Akshata (Manager)	
	Contact No.:	91-9820423908	
	Since How Long Known :	3.5 Years	
	Maximum Limit Dealt :	Depend on requirement	
	Experience :	Product Quality	Delivery Behaviour
		Good	Good
			Overall
			Good

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	Remark:	Spoke with Ms. Akshata (Manager) who gave us positive response about subject company the experience is good and there are no complaint. They are satisfied with services.
	Reference :	Sniper Systems and Solutions Limited
	Name of the Person :	Mr. Saravanan (Regional Manager)
	Contact No.:	91-9900082113
	Since How Long Known :	8 Years
	Maximum Limit Dealt :	Depend on requirement
	Experience :	--
	Remark:	We had word with Mr. Saravanan (Regional Manager) who confirmed that they know subject from last 3 years and they are satisfied with subject services.
	Reference :	Arvind Life Style Brand Limited
	Name of the Person :	Mr. Sunil (MIS Executive)
	Contact No.:	91-8861713254
	Since How Long Known :	2.5 Years
	Maximum Limit Dealt :	Depend on requirement
	Experience :	--
	Remark:	We spoke with Mr. Sunil (MIS Executive) who informed that they are satisfied with subject services and they know subject from last 2.5 year. Over all experience is excellent.
No. of Employees :	40 (Approximately)	
Bankers :	Bank Name	Standard Chartered Bank
	Branch	Serenity Ground Floor, Koramangala (Branch), Bangalore, Karnataka, India
	Person Name (With Designation)	Mr. Geo George [Relationship Manager]
	Contact Number	91-9739277100
	Name of Account Holder	Infobells Interactive Solutions
	Account Number	45505379849
	IFSC Code	SCBL0036073
	Account Since (Date/Year of Account Opening)	--
	Average Balance Maintained (If Possible)	--

	Credit Facilities Enjoyed (If any)	Current Account
	Account Operation	Satisfactory
	Remarks (If any)	Mr. Geo George (Relationship Manager) confirmed account existence and denied to give feedback.

Auditors :	
Name :	Radha Chartered Accountant
Memberships :	Not Available
Collaborators :	Not Available
Sister Concern:	Not Available

CAPITAL STRUCTURE

Capital Investment :	
Owned :	Not Divulged
Borrowed :	--
Total :	Not Divulged

FINANCIAL DATA
[all figures are in INR Million]

NOT DIVULGED

The above information has been denied by Mr. Kuber (Partner).

ADVERTISING PROMOTIONAL EXPENSES: NA

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

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	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	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	No
19	Major customers	Yes
20	Banking Details	Yes
21	Banking facility details	No
22	Conduct of the banking account	--
23	Financials, if provided	No
24	Capital in the business	No
25	Last accounts filed at ROC, if applicable	No
26	Turnover of firm for last two years	No
27	Reasons for variation <> 20%	--

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28	Estimation for coming financial year	No
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

Name of Company :	INFOBELLS INTERACTIVE SOLUTIONS
Address :	No. 12, 1 st Main, K R Nanjana Layout, Koramangala 8 th Block, Bangalore – 560095, Karnataka, India
Mobile No.:	91-9341240970
Person to whom we met:	Mr. Kuber Natarajan
Designation :	Managing Partner
Name Board :	Sighted
Location:	Easy
Total Floors of the building:	3 Floors
Subject situated on :	1 st Floor
Locality:	Residential
Area of premises :	3500 sq. ft.
Area :	Neutral
Visibility of Items:	<ul style="list-style-type: none"> • Telephone • Computers • Air conditioner • Office Equipment
Furniture Items Sighted :	Yes
Neighbour's interview :	Name of company: S.L.J. Iyengar Bakery

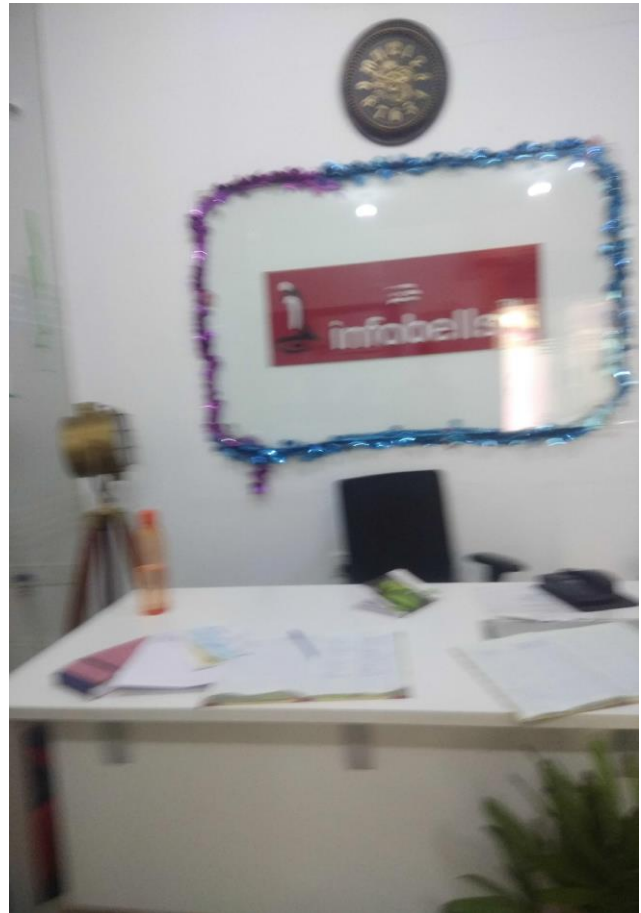
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	Contact person name: Sujan (Employee) Neighbor's overview: Existence Confirmed Name of company: Sri Muneshwara Veg and Non-Veg Hotel Contact person name: Arun (Employee) Neighbor's overview: Existence Confirmed
Proof of visit:	Photographs

Photographs:



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NEIGHBOUR:



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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 70.54
UK Pound	1	INR 90.10
Euro	1	INR 80.58

INFORMATION DETAILS

Information Gathered by :	GYT
Analysis Done by :	VIV
Report Prepared by :	JYO

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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