

**MIRA INFORM REPORT**

<b>Report No. :</b>	544954
<b>Report Date :</b>	24.12.2018

**IDENTIFICATION DETAILS**

<b>Name :</b>	SUBLIME EVENTS AND NETWORK
<b>Registered Office :</b>	ESIB /373, Sector A, Phase II, Sitapur Road, Yojana, Lucknow – 226024, Uttar Pradesh
<b>Mobile No.:</b>	91- 9721822227 (Mr. Mujtaba Farooqui)
<b>Country :</b>	India
<b>Financials (as on) :</b>	31.03.2018
<b>Year of Establishment:</b>	28.08.2017
<b>Capital Investment / Paid-up Capital :</b>	INR 2.304 Million
<b>PAN No.:</b> [Permanent Account No.]	ADKFS4971K
<b>GSTN :</b> [Goods & Service Tax Registration No.]	09ADKFS4971K1ZB
<b>Legal Form :</b>	Partnership Concern with an Unlimited Liability of the Partners
<b>Line of Business :</b>	Providing Event Management Services. (Confirmed by management)
<b>No. of Employees :</b>	10 (Approximately)

**RATING & COMMENTS**

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

<b>MIRA's Rating :</b>	B
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<b>Credit Rating</b>	<b>Explanation</b>	<b>Rating Comments</b>
B	Medium Risk	Business dealings permissible on a regular monitoring basis

<b>Maximum Credit Limit :</b>	USD 6600
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<b>Status :</b>	Relatively New Business
<b>Payment Behaviour :</b>	Slow but Correct
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>Subject is a partnership concern established on 28th August 2017 and it is engaged in providing event management services.</p> <p>As per the available financial record of March 2018, the concern has achieved revenue of INR 13.19 million and has clocked net profit margin of 4.73% during the year.</p> <p>The general financial position of the subject is marked by average capital base and low cash accruals.</p> <p>Rating further gets constrained on account of its short track record of its business operation and its presence in highly competitive advertising industry.</p> <p>Payment seems to be slow but correct.</p> <p>In view of aforesaid, the concern can be considered for business dealing with some caution.</p> <p><b>Note 1:</b></p> <p>The financial available are of 7 months.</p> <p><b>Note:</b></p> <p>Site visit was conducted at the given address and our executive had successfully traced the subject.</p> <p>At the premises our executive met to Mr. Abdul Haque (Manager) and he confirmed the existence of the subject on the given address.</p> <p>As per our executive's observation, it's a ground+2 storey building and subject is situated on ground floor comprising of total area of 600 SQ.FT.</p> <p>Location was easy to find, locality seems to be residential.</p> <p>Our executive had sighted 1 employee but not sighted the name board of the subject.</p> <p>On inquiry with local people, they also confirmed the existence of the subject on the given address.</p>

**NOTES :**

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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.

**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

**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 24.12.2018

**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**

<b>Name :</b>	Mr. Mujtaba Farooqui
<b>Designation :</b>	Partner
<b>Contact No.:</b>	91-9721822227
<b>Date :</b>	13.12.2018

**LOCATIONS**

<b>Registered Office :</b>	ESIB /373, Sector A, Phase II, Sitapur Road, Yojana, Lucknow – 226024, Uttar Pradesh, India
<b>Tel. No.:</b>	Not Available
<b>Mobile No.:</b>	91- 9721822227 (Mr. Mujtaba Farooqui)
<b>Fax No.:</b>	Not Available
<b>E-Mail :</b>	<a href="mailto:mujtaba@sublimenetwork.in">mujtaba@sublimenetwork.in</a>
<b>Area :</b>	600 Sq. ft.
<b>Location :</b>	Owned
<b>Locality :</b>	Residential

**PARTNERS**

<b>Name :</b>	Mr. Mohd. Mujtaba Farooqui
<b>Designation :</b>	Partner
<b>Date of Birth/Age :</b>	26.06.1984
<b>Aadhaar :</b>	854643923157
<b>Name :</b>	Mr. Anubhav Gupta
<b>Designation :</b>	Partner
<b>Date of Birth/Age :</b>	24.04.1984
<b>Aadhaar :</b>	354462786779

**KEY EXECUTIVES**

<b>Name :</b>	Mr. Abdul Haque
<b>Designation :</b>	Manager

**BUSINESS DETAILS**

<b>Line of Business :</b>	Providing Event Management Services. (Confirmed by management)
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<b>Brand Names :</b>	Not Divulged
<b>Agencies Held :</b>	Not Divulged
<b>Exports :</b>	Not Available
<b>Imports :</b>	Not Available
<b>Terms :</b>	
<b>Selling :</b>	Cheque and Others (RTGS)
<b>Purchasing :</b>	Cheque and Others (RTGS)

**GENERAL INFORMATION**

<b>Suppliers :</b>	<b>Reference :</b>	Not Divulged
	<b>Name of the Person :</b>	--
	<b>Contact No.:</b>	--
	<b>Since How Long Known :</b>	--
	<b>Maximum Limit Dealt :</b>	--
	<b>Experience :</b>	--
	<b>Remark:</b>	--
<b>Customers :</b>	Corporate	
	<b>Reference :</b>	Not Divulged
	<b>Name of the Person :</b>	--
	<b>Contact No.:</b>	--
	<b>Since How Long Known :</b>	--
	<b>Maximum Limit Dealt :</b>	--
	<b>Experience :</b>	--
<b>Remark:</b>	--	
<b>No. of Employees :</b>	10 (Approximately)	
<b>Bankers :</b>	<b>Bank Name</b>	ICICI Bank
	<b>Branch</b>	39, Chandralok, Allganj (Br), Lucknow-226020, Uttar Pradesh India
	<b>Person Name (With Designation)</b>	--
	<b>Contact Number</b>	--
	<b>Name of Account Holder</b>	Sublime Events & Network
	<b>Account Number</b>	032505006822
	<b>IFSC Code</b>	ICICI0000325
	<b>MICR Code</b>	226229005

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	<b>Account Since (Date/Year of Account Opening)</b>	--
	<b>Average Balance Maintained (If Possible)</b>	--
	<b>Credit Facilities Enjoyed (If any)</b>	Current Account
	<b>Account Operation</b>	--
	<b>Remarks (If any)</b>	--

<b>Auditors :</b>	D K Pandey and Company Chartered Accountants
<b>Memberships :</b>	Not Available
<b>Collaborators :</b>	Not Available
<b>Sister Concern:</b>	Not Available

**CAPITAL STRUCTURE**

**AS ON 31.03.2018**

<b>Capital Investment :</b>	
<b>Owned :</b>	INR 2.304 Million
<b>Borrowed :</b>	---
<b>Total :</b>	INR 2.304 Million

**FINANCIAL DATA**  
*[all figures are in INR Million]*

**ABRIDGED BALANCE SHEET**

<b>SOURCES OF FUNDS</b>			<b>31.03.2018</b>
<b>SHAREHOLDERS FUNDS</b>			
1] Partner's Capital Account			2.304
2] Share Application Money			0.000

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3] Reserves & Surplus			0.000
4] (Accumulated Losses)			0.000
<b>NETWORTH</b>			<b>2.304</b>
<b>LOAN FUNDS</b>			
1] Secured Loans			0.000
2] Unsecured Loans			0.000
<b>TOTAL BORROWING</b>			<b>0.000</b>
DEFERRED TAX LIABILITIES			0.000
<b>TOTAL</b>			<b>2.304</b>
<b>APPLICATION OF FUNDS</b>			
FIXED ASSETS [Net Block]			1.057
Capital work-in-progress			0.000
INVESTMENT			0.000
DEFERREX TAX ASSETS			0.000
<b>CURRENT ASSETS, LOANS &amp; ADVANCES</b>			
Inventories			0.000
Sundry Debtors			8.729
Cash & Bank Balances			0.637
Other Current Assets			0.000
Loans & Advances			0.030
<b>Total Current Assets</b>			<b>9.396</b>
<b>Less : CURRENT LIABILITIES &amp; PROVISIONS</b>			
Sundry Creditors			6.770
Other Current Liabilities			1.379
Provisions			0.000
<b>Total Current Liabilities</b>			<b>8.149</b>
<b>Net Current Assets</b>			<b>2.304</b>
MISCELLANEOUS EXPENSES			0.000
<b>TOTAL</b>			<b>2.304</b>

**PROFIT & LOSS ACCOUNT**

PARTICULARS	31.03.2018
<b>SALES</b>	
Revenue from Operations	13.190
Other income	0.000
<b>TOTAL</b>	<b>13.190</b>
<b>Less EXPENSES</b>	

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	Event Services			5.150
	Building Rent			0.112
	Electricity Expenses			0.028
	Salary			1.963
	Staff Welfare Expenses			0.183
	Telephone, Mobile And Internet Expenses			0.015
	Sound Services			1.152
	Petrol Expenses			0.122
	Flex Printing			0.363
	Printing and Stationery			0.014
	Generator Expenses			0.124
	Fright Local Outward			0.030
	Fabrication Expenses			0.386
	Repair and Maintenance			0.018
	Security Services			0.143
	Studio Expenses			0.125
	Rent Exp. For Land			0.140
	Taxi Services			0.014
	Tent Services			1.134
	Events Consumables Exp.			0.192
	Tour and Travelling			0.052
	Courier Expenses			0.001
	Commission			0.030
	Account Expenses			0.105
	Audit Fees			0.015
	Legal Expenses			0.004
	GST Late Fee			0.044
	MujtabA Farooqui			0.350
	Anubhav Gupta			0.350
	<b>TOTAL</b>			<b>12.359</b>
	<b>PROFIT BEFORE INTEREST AND DEPRECIATION AND AMORTISATION</b>			<b>0.831</b>
<b>Less</b>	FINANCIAL EXPENSES			0.000
	<b>PROFIT BEFORE TAX, DEPRECIATION AND AMORTISATION</b>			<b>0.831</b>
<b>Less/ Add</b>	DEPRECIATION/ AMORTISATION			0.207
	<b>PROFIT AFTER TAX</b>			<b>0.624</b>

Expected Sales (2018-2019): INR 40.000 Million

The above information has been parted by Mr. Mujtaba Farooqui (Partner)

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

**LOCAL AGENCY FURTHER INFORMATION**

<b>Sr. No.</b>	<b>Check list by info agents</b>	<b>Available in Report (Yes/No)</b>
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

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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	No
20	Banking Details	Yes
21	Banking facility details	No
22	Conduct of the banking account	--
23	Financials, if provided	Yes
24	Capital in the business	No
25	Last accounts filed at ROC, if applicable	No
26	Turnover of firm for last one year	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	Yes
29	Profitability for last one years	Yes
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**

<b>Name of Company :</b>	SUBLIME EVENTS & NETWORK
<b>Address :</b>	ESIB /373, Sector A, Phase II, Sitapur Road, Yojana, Lucknow – 226024, Uttar Pradesh, India
<b>Mobile No.:</b>	91-8299233063
<b>Email:</b>	<a href="mailto:abduhaku2010@gmail.com">abduhaku2010@gmail.com</a>

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<b>Person to whom we met:</b>	Mr. Abdul Haque (Manager)
<b>Name Board:</b>	Not Sighted
<b>Location:</b>	Easy
<b>Landmark (If Any):</b>	MLM Inter College
<b>Total Floors of the building:</b>	Ground + 2 Storey Building
<b>Subject situated on:</b>	Ground Floor
<b>Locality:</b>	Residential
<b>Area of Premises :</b>	600 (SQ. FT)
<b>No. of Employees seen at Premises :</b>	01 (Approximately)
<b>Visibility of Items:</b>	<ul style="list-style-type: none"> <li>• Telephone</li> <li>• Telex</li> </ul>
<b>Neighbour's Interview:</b>	<b>Contact person name : Mr. Murtza Beg</b>  <b>Contact person name :Mr. Ashish Awasthi</b>
<b>Neighbour's overview:</b>	<b>Existence Confirmed</b>
<b>Proof of visit:</b>	Visiting Card and Photograph

**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

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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 70.04
UK Pound	1	INR 88.70
Euro	1	INR 80.21

**INFORMATION DETAILS**

<b>Information Gathered by :</b>	GAYT
<b>Analysis Done by :</b>	NIS
<b>Report Prepared by :</b>	SUPI

**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

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--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)