

MIRA INFORM REPORT

Report No. :	481746
Report Date :	06.01.2018

IDENTIFICATION DETAILS

Name :	DIVA ONLINE STORE LLP
Registered Office :	Gala No. 316/317, Shreeyansh Diamond Center, Mini Bazar, Varachha Road, Surat - 395002, Gujarat
Tel. No.:	91-261-6574040
Country :	India
Financials (as on) :	31.03.2016
Date of Incorporation :	01.09.2014
LLPIN :	AAC-6560
Total Obligation of Contribution:	INR 0.500 Million
IEC No.:	Not Divulged
GSTIN :	Not Divulged
TAN No.: [Tax Deduction & Collection Account No.]	Not Available
PAN No.: [Permanent Account No.]	Not Available
Legal Form :	Limited Liability Partnership

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Line of Business :	Subject is carrying on Business of E-Commerce, Buying, Selling, Trading, Export, Import, Commission Agent, Distributors, Online Trading, Offline Trading or otherwise to deal in Garments, Apparels, Store Merchandi. (Registered Activity)
No. of Employees :	Not Divulged

RATING & COMMENTS

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

MIRA's Rating :

A

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

Maximum Credit Limit :	USD 1400
Status :	Satisfactory
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Subject is a Limited Liability partnership firm established in the year 2014.</p> <p>It is engaged in business of e-commerce, buying, selling, trading, export, import, commission agent, distributors, online trading, offline trading or otherwise to deal in garments, apparels, store merchandi, etc.</p> <p>As per the Registrar of Companies date of Balance sheet (i.e. financial filed) is shown as 31.03.2017 but documents related to the financial for the year 31.03.2017 are not available from any sources.</p> <p>As per the financial of 2016, the subject has achieved a massive growth of 606.02% in its revenue as compared to the previous year's revenue and has reported a low net profit margin of 0.42%.</p> <p>The overall financial position of the subject seems to be satisfactory marked by average capital base along with acceptable cash accruals.</p> <p>Business is active. Payments are reported to be slow but correct.</p> <p>In view of aforesaid, the firm can be considered for business dealings at usual trade terms and condition.</p>

NOTES :

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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 (30.06.2017)	Current Rating (30.09.2017)
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 31-03-2016.

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 06.01.2018

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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. Pankaj Pawar
Designation :	Marketing Manager
Contact No.:	91-7698234040/ 9909976086
Date :	04.01.2018

LOCATIONS

Registered Office :	Gala No. 316/317, Shreeyansh Diamond Center, Mini Bazar, Varachha Road, Surat - 395002, Gujarat, India
Tel. No.:	91-261-6574040
Mobile No.:	91-7698234040 (Mr. Pankaj Pawar)
Fax No.:	Not Available
E-Mail :	jignasa03@yahoo.com wholesale@pavitraa.in
Website :	http://m.pavitraa.co.in

PARTNERS

As on: 31.03.2017

Name :	Ms. Jignasaben Rakeshkumar Pansuriya
Designation :	Designated Partner
Address :	1-Shreeji Park Society, Katargam, Surat – 395004, Gujarat, India
Date of Birth/Age :	05.04.1984
Date of Appointment :	01.09.2014
DPIN No.:	06883087
Name :	Mr. Ravindra Mansukhbhai Sheldiya
Designation :	Designated Partner
Address :	184, Punit Dham Society, Sate light Road, Behind Gopinath Society, Mota Varachha, Surat – 395101, Gujarat, India
Date of Birth/Age :	01.07.1981
Date of Appointment :	01.09.2014
DPIN No.:	05139113
Other Directorship:	

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CIN/FCRN	Company Name	Begin Date	End Date
U17120GJ2013PTC073848	GOLDENSUN TEXTILES PRIVATE LIMITED	04/03/2013	-
U17120GJ2011PTC068323	ROCKSUN CREATORS PRIVATE LIMITED	21/12/2011	-
U72300GJ2015PTC084666	JAL TECHNOLOGIES PRIVATE LIMITED	05/10/2015	-

Name :	Mr. Hitesh Haridasbhai Kaneriya
Designation :	Designated Partner
Address :	5, Shantiniketan Society, Mota Varachha, Surat – 395006, Gujarat, India
Date of Birth/Age :	21.09.1984
Date of Appointment :	01.09.2014
DPIN No.:	02744616

Other Directorship:

CIN/FCRN	Company Name	Begin Date	End Date
U72200GJ2009PTC058147	D N K TECHNOLOGIES PRIVATE LIMITED	18/09/2009	-
U74999GJ2017PTC096857	CUBBER TECHNOLOGIES PRIVATE LIMITED	13/04/2017	-

KEY EXECUTIVES

Name :	Mr. Pankaj Pawar
Designation :	Marketing Manager

OBLIGATION DETAILS

As on: 31.03.2017

Names of Parson	Obligation of Contribution (INR In Million)
Ms. Jignasaben Rakeshkumar Pansuriya	0.200
Ravindra Mansukhbhai Sheldiya	0.200
Hitesh Haridasbhai Kaneriya	0.100
Total	0.500

BUSINESS DETAILS

Line of Business :	Subject is carrying on Business of E-Commerce, Buying, Selling, Trading, Export, Import, Commission Agent, Distributors, Online Trading, Offline Trading or otherwise to deal in Garments, Apparels, Store Merchandi. (Registered Activity)
Products :	<ul style="list-style-type: none"> • Party Wear Saree • Gown • Wedding Lehenga Choli • Salwar Kameez • Kurtis
Brand Names :	Not Divulged
Agencies Held :	Not Divulged
Exports :	Not Divulged
Imports :	Not Divulged
Terms :	Not Divulged

PRODUCTION STATUS NOT AVAILABLE

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 :	Not Divulged	

Bankers :	Bank Name	HDFC Bank Limited
	Branch	--
	Person Name (With Designation)	--
	Contact Number	--
	Name of Account Holder	--
	Account Number	--
	Account Since (Date/Year of Account Opening)	--
	Average Balance Maintained (If Possible)	--
	Credit Facilities Enjoyed (If any)	--
	Account Operation	--
	Remarks (If any)	--

Auditors :	
Name :	HVK and Associates Chartered Accountants
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

CAPITAL STRUCTURE

As on 31.03.2016

RAVINDRA MANSUKHBHAI SHELDIYA

(INR in Million)

Particulars	Amount
Opening Balance	0.209
Net Profit from Profit and Loss Account	0.022
Total	0.231
Less : Ravindra Sheldiya Loan	0.031
Total	0.200

JIGNASABEN RAKESHKUMAR PANSURIYA

(INR in Million)

Particulars	Amount
Opening Balance	0.509
Net Profit from Profit and Loss Account	0.022
Total	0.531
Less : Jignasa Pansuri Loan	0.331
Total	0.200

HITESH HARIDASBHAI KANERIYA

(INR in Million)

Particulars	Amount
Opening Balance	0.105
Net Profit from Profit and Loss Account	0.011
Total	0.116
Less : Hitesh Kaneriya Loan	0.016
Total	0.100

FINANCIAL DATA

[all figures are in INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2016	31.03.2015
SHAREHOLDERS FUNDS		
1] Partners Capital	0.500	0.823
2] Share Application Money	0.000	0.000
3] Reserves & Surplus	0.000	0.000
4] (Accumulated Losses)	0.000	0.000
NETWORTH	0.500	0.823
LOAN FUNDS		
1] Secured Loans	0.000	0.000

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2] Unsecured Loans		1.071	0.000
TOTAL BORROWING		1.071	0.000
DEFERRED TAX LIABILITIES		0.000	0.000
TOTAL		1.571	0.823
APPLICATION OF FUNDS			
FIXED ASSETS [Net Block]		0.025	0.000
Capital work-in-progress		0.000	0.000
INVESTMENT		0.000	0.004
DEFERREX TAX ASSETS		0.000	0.000
CURRENT ASSETS, LOANS & ADVANCES			
Inventories		0.621	0.223
Sundry Debtors		0.674	0.580
Cash & Bank Balances		0.797	0.574
Other Current Assets		0.000	0.000
Loans & Advances		0.000	0.000
Total Current Assets		2.092	1.377
Less : CURRENT LIABILITIES & PROVISIONS			
Sundry Creditors		0.359	0.549
Other Current Liabilities		0.000	0.000
Provisions		0.187	0.009
Total Current Liabilities		0.546	0.558
Net Current Assets		1.546	0.819
MISCELLANEOUS EXPENSES		0.000	0.000
TOTAL		1.571	0.823

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2016	31.03.2015
	SALES		
	Income	13.058	1.849
	Other Income	0.000	0.000
	TOTAL	13.058	1.849
	Less EXPENSES		
	Cost of Materials Consumed	9.396	1.219
	Direct expense	0.420	0.000
	Administrative and Other expenses	3.187	0.607
	TOTAL	13.003	1.826

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	Net Profit for the year		0.055	0.023

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS		31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365)		18.84	114.49
Account Receivables Turnover (Income / Sunday Debtors)		19.37	3.19
Average Payment Days (Sundry Creditors / Purchases * 365 Days)		0.00	0.00

LEVERAGE RATIOS

PARTICULARS		31.03.2016	31.03.2015
Debt Ratio (Borrowing + Current Liabilities) / Total Assets		0.76	0.40
Debt Equity Ratio (Total Liability / Networth)		2.14	0.00
Current Liabilities to Networth (Current Liabilities / Net Worth)		3.23	0.68
Fixed Assets to Networth (Net Fixed Assets / Networth)		0.05	0.00

PROFITABILITY RATIOS

PARTICULARS			31.03.2016	31.03.2015
Net Profit Margin [(PAT / Sales) * 100]	%		0.42	1.24
Return on Total Assets (PAT / Total Assets) * 100	%		2.60	1.67
Return on Investment (ROI) (PAT / Networth) * 100	%		11.00	2.79

SOLVENCY RATIOS

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PARTICULARS		31.03.2016	31.03.2015
Current Ratio <i>(Current Assets / Current Liabilities)</i>		1.29	2.47
Quick Ratio <i>((Current Assets – Inventories) / Current Liabilities)</i>		0.91	2.08
G-Score Ratio Financial <i>(Networth / Total Assets)</i>		0.24	0.60
G-Score Ratio Debt <i>(Debts / Equity Capital)</i>		2.14	0.00
G-Score Ratio Liquidity <i>(Total Current Assets / Total Current Liabilities)</i>		1.29	2.47

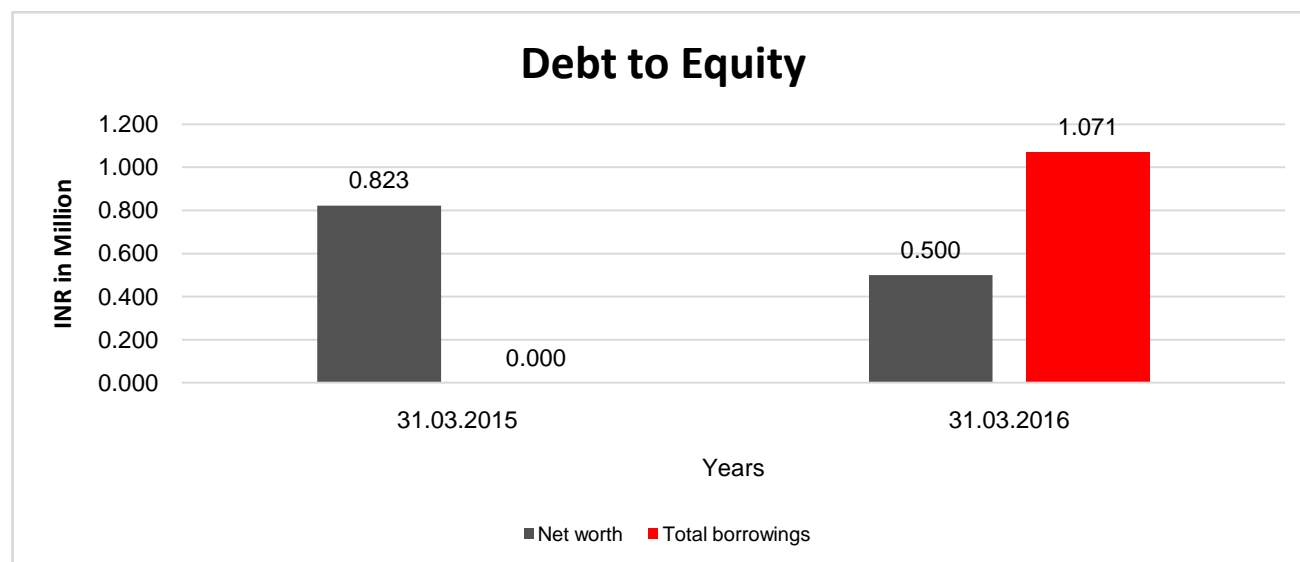
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

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FINANCIAL ANALYSIS
[all figures are INR Million]

DEBT EQUITY RATIO

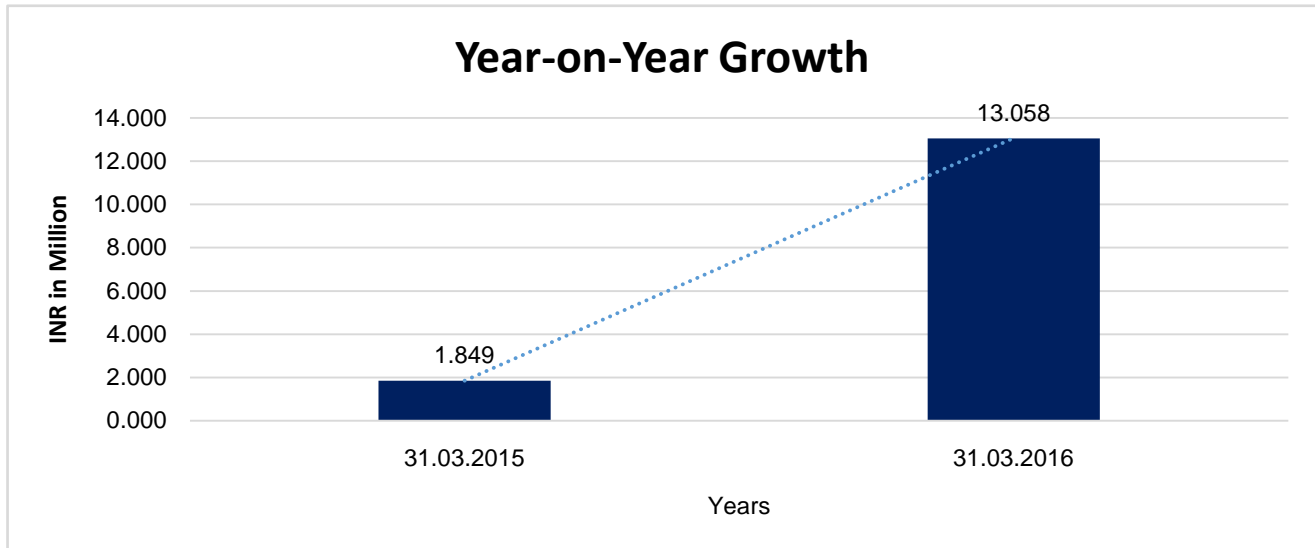
Particular	31.03.2015	31.03.2016
	INR In Million	INR In Million
Partners Capital	0.823	0.500
Reserves & Surplus	0.000	0.000
Money received against share warrants	0.000	0.000
Share Application money pending allotment	0.000	0.000
Net worth	0.823	0.500
Secured borrowings	0.000	0.000
Unsecured term borrowings	0.000	1.071
Total borrowings	0.000	1.071
Debt/Equity ratio	0.000	2.142



YEAR-ON-YEAR GROWTH

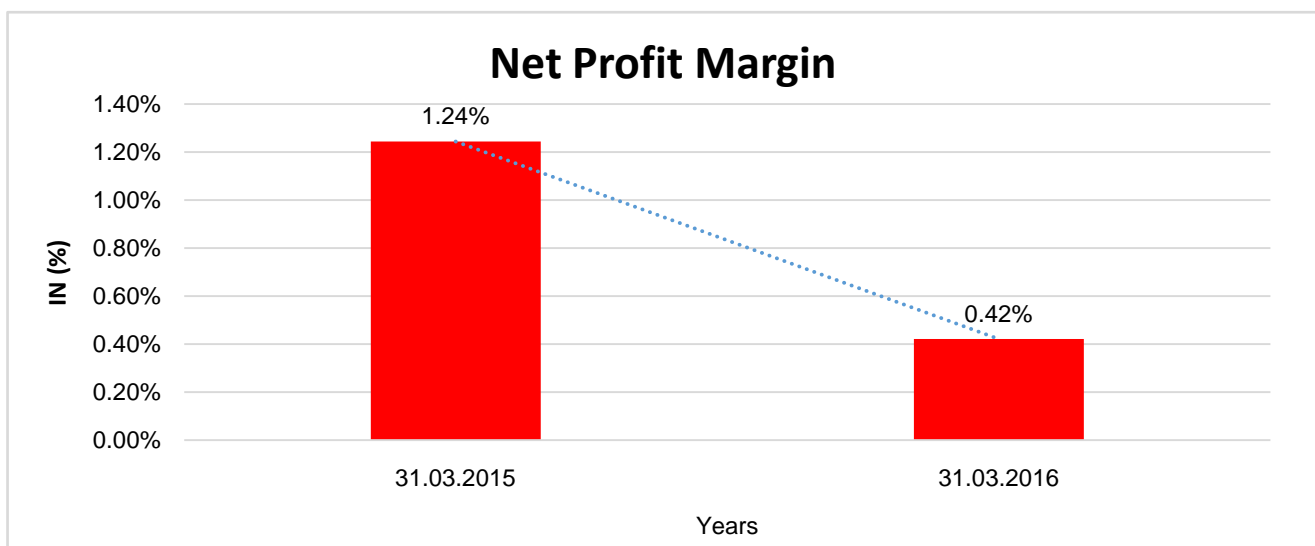
Year on Year Growth	31.03.2015	31.03.2016
	INR In Million	INR In Million
Sales	1.849	13.058
		606.220

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NET PROFIT MARGIN

Net Profit Margin	31.03.2015		31.03.2016	
	INR In Million		INR In Million	
Sales	1.849		13.058	
Profit	0.023		0.055	
	1.24%		0.42%	



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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	No
5	Buyer visit details	--
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	Yes
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)	Yes
16	No. of employees	No
17	Details of sister concerns	No
18	Major suppliers	No
19	Major customers	No
20	Banking Details	Yes
21	Banking facility details	Yes
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 two years and seven months	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last two 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

INDEX OF CAHREGS: No Charges Exists for Company

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UNSECURED LOAN

(INR in MILLION)

Particulars	31.03.2016 (INR in Million)	31.03.2015 (INR in Million)
Ravindra M Sheladiya	0.228	0.000
Jignasa Pansuriya	0.828	0.000
Hitesh Kaneriya	0.014	0.000
Total	1.070	0.000

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.

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 63.38
UK Pound	1	INR 86.02
Euro	1	INR 76.50

INFORMATION DETAILS

Information Gathered by :	GYT
Analysis Done by :	NYT
Report Prepared by :	TRUP

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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	YES
--AFFILIATION	YES/NO	NO
--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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