

**GREEN GOLD LICENSING AND MERCHANDISING INDIA PRIVATE LIMITED - 546638**

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**MIRA INFORM REPORT**

Report No. :	546638
Report Date :	28.12.2018

**IDENTIFICATION DETAILS**

Name :	GREEN GOLD LICENSING AND MERCHANDISING INDIA PRIVATE LIMITED
Registered Office :	The Platina, 11 <sup>th</sup> Floor, 'A' Block, Kondapur Road, APHB, Gachibowli Hyderabad – 500032, Telangana
Tel. No.:	91-40-44361932
Country :	India
Financials (as on) :	31.03.2018
Date of Incorporation :	18.04.2011
CIN No.: [Company Identification No.]	U51101TG2011PTC073921
Capital Investment / Paid-up Capital :	INR 2.000 Million
IEC No.: [Import-Export Code No.]	0912004843
PAN No.: [Permanent Account No.]	AAECG2090H
GSTN : [Goods & Service Tax Registration No.]	27AAECG2090H1ZO – Maharashtra 36AAECG2090H1ZP – Telangana
Legal Form :	Private Limited Liability Company
Line of Business :	Subject is engaged in the business of Providing Product Licensing, Promotional Licensing, Merchandise Distribution Services. [Registered Activity]
No. of Employees :	300 (Approximately)

**RATING & COMMENTS**

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

**MIRA's Rating :** A

Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

<b>Maximum Credit Limit :</b>	USD 100000
<b>Status :</b>	Satisfactory
<b>Payment Behaviour :</b>	Slow but correct
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>Subject was incorporated in the year 2011. It is engaged in providing animation services.</p> <p>As per the financials of FY 2018, the company has reported dip in its revenue as compared to the previous year but has managed to maintain an average profit margin of 4.73%.</p> <p>The satisfactory financial risk profile of the company is marked by sufficient net worth along with negligible debt balance sheet profile.</p> <p>Subject's customers (G&amp;D Incorporation, Hamilton Housewares Pvt Ltd., JHS Svendgaard Brands Ltd.) has provided positive feedback and they are satisfied with subject's services.</p> <p>Payment seems to be slow but correct.</p> <p>In view of aforesaid, the company can be considered for business dealings at usual trade terms and conditions.</p> <p><b>Note:</b></p> <p>Site visit was conducted at the address which you have provided. Our executive has successfully traced the subject on the given address.</p> <p>At the premises, our executive met one of the employee who confirmed subject's existence on the given address.</p> <p>Further, our executive also enquired with neighbour companies who claimed that the subject is situated on the given address.</p> <p>As per our executive's observation, it is an 11 storey building and subject is situated on 11th floor. Area of the premises seems to be approx. 3200 sq. ft. and number of the employees sighted at the premises were 10. Locality seems</p>

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	to be commercial and area appears to be upmarket. Location was easy to find.  We have not sighted subject's name board.
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**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.

**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**

**NOT AVAILABLE**

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**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 28.12.2018

**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**

<b>Name :</b>	Mr. Viswanadham Ch
<b>Designation :</b>	Assistant Manager
<b>Contact No.:</b>	91-9866757511
<b>Date :</b>	28.12.2018

**LOCATIONS**

<b>Registered Office :</b>	The Platina, 11 <sup>th</sup> Floor, 'A' Block, Kondapur Road, APHB, Gachibowli Hyderabad – 500032, Telangana, India
<b>Tel. No.:</b>	91-40-44361932
<b>Mobile No.:</b>	91-9866757511 / 9246582498 [Mr. Viswanadham Ch]
<b>Fax No.:</b>	Not Available
<b>E-Mail :</b>	<a href="mailto:finance@greengold.tv">finance@greengold.tv</a>
<b>Website :</b>	<a href="http://www.greengold.tv">http://www.greengold.tv</a>
<b>Area :</b>	3200 Sq. ft.
<b>Location :</b>	Owned
<b>Locality :</b>	Commercial

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**DIRECTORS**

**AS ON 31.03.2018**

<b>Name :</b>	Mr. Samir Bimal Jain		
<b>Designation :</b>	Director		
<b>Address :</b>	144 Avenue Iv Street Iii, Banjara Hills, Hyderabad – 500034, Telangana, India		
<b>Date of Birth/Age :</b>	09.07.1965 / 53 Years		
<b>Date of Appointment :</b>	18.04.2011		
<b>DIN No.:</b>	00193847		
<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U92114TG2004PTC042718	GREEN GOLD ANIMATION PRIVATE LIMITED	23/02/2004	-
U70101DL1998PTC096641	S P REAL ESTATE DEVELOPERS PRIVATE LIMITED	12/10/1998	-
U80903TG2009PTC063014	GREEN GOLD ACADEMY OF ANIMATION PRIVATE LIMITED	11/03/2009	-
U92120TG2013PTC089497	GREEN GOLD PICTURES PRIVATE LIMITED	13/08/2013	-
U74999MH2017PTC294776	GOLDEN ROBOT ANIMATION PRIVATE LIMITED	11/05/2017	-
<b>Name :</b>			
Mr. Sitarama Rajiv Chilakalapudi			
<b>Designation :</b>			
Director			
<b>Address :</b>			
1-98/7/43 A And B, Villa No 16, Bollineni Homes Madhapur Hyderabad – 500081, Telangana, India			
<b>Date of Birth/Age :</b>			
18.03.1974 / 45 Years			
<b>Date of Appointment :</b>			
18.04.2011			
<b>DIN No.:</b>			
01111825			
<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U92114TG2004PTC042718	GREEN GOLD ANIMATION PRIVATE LIMITED	23/02/2009	-
U80903TG2009PTC063014	GREEN GOLD ACADEMY OF ANIMATION PRIVATE LIMITED	11/03/2009	-
U72900TG2012PTC079717	TIGRIS ENTERTAINMENT PRIVATE LIMITED	13/03/2012	-
U51909TG2012PTC083829	CHILAKA MANAGEMENT HOLDING PRIVATE LIMITED	25/10/2012	-
U92120TG2013PTC089497	GREEN GOLD PICTURES PRIVATE LIMITED	13/08/2013	-
U74999MH2017PTC294776	GOLDEN ROBOT ANIMATION PRIVATE LIMITED	11/05/2017	-
U74999TG2017PTC119209	IMMERSIVE GAMITRONICS STUDIOS PRIVATE LIMITED	31/08/2017	-
U74999TG2018PTC121925	KAZOOM SPORTS PRIVATE LIMITED	18/01/2018	-

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**KEY EXECUTIVES**

<b>Name :</b>	Mr. Viswanadham Ch
<b>Designation :</b>	Assistant Manager

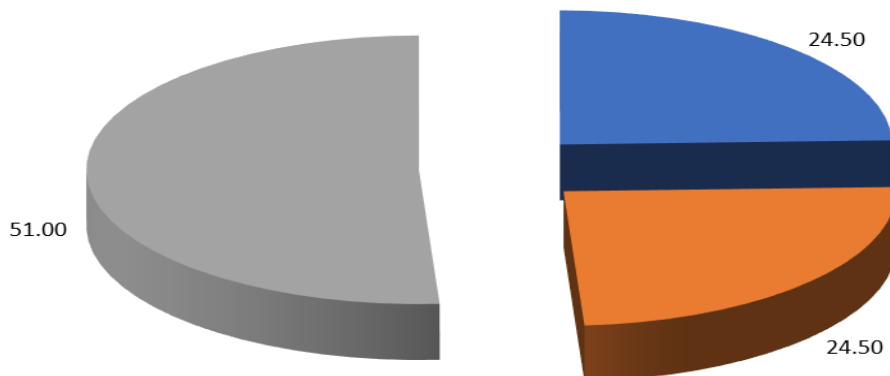
**MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN**

**AS ON 31.03.2018**

Names of Shareholders	No. of Shares	% of Holding
Samir Jain	49000	24.50
Sitarama Rajiv Chilakalapudi	49000	24.50
Green Gold Animation Private Limited, India	102000	51.00
<b>Total</b>	<b>200000</b>	<b>100.00</b>

**Share holding pattern**

■ Samir Jain ■ Sitarama Rajiv Chilakalapudi ■ Green Gold Animation Private Limited, India



**Equity Share Break up (Percentage of Total Equity)**

**AS ON 29.09.2018**

Category	Percentage
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Promoters- Individual/Hindu Undivided Family- Indian	49.00
Promoters- Body corporate	51.00
<b>Total</b>	<b>100.00</b>

**BUSINESS DETAILS**

<b>Line of Business :</b>	Subject is engaged in the business of Providing Product Licensing, Promotional Licensing, Merchandise Distribution Services. [Registered Activity]
<b>Brand Names :</b>	Not Available
<b>Agencies Held :</b>	Not Available
<b>Exports :</b>	Not Available
<b>Imports :</b>	Not Available
<b>Terms :</b>	
<b>Selling :</b>	Cash and Credit (60 days)
<b>Purchasing :</b>	Cash and Credit (30 days)

**PRODUCTION STATUS – (NOT AVAILABLE)**

**GENERAL INFORMATION**

<b>Suppliers :</b>	Not Available <b>Note:</b> Since subject is service provider, supplier details Not Available			
<b>Customers :</b>	Others			
	<b>Reference :</b>	G and D Incorporation		
	<b>Name of the Person :</b>	Vipul Jain (Accounts Department)		
	<b>Contact No.:</b>	91-9910393077 E-Mail: <a href="mailto:ashuvipul@gmail.com">ashuvipul@gmail.com</a>		
	<b>Since How Long Known :</b>	Since 2011		
	<b>Maximum Limit Dealt :</b>	As per requirement		
	<b>Experience :</b>	<b>Product Quality</b>	<b>Delivery Behaviour</b>	<b>Overall</b>
		Good	Good	Good

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	<b>Remark:</b>	Spoke with Mr. Vipul Jain (Accounts Department) who gave us positive response about subject company. The experience is good and there is no complaint. They are satisfied with their service.		
	<b>Reference :</b>	Hamilton Housewares Private Limited		
	<b>Name of the Person :</b>	Mr. Nilesh Gosalia (Product Manager)		
	<b>Contact No.:</b>	91-9323232121 E-Mail : <a href="mailto:nilesh.gosalia@hamiltonindia.in">nilesh.gosalia@hamiltonindia.in</a>		
	<b>Since How Long Known :</b>	1 Year		
	<b>Maximum Limit Dealt :</b>	As per requirement		
	<b>Experience :</b>	Not Divulged		
	<b>Remark:</b>	We had a word with Mr. Nilesh Gosalia (Product Manager) who confirmed that they know subject from last one year and they are satisfied with subject services.		
	<b>Reference :</b>	JHS Svendgaard Brands Limited		
	<b>Name of the Person :</b>	Mrs. Neetal Narang (President Communication and Corporate Officer)		
	<b>Contact No.:</b>	91-9999833637 E-Mail: <a href="mailto:neetal@svendgaard.com">neetal@svendgaard.com</a>		
	<b>Since How Long Known :</b>	5 Years		
	<b>Maximum Limit Dealt :</b>	As per requirement		
	<b>Experience :</b>	<b>Product Quality</b>	<b>Delivery Behaviour</b>	<b>Overall</b>
		Good	Good	Good
	<b>Remark:</b>	We spoke with Ms. Neetal Narang (President Communication and Corporate Affairs) who confirmed that they are satisfied with subject services and they know subject company from last 5 years		
<b>No. of Employees :</b>	300 (Approximately)			
<b>Bankers :</b>	<b>Banker Name :</b>	Axis Bank Limited		
	<b>Branch :</b>	R.P. Road (Branch), Secunderabad, Telangana, India		
	<b>Person Name (With</b>	Mr. Vijay Mohan (Branch Manager)		

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	<b>Designation) :</b>	
	<b>Contact Number :</b>	91-8142200681 E-Mail: <a href="mailto:finance@greengold.tv">finance@greengold.tv</a>
	<b>Name of Account Holder :</b>	Green Gold Licensing and Merchandising India Private Limited
	<b>Account Number :</b>	911020025615406
	<b>IFSC Code</b>	UTIB0000068
	<b>MICR Code</b>	500211005
	<b>Account Since (Date/Year of Account Opening) :</b>	2011
	<b>Average Balance Maintained :</b>	--
	<b>Credit Facilities Enjoyed (CC/OD/Term Loan) :</b>	Current Account
	<b>Account Operation :</b>	Satisfactory
	<b>Remark :</b>	Mr. Vijay Mohan (Branch Manager) is confirmed account existence of subject.

<b>Auditors :</b>	
<b>Name :</b>	A P T and Company LLP Chartered Accountants
<b>Address :</b>	H.No.142, Avenue 4, Behind Namdhari Kunj, Street 3, Road No.10, Banjara Hills, Hyderabad – 500034, Telangana, India
<b>Tel. No.:</b>	91-40-23321976
<b>E-Mail :</b>	<a href="mailto:kiranmai@aptlp.com">kiranmai@aptlp.com</a>
<b>PAN N Income-tax PAN of auditor or auditor's firm :</b>	AAYFA4438Q
<b>Memberships :</b>	Not Available
<b>Collaborators :</b>	Not Available
<b>Holding Company :</b>	Green Gold Animation Private Limited U92114TG2004PTC042718

**CAPITAL STRUCTURE**

**AS ON 31.03.2018**

**Authorised Capital :**

No. of Shares	Type	Value	Amount
200000	Equity Shares	INR 10/- each	INR 2.000 Million

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**Issued, Subscribed & Paid-up Capital :**

No. of Shares	Type	Value	Amount
200000	Equity Shares	INR 10/- each	INR 2.000 Million

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

**ABRIDGED BALANCE SHEET**

SOURCES OF FUNDS	31.03.2018	31.03.2017	31.03.2016
<b>I. EQUITY AND LIABILITIES</b>			
(1) Shareholders' Funds			
(a) Share Capital	2.000	2.000	2.000
(b) Reserves & Surplus	57.716	51.080	40.546
(c) Money received against share warrants	0.000	0.000	0.000
(2) Share Application money pending allotment	0.000	0.000	0.911
<b>Total Shareholders' Funds (1) + (2)</b>	<b>59.716</b>	<b>53.080</b>	<b>43.457</b>
(3) Non-Current Liabilities			
(a) long-term borrowings	28.764	30.742	32.269
(b) Deferred tax liabilities (Net)	0.000	0.000	0.000
(c) Other long term liabilities	0.000	0.000	10.723
(d) long-term provisions	0.000	0.000	0.000
<b>Total Non-current Liabilities (3)</b>	<b>28.764</b>	<b>30.742</b>	<b>42.992</b>
(4) Current Liabilities			
(a) Short term borrowings	0.000	0.000	0.000
(b) Trade payables	14.230	26.160	31.071
(c) Other current liabilities	23.543	17.521	1.024
(d) Short-term provisions	0.090	0.009	0.153
<b>Total Current Liabilities (4)</b>	<b>37.863</b>	<b>43.690</b>	<b>32.248</b>
<b>TOTAL</b>	<b>126.343</b>	<b>127.512</b>	<b>118.697</b>
<b>II. ASSETS</b>			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	1.943	2.789	4.124
(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)	0.591	0.676	0.513
(d) Long-term Loan and Advances	6.257	6.607	6.607
(e) Other Non-current assets	0.000	0.000	0.000
<b>Total Non-Current Assets</b>	<b>8.791</b>	<b>10.072</b>	<b>11.244</b>

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(2) Current assets			
(a) Current investments	0.000	0.000	0.000
(b) Inventories	59.920	50.538	58.619
(c) Trade receivables	42.392	54.637	46.561
(d) Cash and cash equivalents	4.783	4.449	0.345
(e) Short-term loans and advances	4.288	1.106	1.928
(f) Other current assets	6.169	6.710	0.000
<b>Total Current Assets</b>	<b>117.552</b>	<b>117.440</b>	<b>107.453</b>
<b>TOTAL</b>	<b>126.343</b>	<b>127.512</b>	<b>118.697</b>

**PROFIT & LOSS ACCOUNT**

	PARTICULARS	31.03.2018	31.03.2017	31.03.2016
	<b>SALES</b>			
	Income	140.379	171.244	176.325
	Other Income	0.003	0.345	0.511
	<b>TOTAL</b>	<b>140.382</b>	<b>171.589</b>	<b>176.836</b>
<b>Less</b>	<b>EXPENSES</b>			
	Purchases of Traded goods	58.551	76.106	87.645
	Changes in inventories	(9.382)	8.081	(8.487)
	Employees benefits expense	40.091	35.746	29.941
	Other expenses	40.945	34.275	49.680
	<b>TOTAL</b>	<b>130.205</b>	<b>154.208</b>	<b>158.779</b>
	<b>PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>	<b>10.177</b>	<b>17.381</b>	<b>18.057</b>
<b>Less</b>	<b>FINANCIAL EXPENSES</b>	0.120	0.160	0.357
	<b>PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>	<b>10.057</b>	<b>17.221</b>	<b>17.700</b>
<b>Less</b>	<b>DEPRECIATION/ AMORTISATION</b>	0.973	1.483	2.120
	<b>PROFIT/ (LOSS) BEFORE TAX</b>	<b>9.084</b>	<b>15.738</b>	<b>15.580</b>
<b>Less</b>	<b>TAX</b>	2.448	5.204	5.475
	<b>PROFIT/ (LOSS) AFTER TAX</b>	<b>6.636</b>	<b>10.534</b>	<b>10.105</b>
	<b>Earnings / (Loss) Per Share (INR)</b>	<b>33.18</b>	<b>52.67</b>	<b>51.00</b>

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**ADVERTISING PROMOTIONAL EXPENSES**

Particulars	31.03.2018	31.03.2017	31.03.2016
Advertisement	1.350	0.727	0.749
Business Promotion	1.764	3.256	1.087

**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	7.813	6.871	(6.142)
Net cash flows from operating activities	2.206	2.070	(12.198)

**KEY RATIOS**

**EFFICIENCY RATIOS**

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Average Collection Days (Sundry Debtors / Income * 365 Days)	110.22	116.46	96.38
Account Receivables Turnover (Income / Sundry Debtors)	3.31	3.13	3.79
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	88.71	125.46	129.40
Inventory Turnover (Operating Income / Inventories)	0.17	0.34	0.31
Asset Turnover (Operating Income / Net Fixed Assets)	5.24	6.23	4.38

**LEVERAGE RATIOS**

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.53	0.58	0.54

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Debt Equity Ratio (Total Liability / Networth)	0.48	0.58	0.74
Current Liabilities to Networth (Current Liabilities / Net Worth)	0.63	0.82	0.74
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.03	0.05	0.09
Interest Coverage Ratio (PBIT / Financial Charges)	84.81	108.63	50.58

**PROFITABILITY RATIOS**

PARTICULARS		31.03.2018	31.03.2017	31.03.2016
Net Profit Margin ((PAT / Sales) * 100)	%	4.73	6.15	5.73
Return on Total Assets ((PAT / Total Assets) * 100)	%	5.25	8.26	8.51
Return on Investment (ROI) ((PAT / Networth) * 100)	%	11.11	19.85	23.25

**SOLVENCY RATIOS**

PARTICULARS		31.03.2018	31.03.2017	31.03.2016
Current Ratio (Current Assets / Current Liabilities)		3.10	2.69	3.33
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		1.52	1.53	1.51
G-Score Ratio Financial (Networth / Total Assets)		0.47	0.42	0.37
G-Score Ratio Debt (Debts / Equity Capital)		14.38	15.37	16.13
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		3.10	2.69	3.33

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

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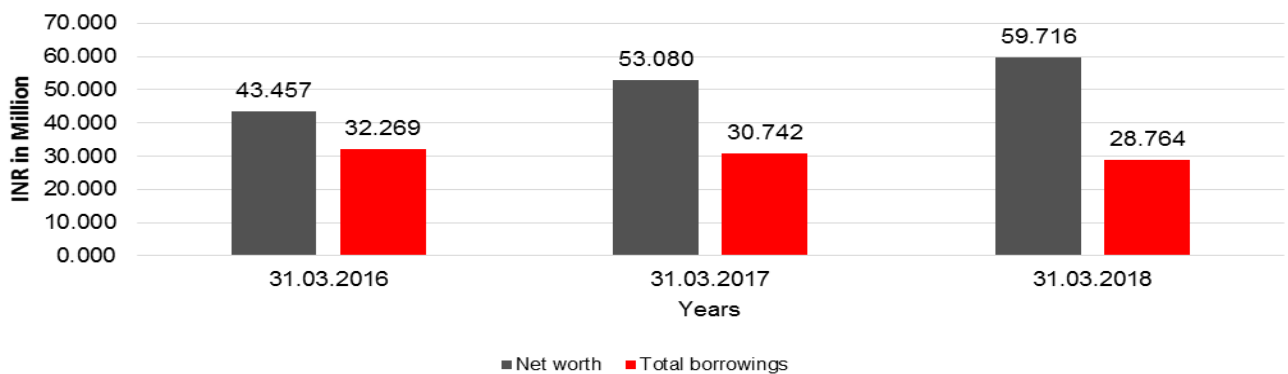
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**FINANCIAL ANALYSIS**  
*[all figures are in INR Million]*

**DEBT EQUITY RATIO**

Particular	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Share Capital	2.000	2.000	2.000
Reserves & Surplus	40.546	51.080	57.716
Money received against share warrants	0.000	0.000	0.000
Share Application money pending allotment	0.911	0.000	0.000
<b>Net worth</b>	<b>43.457</b>	<b>53.080</b>	<b>59.716</b>
long-term borrowings	32.269	30.742	28.764
Short term borrowings	0.000	0.000	0.000
<b>Total borrowings</b>	<b>32.269</b>	<b>30.742</b>	<b>28.764</b>
<b>Debt/Equity ratio</b>	<b>0.743</b>	<b>0.579</b>	<b>0.482</b>

**Debt to Equity**



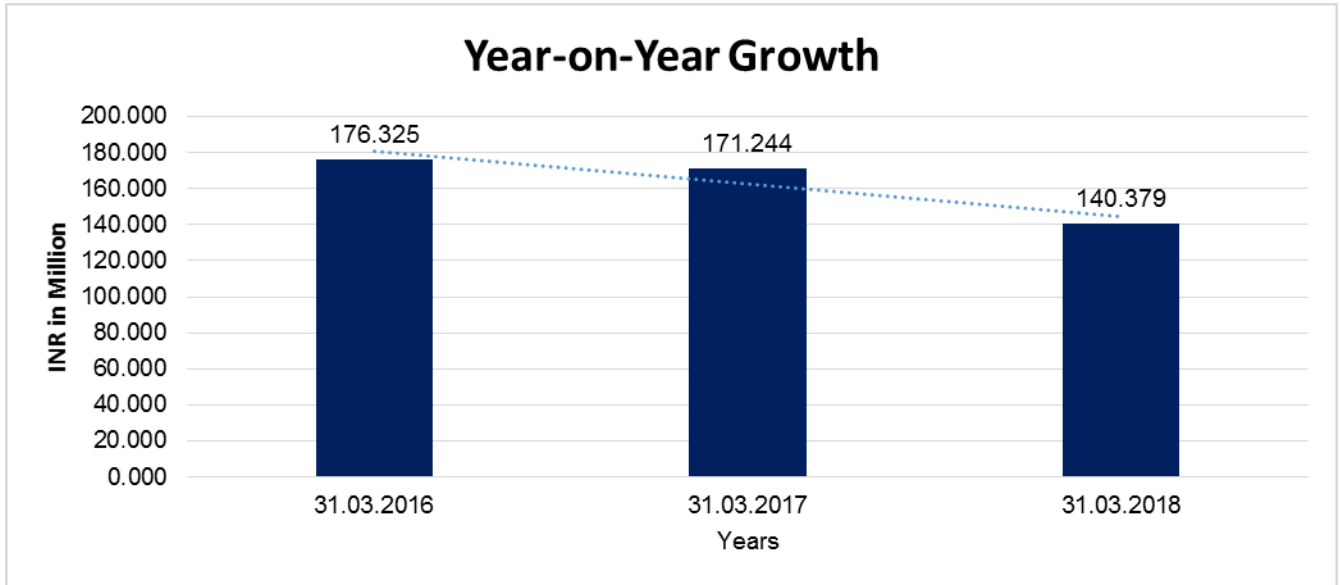
**YEAR-ON-YEAR GROWTH**

Year on Year Growth	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Sales	176.325	171.244	140.379
		<b>(2.882)</b>	<b>(18.024)</b>

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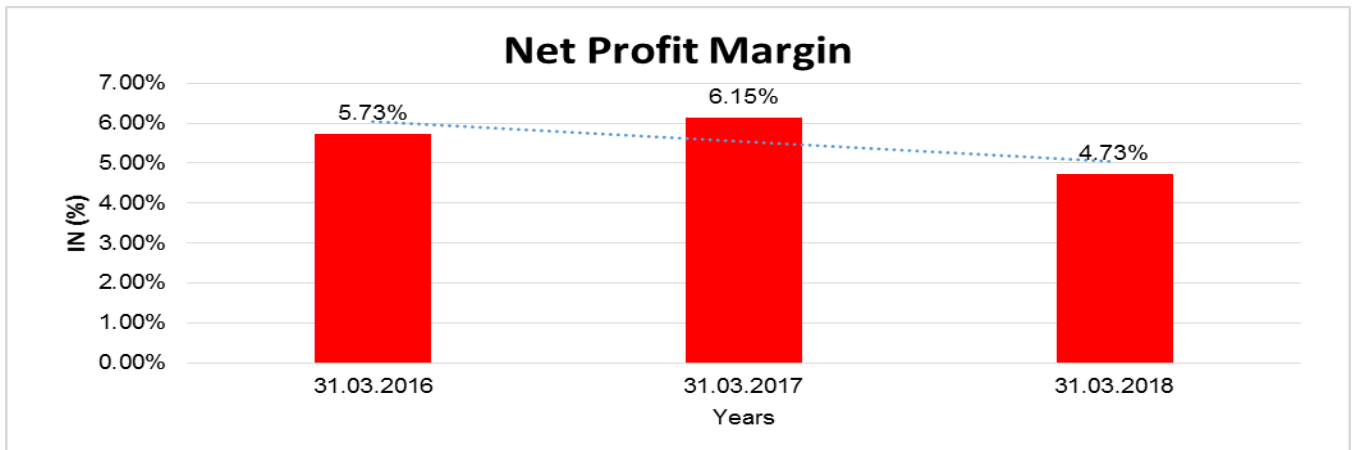
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**NET PROFIT MARGIN**

Net Profit Margin	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Sales	176.325	171.244	140.379
Profit	10.105	10.534	6.636
	<b>5.73%</b>	<b>6.15%</b>	<b>4.73%</b>



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**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	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	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	Yes
17	Details of sister concerns	Yes
18	Major suppliers	No
19	Major customers	Yes
20	Banking Details	Yes
21	Banking facility details	No
22	Conduct of the banking account	Yes
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	Yes
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	Yes
35	Negative Reporting by Auditors in the Annual Report	No

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**UNSECURED LOANS:**

**(INR In Million)**

Particulars	As on 31.03.2018	As on 31.03.2017
<b>LONG TERM BORROWING</b>		
Loans and Advances from related parties	28.764	30.742
<b>Total</b>	<b>28.764</b>	<b>30.742</b>

**CORPORATE OVERVIEW:**

Subject was incorporated on April 18, 2011. The company is engaged in the business of Product Licensing, Promotional Licensing, Merchandise Distribution.

The company has its principal place of business located in Hyderabad.

The company is wholly owned subsidiary of Green Gold Animation Private Limited which is in the similar line of business having place of business in Hyderabad.

**REVIEW OF OPERATIONS:**

The company has reported Revenue from operations of INR 140.379 Million for the current year as compared to INR 171.244 Million in the previous year.

The net profit for the year amounted to INR 6.636 Million in the current year as compared to profit of INR 10.534 Million in the previous year.

**INDEX OF CHARGE: NO CHARGES EXISTS FOR COMPANY**

**FIXED ASSETS:**

- Furniture and Fixture
- Vehicle
- Computers
- Office Equipment

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**OBSERVATION POINTS**

<b>Name of Company :</b>	GREEN GOLD LICENSING AND MERCHANDISING INDIA PRIVATE LIMITED
<b>Address :</b>	The Platina, 11 <sup>th</sup> Floor, 'A' Block, Kondapur Road, APHB, Gachibowli Hyderabad – 500032, Telangana, India
<b>Person to whom we met:</b>	Employee (Name Not Divulged)
<b>Name Board :</b>	Not Sighted
<b>Location:</b>	Easy
<b>Landmark (If Any):</b>	The Platina Mall
<b>Total Floors of the building:</b>	11 Floors
<b>Subject situated on :</b>	11 <sup>th</sup> Floor
<b>Locality:</b>	Commercial
<b>Area of premises :</b>	3200 sq. ft.
<b>Area :</b>	Upmarket
<b>No. of employees seen at premises:</b>	10
<b>Visibility of Items:</b>	<ul style="list-style-type: none"> <li>• Telephone</li> <li>• Fax Machine</li> <li>• Computers</li> <li>• Air Conditioner</li> <li>• Office Equipment</li> <li>• Xerox Machine</li> </ul>
<b>Furniture Items Sighted :</b>	Yes
<b>Neighbour's interview :</b>	Name of company: Colorcon Asia Private Limited Contact person name: Priya Neighbor's overview: Existence Confirmed  Name of company: Datasmart Eservices Private Limited Contact person name: Mr. Ravi Neighbor's overview: Existence Confirmed

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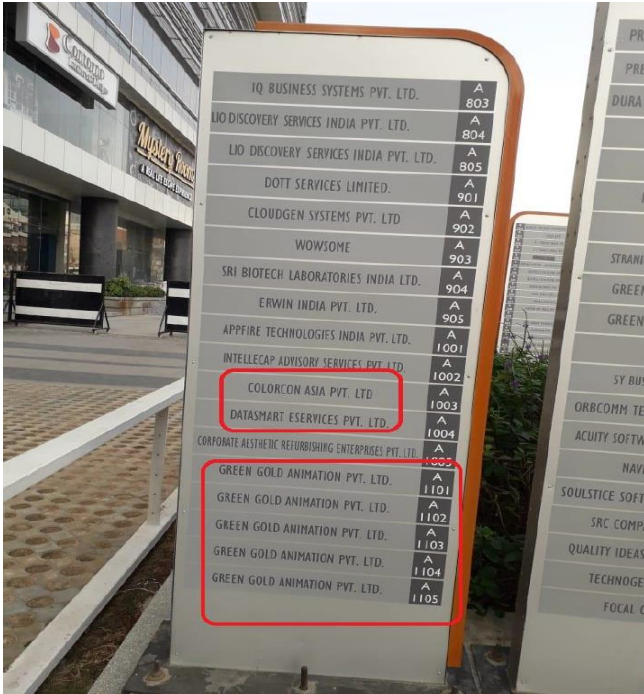
Proof of visit:	Photographs
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**Photographs:**



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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.

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**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 70.09
UK Pound	1	INR 88.78
Euro	1	INR 80.31

**INFORMATION DETAILS**

<b>Information Gathered by :</b>	GYT
<b>Analysis Done by :</b>	PRI
<b>Report Prepared by :</b>	JYO

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**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	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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