

MIRA INFORM REPORT

Report No. :	545661
Report Date :	21.12.2018

IDENTIFICATION DETAILS

Name :	PURE ZARA JEWELLERY LLC
Registered Office :	Property owned by Sheikh Ibrahim Hamad Obaidullah, Office No. 105, Al Deghaya, Deira, PO Box: 251671, Dubai
Country :	United Arab Emirates
Date of Incorporation :	11.10.2010
Com. Reg. No.:	645438
Legal Form :	Limited Liability Company
Line of Business :	Trading as Importers and Wholesalers of Gold Jewellery Products.
No. of Employees :	28

RATING & COMMENTS

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

MIRA's Rating :	A
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Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

Status :	Satisfactory
Payment Behaviour :	Slow but correct
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.

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ECGC Country Risk Classification List

Country Name	Previous Rating (30.06.2018)	Current Rating (30.09.2018)
United Arab Emirates	A2	A2

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

UNITED ARAB EMIRATES - ECONOMIC OVERVIEW

The UAE has an open economy with a high per capita income and a sizable annual trade surplus. Successful efforts at economic diversification have reduced the portion of GDP from the oil and gas sector to 30%.

Since the discovery of oil in the UAE nearly 60 years ago, the country has undergone a profound transformation from an impoverished region of small desert principalities to a modern state with a high standard of living. The government has increased spending on job creation and infrastructure expansion and is opening up utilities to greater private sector involvement. The country's free trade zones - offering 100% foreign ownership and zero taxes - are helping to attract foreign investors.

The global financial crisis of 2008-09, tight international credit, and deflated asset prices constricted the economy in 2009. UAE authorities tried to blunt the crisis by increasing spending and boosting liquidity in the banking sector. The crisis hit Dubai hardest, as it was heavily exposed to depressed real estate prices. Dubai lacked sufficient cash to meet its debt obligations, prompting global concern about its solvency and ultimately a \$20 billion bailout from the UAE Central Bank and Abu Dhabi Government that was refinanced in March 2014.

The UAE's dependence on oil is a significant long-term challenge, although the UAE is one of the most diversified countries in the Gulf Cooperation Council. Low oil prices have prompted the UAE to cut expenditures, including on some social programs, but the UAE has sufficient assets in its sovereign investment funds to cover its deficits. The government reduced fuel subsidies in August 2015, and introduced excise taxes (50% on sweetened carbonated beverages and 100% on energy drinks and tobacco) in October 2017. A five-percent value-added tax was introduced in January 2018. The UAE's strategic plan for the next few years focuses on economic diversification, promoting the UAE as a global trade and tourism hub, developing industry, and creating more job opportunities for nationals through improved education and increased private sector employment.

Source : CIA

BRIEF SUMMARY

COMPANY NAME	PURE ZARA JEWELLERY LLC			
ADDRESS	Building Jewel Plaza Building, Office No.: 104 & 105	Area Gold Souq, Deira	Town Dubai	PO Box 251671 Dubai
TEL/FAX	Verified Phones: (+971 4) 225 7558 / Fax: (+971 4) 225 7663			
EMAIL/WEBSITE	Email: zarajewellery.uae@gmail.com / Website: www.purezarajewellery.com			
ACTIVITY	NACE 4648 - Wholesale of watches and jewellery;			
PRINCIPAL	Mohammed Kaiser Managing Director			Workforce 28
LEGAL INFO	Date Of Est. 11/10/2010	Reg. No. 645438	Legal Form LLC	Status Active
CAPITAL	CURRENCY AED		AMOUNT 300,000	

IDENTIFICATION

CO. NAME	PURE ZARA JEWELLERY LLC		
BUILDING	Jewel Plaza Building, Office No.: 104 & 105		
AREA	Gold Souq, Deira		
POSTAL ADDRESS	251671 Dubai		
TOWN	Dubai		
COUNTRY	United Arab Emirates		
TELEPHONE	(+971 4) 225 7558 / Mobiles (+971 50) 892 4642 / (+971 55) 560 8513 (Mohammed Kaiser, continuously unattended)		
FAX	(+971 4) 225 7663		
VERIFIED EMAIL	zarajewellery.uae@gmail.com		
WEBSITE	www.purezarajewellery.com		
BUSINESS HOURS	DAYS Sun-Thu	OFFICE HOURS 09:00-21:30	BREAK TIME 14:00-16:00
REGISTERED ADDRESS	Property owned by Sheikh Ibrahim Hamad Obaidullah, Office No. 105 Al Deghaya, Deira PO Box: 251671 Dubai United Arab Emirates		

SENIOR PERSONNEL

MANAGEMENT	NAME	POSITION
	Mohammed Kaiser (currently away on a business trip)	Managing Director
	Mohammed Sohaib (currently away on a prolonged vacation)	Accounts Manager
WORKFORCE	Mr. Nasser NO. OF EMPLOYEES 28	Accountant PERIOD 12.2018

FINANCIAL SUMMARY

NOTES Private companies in UAE are not required to publish or disclose balance sheets. Balance sheets are not available from other sources, and the subject interviewed declined to give any financial information, which the company regards as strictly confidential.

LEGAL STATUS

INCORPORATION	11/10/2010	
REGISTRATION NO.	LICENSE NUMBER Trade License No.: 645438 (expiry date: 10/10/2019)	ISSUED BY Dubai Department of Economic Development
OTHER REGISTRATION NO.	C.R. No.: 1066012 / CBLs No.: 10865754	
AUTHORISED CAPITAL	AMOUNT 300,000	CURRENCY AED
PAID-UP CAPITAL	AMOUNT 300,000	CURRENCY AED
BUSINESS HISTORY	The Company was incorporated in Dubai on 11 October 2010.	
LEGAL FORM	Limited Liability Company	
STATUS	Active	
SHAREHOLDERS	NAME	PERCENTAGE
	1. Mohammed Kaiser } Nationality: Indian }	49.00%

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2. Other undisclosed shareholder }
3. Undisclosed local Emirati sponsor * 51.00%

* The local sponsor, according to UAE laws must hold a minimum of 51% of the capital, however, in practice and unofficially the partner gets a fixed annual percentage of the profit and a sponsorship fee without any investment in the company.

OPERATION

BANKERS

RAK Bank (National Bank Of Ras Al Khaimah)
Al Maktoum Street
P.O. Box : 1531
Dubai
Telephone: (+971 4) 224 8000
Fax : (+971 4) 228 1312

ACTIVITY CODE (NACE) LINE OF BUSINESS

4648 - Wholesale of watches and jewellery;
Trading as importers and wholesalers of gold jewellery products.

Subject's range of products includes:

- Bombay Gold Jewellery;
- Singapore Gold Jewellery;
- Turkey Gold Jewellery;
- Calcutta Gold Jewellery;

Registered activity:

Jewellery Trading.
mainly from India.

IMPORT FROM EXPORT TO FACILITIES

USA, UK, Canada and GCC countries.

Premises comprising administrative offices located at the heading address.

PAYMENT

CREDIT OPINION

We consider it is acceptable to deal with subject.

SPECIAL REMARKS

INTERVIEWED

Mr. Nasser (Accountant). Subject's senior officials (Managing Director and Accounts Manager) are currently away on a prolonged business trip/vacation, in their absence staff is not authorized to divulge financial information.

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 70.04
UK Pound	1	INR 88.70
Euro	1	INR 80.21
UAE Dh	1	INR 19.08

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	VIVR
Report Prepared by :	TPT

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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)