

MIRA INFORM REPORT

Report No. :	546226
Report Date :	21.12.2018

IDENTIFICATION DETAILS

Name :	PF DIGITAL MEDIA SERVICES PRIVATE LIMITED [w.e.f. 06.08.2018]
Formerly Known As :	PRIME FOCUS 3D INDIA PRIVATE LIMITED
Registered Office :	2nd Floor, Building - H, Main Frame IT Park Royal Palms, Near Arrey Colony, Goregaon (East), Mumbai – 400065, Maharashtra
Tel. No.:	91-22-61785555
Country :	India
Financials (as on) :	31.03.2018
Date of Incorporation :	09.06.2011
CIN No.: [Company Identification No.]	U92100MH2011PTC218470
Capital Investment / Paid-up Capital :	INR 0.500 Million
PAN No.: [Permanent Account No.]	AAGCP0651B
GSTN : [Goods & Service Tax Registration No.]	Not Divulged
Legal Form :	Private Limited Liability Company
Line of Business :	Subject is engaged in the business of post-production including digital intermediate, visual effects, 2D to 3D conversion and other technical and creative services to the Media and Entertainment industry. [Registered Activity]
No. of Employees :	Information denied by the management

RATING & COMMENTS

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

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MIRA's Rating :	C
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Credit Rating	Explanation	Rating Comments
C	Medium High Risk	Business dealings permissible preferably on secured basis

Status :	Moderate
Payment Behaviour :	Unknown
Litigation :	Clear
Comments :	<p>Subject was incorporated in the year 2011 and it is engaged in the business of conducting motion picture, video and television programme post-graduation activities.</p> <p>For the financial year 2018, company has not earned any revenue from operations and has incurred some pre-operating expenses which has resulted into loss.</p> <p>The company possesses below moderate financial risk profile marked by modest net worth base.</p> <p>No payment terms are known.</p> <p>In view of aforesaid, the company can be considered for business dealings at fully safe and secured terms and conditions.</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

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Very High Risk	D
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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 21.12.2018

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. Sanjay
Designation :	Finance Department
Contact No.:	91-22-61785555
Date :	20.12.2018

LOCATIONS

Registered Office :	2nd Floor, Building - H, Main Frame IT Park Royal Palms, Near Arrey Colony, Goregaon (East), Mumbai – 400065, Maharashtra, India
Tel. No.:	91-22-61785555
Fax No.:	Not Available
E-Mail :	parina.sanghavi@primefocus.com

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Corporate Office :	Unit No 501, Crest Mukta, Off Veera Desai Road, Near Fun Republic, Andheri, Mumbai – 400058, Maharashtra, India
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DIRECTORS

AS ON 31.03.2018

Name :	Mr. Rivkaran Singh Chadha
Designation :	Director
Address :	Flat No 5, Kaushal Building, 12th Road, Opposite Indian Bank Juhu Scheme, Mumbai – 400049, Maharashtra, India
Date of Birth/Age :	17.08.1976
Date of Appointment :	12.01.2012
Qualification :	MBA in Finance
DIN No.:	00308288

Other Directorship:

CIN/FCRN	Company Name	Begin Date	End Date
U25111MH1990PTC055080	MANGAL SINGH BROTHERS PRIVATE LIMITED	01/12/2002	-
U18100MH1990PTC058050	HEM APPARELS PRIVATE LIMITED	20/09/2002	-
U29299MH1995PTC093880	PRIT (INDIA) ENGINEERING PRIVATE LIMITED	11/05/2005	-
L92100MH1997PLC108981	PRIME FOCUS LIMITED	29/09/2006	-
U70100MH2006PLC160748	GENER8 INDIA MEDIA SERVICES LIMITED	30/09/2015	-
U72200MH2008PLC179850	PRIME FOCUS TECHNOLOGIES LIMITED	30/09/2013	-
U52392MH2008PTC179538	PRIME FOCUS PRODUCTION SERVICES PRIVATE LIMITED	29/09/2012	-
U92120MH2008PLC186091	PRIME FOCUS MOTION PICTURES LIMITED	22/08/2008	-
U92412MH2011PTC218562	DNEG CREATIVE SERVICES PRIVATE LIMITED	30/09/2015	-
U72100MH2007PTC174803	GVS SOFTWARE PRIVATE LIMITED	29/09/2012	-

Name :	Mr. Ramakrishnan Sankaranarayanan
Designation :	Director
Address :	Villa No. 219, Phase-1, Palm Meadows, Ramagondana Halliwhitefield, Main Road, Bangalore – 560066, Karnataka, India
Date of Birth/Age :	14.10.1970
Date of Appointment :	12.01.2012
Qualification :	Bachelors in Engineering and MBA
DIN No.:	02696897

Other Directorship:

CIN/FCRN	Company Name	Begin Date	End Date
L92100MH1997PLC108981	PRIME FOCUS LIMITED	25/06/2014	-
U72200MH2008PLC179850	PRIME FOCUS TECHNOLOGIES LIMITED	25/06/2014	-
U52392MH2008PTC179538	PRIME FOCUS PRODUCTION SERVICES PRIVATE LIMITED	29/09/2012	-
U92120MH2008PLC186091	PRIME FOCUS MOTION PICTURES LIMITED	29/09/2012	-

U72200KA2012PTC064731	APPTARIX MOBILITY SOLUTIONS PRIVATE LIMITED	30/09/2018	-
U72100MH2007PTC174803	GVS SOFTWARE PRIVATE LIMITED	29/09/2012	-

KEY EXECUTIVES

Name :	Mr. Sanjay
Designation :	Finance Department

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

AS ON 31.03.2018

Names of Shareholders	No. of Shares
Prime Focus Limited	49999
Naresh Malhotra*	1
Total	50000

*Nominee on behalf of shares held by Prime Focus Limited.

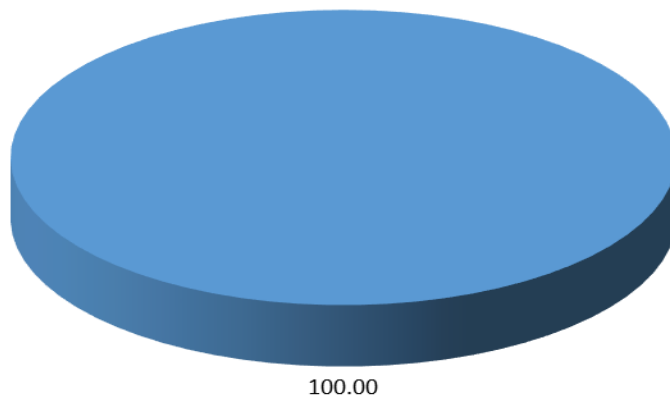
Equity Share Break up (Percentage of Total Equity)

AS ON 30.09.2018

Category	Percentage
Promoters- Body corporate	100.00
Total	100.00

Share holding pattern

■ Promoters- Body corporate



BUSINESS DETAILS

Line of Business :	Subject is engaged in the business of post-production including digital intermediate, visual effects, 2D to 3D conversion and other technical and creative services to the Media and Entertainment industry. [Registered Activity]		
Products / Services :	Name and Description of main products / services	NIC	Code of the Product/service
	Motion picture, video and television programme post-production activities	5912	
Brand Names :	Not Available		
Agencies Held :	Not Available		
Exports :	Not Available		
Imports :	Not Available		
Terms :	Not Divulged		

PRODUCTION STATUS – (NOT AVAILABLE)

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GENERAL INFORMATION

Suppliers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
Customers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
No. of Employees :	Information denied by the management	
Bankers :	Banker 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 :	--
	Credit Facilities Enjoyed (CC/OD/Term Loan) :	--
	Account Operation :	--
Remark :	--	
Auditors :		
Name :	V Shivkumar and Associates Chartered Accountants	
Address :	120, Damji Shamji Udyog Bhavan, 1st Floor, Veera Road Andheri (West), Mumbai – 400053, Maharashtra India	
PAN N Income-tax PAN of auditor or auditor's firm :	AAFPV8381C	
Memberships :	Not Available	

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Collaborators :	Not Available
Holding Company :	Prime Focus Limited L92100MH1997PLC108981

CAPITAL STRUCTURE

AS ON 31.03.2018

Authorised Capital :

No. of Shares	Type	Value	Amount
50000	Equity Shares	INR 10/- each	INR 0.500 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
50000	Equity Shares	INR 10/- each	INR 0.500 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	0.500	0.500	0.500
(b) Reserves & Surplus	(0.046)	(0.030)	(0.019)
(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)	0.454	0.470	0.481
(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	0.046	0.030	0.019
(c) Other current liabilities	0.000	0.000	0.000
(d) Short-term provisions	0.000	0.000	0.000
Total Current Liabilities (4)	0.046	0.030	0.019
TOTAL	0.500	0.500	0.500
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	0.000	0.000	0.000
(c) Deferred tax assets (net)	0.000	0.000	0.000
(d) Long-term Loan and Advances	0.000	0.000	0.000

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(e) Other Non-current assets	0.000	0.000	0.000
Total Non-Current Assets	0.000	0.000	0.000
(2) Current assets			
(a) Current investments	0.000	0.000	0.000
(b) Inventories	0.000	0.000	0.000
(c) Trade receivables	0.000	0.000	0.000
(d) Cash and cash equivalents	0.000	0.000	0.000
(e) Short-term loans and advances	0.000	0.000	0.000
(f) Other current assets	0.500	0.500	0.500
Total Current Assets	0.500	0.500	0.500
TOTAL	0.500	0.500	0.500

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2018	31.03.2017	31.03.2016
	SALES			
	Income	0.000	0.000	0.000
	Other Income	0.000	0.000	0.000
	TOTAL	0.000	0.000	0.000
Less	EXPENSES			
	Other expenses	0.015	0.011	0.010
	TOTAL	0.015	0.011	0.010
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	(0.015)	(0.011)	(0.010)
Less	FINANCIAL EXPENSES	0.000	0.000	0.000
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	(0.015)	(0.011)	(0.010)
Less	DEPRECIATION/ AMORTISATION	0.000	0.000	0.000
	PROFIT/ (LOSS) BEFORE TAX	(0.015)	(0.011)	(0.010)
Less	TAX	0.000	0.000	0.000
	PROFIT/ (LOSS) AFTER TAX	(0.015)	(0.011)	(0.010)

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Earnings / (Loss) Per Share (INR)	(0.31)	(0.22)	(0.20)
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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]	0.00	0.00	0.00
Account Receivables Turnover [Income / Sunday Debtors]	0.00	0.00	0.00
Average Payment Days [Sundry Creditors / Purchases * 365]	0.00	0.00	0.00
Inventory Turnover [Operating Income / Inventories]	0.00	0.00	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	0.09	0.06	0.04
Debt Equity Ratio (Total Liability / Networth)	0.00	0.00	0.00

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Current Liabilities to Networth (Current Liabilities / Net Worth)	0.10	0.06	0.04
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	%	0.00	0.00	0.00
Return on Total Assets (PAT / Total Assets) * 100	%	(3.00)	(2.20)	(2.00)
Return on Investment (ROI) (PAT / Networth) * 100	%	(3.30)	(2.34)	(2.08)

SOLVENCY RATIOS

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Current Ratio (Current Assets / Current Liabilities)	10.87	16.67	26.32
Quick Ratio (Current Assets – Inventories) / Current Liabilities)	10.87	16.67	26.32
G-Score Ratio Financial (Networth / Total Assets)	0.91	0.94	0.96
G-Score Ratio Debt (Debts / Equity Capital)	0.00	0.00	0.00
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)	10.87	16.67	26.32

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

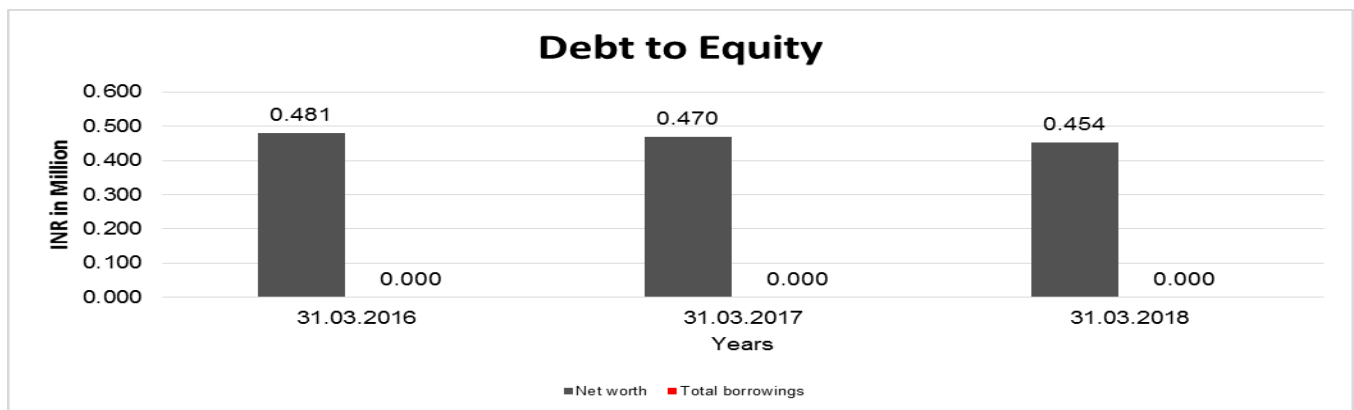
FINANCIAL ANALYSIS
[all figures are INR Million]

DEBT EQUITY RATIO

Particular	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million

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Share Capital	0.500	0.500	0.500
Reserves & Surplus	(0.019)	(0.030)	(0.046)
Share Application money pending allotment	0.000	0.000	0.000
Net worth	0.481	0.470	0.454
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



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	No
8	Designation of contact person	No
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	No

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17	Details of sister concerns	Yes
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	Yes
24	Capital in the business	Yes
25	Last accounts filed at ROC, if applicable	Yes
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	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	No
35	Negative Reporting by Auditors in the Annual Report	No

CORPORATE INFORMATION

Subject is a private company domiciled in India and incorporated under the provision of the Companies Act, 1956. The Company is engaged in the business of post-production including digital intermediate, visual effects, 2D to 3D conversion and other technical and creative services to the Media and Entertainment industry.

STATE OF COMPANY AFFAIRS / OPERATIONS

During the year, the company incurred a loss of INR 0.015 Million in the current financial year and loss of INR 0.011 Million in the Previous financial year.

INDEX OF CHARGE: 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 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 70.28
UK Pound	1	INR 88.85
Euro	1	INR 80.05

INFORMATION DETAILS

Information Gathered by :	SHA
Analysis Done by :	VIVR
Report Prepared by :	JYO

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	YES
--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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