

## MIRA INFORM REPORT

<b>Report No. :</b>	546249
<b>Report Date :</b>	22.12.2018

### IDENTIFICATION DETAILS

<b>Name :</b>	SAUDI SNACK FOOD CO LTD
<b>Registered Office :</b>	Tawaren Center, 1 <sup>st</sup> Floor, Ash Shaikh Mubarak As Subah, Al Olaya, PO Box: 20389 & 629, Riyadh 11383, Riyadh 11455
<b>Country :</b>	Saudi Arabia
<b>Date of Incorporation :</b>	15.10.1995
<b>Com. Reg. No.:</b>	1010138372
<b>Legal Form :</b>	Limited Liability Company
<b>Line of Business :</b>	Subject is engaged in the manufacture of general foodstuffs, including salty snacks and chips
<b>No. of Employees :</b>	200

### RATING & COMMENTS

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

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

<b>Status :</b>	Satisfactory
<b>Payment Behaviour :</b>	No Complaints
<b>Litigation :</b>	Clear

#### NOTES :

Any query related to this report can be made on e-mail : [infodept@mirainform.com](mailto: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)
Saudi Arabia	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

**SAUDI ARABIA - ECONOMIC OVERVIEW**

Saudi Arabia has an oil-based economy with strong government controls over major economic activities. It possesses about 16% of the world's proven petroleum reserves, ranks as the largest exporter of petroleum, and plays a leading role in OPEC. The petroleum sector accounts for roughly 87% of budget revenues, 42% of GDP, and 90% of export earnings.

Saudi Arabia is encouraging the growth of the private sector in order to diversify its economy and to employ more Saudi nationals. Approximately 6 million foreign workers play an important role in the Saudi economy, particularly in the oil and service sectors; at the same time, however, Riyadh is struggling to reduce unemployment among its own nationals. Saudi officials are particularly focused on employing its large youth population.

In 2017, the Kingdom incurred a budget deficit estimated at 8.3% of GDP, which was financed by bond sales and drawing down reserves. Although the Kingdom can finance high deficits for several years by drawing down its considerable foreign assets or by borrowing, it has cut capital spending and reduced subsidies on electricity, water, and petroleum products and recently introduced a value-added tax of 5%. In January 2016, Crown Prince and Deputy Prime Minister MUHAMMAD BIN SALMAN announced that Saudi Arabia intends to list shares of its state-owned petroleum company, ARAMCO - another move to increase revenue and outside investment. The government has also looked at privatization and diversification of the economy more closely in the wake of a diminished oil market. Historically, Saudi Arabia has focused diversification efforts on power generation, telecommunications, natural gas exploration, and petrochemical sectors. More recently, the government has approached investors about expanding the role of the private sector in the health care, education and tourism industries. While Saudi Arabia has emphasized their goals of diversification for some time, current low oil prices may force the government to make more drastic changes ahead of their long-run timeline.

Source : CIA

## **SUMMARY**

Company Name	: SAUDI SNACK FOOD CO LTD
Country of Origin	: Saudi Arabia
Legal Form	: Limited Liability Company
Registration Date	: 15th October 1995
Commercial Registration Number	: 1010138372, Riyadh
Membership Number	: 74371
Issued Capital	: SR 500,000
Paid up Capital	: SR 500,000
Total Workforce	: 200
Activities	: Manufacturers of general foodstuffs
Financial Condition	: Undetermined
Payments	: No complaints

## **COMPANY NAME**

SAUDI SNACK FOOD CO LTD

## **ADDRESS**

### **REGISTERED & PHYSICAL ADDRESS**

Building : Tawaren Center, 1<sup>st</sup> Floor  
Street : Ash Shaikh Mubarak As Subah  
Area : Al Olaya  
PO Box : 20389 & 629, Riyadh 11383  
Town : Riyadh 11455  
Country : Saudi Arabia  
Telephone : (966-11) 2018888 / 4983092 / 2420630  
Facsimile : (966-11) 2011188 / 4985614

### **Premises**

Subject operates from a large suite of offices that are rented and located in the Central Business Area of Riyadh.

### **Branch Office (s)**

<u>Location</u>	<u>Description</u>
<ul style="list-style-type: none"><li>Second Industrial City PO Box: 893 Riyadh 11421 Tel: (966-11) 4985610 / 4125101 Fax: (966-11) 4985598</li></ul>	Owned factory & distribution centre

## **KEY PRINCIPALS**

<u>Name</u>	<u>Position</u>
<ul style="list-style-type: none"><li>Khalid Ali Bugshan</li></ul>	Managing Director

## **LEGAL FORM & OWNERS**

**Date of Establishment : 15<sup>th</sup> October 1995**

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**Legal Form** : Limited Liability Company

**Commercial Reg. No.** : 1010138372, Riyadh

**Membership No.** : 74371

**Issued Capital** : SR 500,000

**Paid up Capital** : SR 500,000

<i>Name of Shareholder (s)</i>	<i>Percentage</i>
• Pepsico Inc Saudi Arabia	49%
• Khalid Ali Bugshan	26%
• Mahmoud Saeed Co Saudi Arabia	15%
• Ahmed Hamd Al Ghosaibi Co Saudi Arabia	10%

## **AFFILIATED COMPANIES**

- Saudi Snack Foods Company Ltd  
PO Box: 30439 & 16970  
Jeddah 21487  
Tel: (966-12) 6080295 / 6364434  
Fax: (966-12) 6082220 / 6373015  
CR No. 4030092282

## **OPERATIONS**

**Activities:** Engaged in the manufacture of general foodstuffs, including salty snacks and chips.

**Brand Names:** FRITO-LAY, CHEETOS, TASALI and QUAVERS

Subject has a workforce of 200 employees.

## **FINANCIAL DATA**

Companies registered in Saudi Arabia are not legally required to make their accounts public and no financial information was released by the company or submitted by outside sources.

## **BANKERS**

- National Commercial Bank  
Malaz Branch  
PO Box: 42536  
Riyadh 11551  
Tel: (966-11) 4776450  
Fax: (966-11) 4769502

## **PAYMENT HISTORY**

No complaints regarding subject's payments have been reported.

## **GENERAL COMMENTS**

The subject and its shareholders/owners have been searched in the following databases; Office of Foreign Assets Control (OFAC), United Nations Security Council Sanctions, Australian Sanctions List, US Consolidated Sanctions List, EU Financial Sanctions List and UK Financial Sanctions List and nothing adverse could be found on the exact names listed within the report.

During the course of this investigation nothing detrimental was uncovered regarding subject's operating history or the manner in which payments are fulfilled. As such the company is considered to be a fair trade risk.

**FOREIGN EXCHANGE RATES**

Currency	Unit	Indian Rupees
US Dollar	1	INR 70.04
UK Pound	1	INR 88.70
Euro	1	INR 80.21
SAR	1	INR 18.70

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

**INFORMATION DETAILS**

Analysis Done by :	DIV
Report Prepared by :	SYL

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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)

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