

**MAIDEN MARKETING (INDIA) PRIVATE LIMITED - 484316 2 MIRA (SUPPLEMENTARY REPORT)**

06-JAN-2018.HTM

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**MIRA INFORM REPORT**

Report No. :	484316.2
Report Date :	06.01.2018

**IDENTIFICATION DETAILS**

<b>Name :</b>	MAIDEN MARKETING (INDIA) PRIVATE LIMITED
<b>Registered Office :</b>	301, 3rd Floor, Jai Krishna Complex, Fun Republic Theatre Lane, Veera Desai Extension Road, Off Link Road, Andheri (West), Mumbai – 400053, Maharashtra
<b>Tel. No.:</b>	91-22-66715893
<b>Country :</b>	India
<b>Financials (as on) :</b>	31.03.2017
<b>Date of Incorporation :</b>	19.07.2013
<b>Com. Reg. No.:</b>	11-245921
<b>Capital Investment / Paid-up Capital :</b>	INR 39.777 Million
<b>CIN No.:</b> [Company Identification No.]	U74900MH2013FTC245921
<b>IEC No.:</b>	Not Applicable (As informed by the management that firm does not have export and import)
<b>GSTIN:</b>	27AAICM7168E1Z7
<b>TAN No.:</b> [Tax Deduction & Collection Account No.]	Not Available

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<b>PAN No.:</b> [Permanent Account No.]	AAICM7168E
<b>Legal Form :</b>	Private Limited Liability Company
<b>Line of Business :</b>	<ul style="list-style-type: none"> <li>Subject is engaged in the business of providing advertising sales and marketing services. (Confirmed by Management)</li> <li>The company is primarily engaged in the business of mobile digital advertising (Registered Activity)</li> </ul>
<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)

**MIRA's Rating :**

A

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

<b>Status :</b>	Satisfactory
<b>Payment Behaviour :</b>	Slow but correct
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>Subject is a subsidiary of "Maiden Marketing Pte Limited" and was incorporated in the year 2013. It is engaged in providing advertising and marketing services.</p> <p>For the financial year 2017, the company has reported dip in its revenue by 39.12% as compared to the previous year along with operational loss.</p> <p>The satisfactory financial risk profile of the company is marked by sufficient net worth base along with strong debt protection metrics due to debt free balance sheet profile.</p> <p>Payments are reported 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>Note 1: 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 Mr. Raghunathan Choudhary (Assistant Manager) and he claimed that the subject is situated on the given premises and</p>

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	<p>also provided contact details.</p> <p>As per our executive's observation, it is a 7 storey building and subject is situated on 3rd floor. Number of employees sighted at the premises were 10. Locality seems to be commercial and area appears to be upmarket.</p> <p>Location was easy to find and we have sighted subject's name board.</p> <p>Note 2: After the site visit, our executive contacted Mr. Raghunathan Choudhary (Assistant Manager) and he provided partial details about the subject to us and also claimed that "Pokkt" is the sister concern on the subject.</p>
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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.

**EXTERNAL AGENCY RATING**

<b>Rating Agency Name</b>	Not Available
<b>Rating</b>	Not Available
<b>Rating Explanation</b>	Not Available
<b>Date</b>	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

**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 (PARTIAL DETAILS)**

<b>Name :</b>	Mr. Raghunathan Choudhary
<b>Designation :</b>	Assistant Manager

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<b>Contact No.:</b>	91-9029022132
<b>Date :</b>	05.01.2018

**LOCATIONS**

<b>Registered / Corporate Office :</b>	301, 3rd Floor, Jai Krishna Complex, Fun Republic Theatre Lane, Veera Desai Extension Road, Off Link Road, Andheri (West), Mumbai – 400053, Maharashtra, India
<b>Tel. No.:</b>	91-22-66715893
<b>Fax No.:</b>	Not Available
<b>E-Mail :</b>	<a href="mailto:rohitsharma1@gmail.com">rohitsharma1@gmail.com</a> <a href="mailto:contact@pokkt.com">contact@pokkt.com</a>
<b>Website :</b>	<a href="http://www.pokkt.com">http://www.pokkt.com</a>
<b>Location:</b>	Rented
<b>Locality:</b>	Commercial

**DIRECTORS**

**As on: 31.03.2017**

<b>Name :</b>	Ms. Ritu Sharma
<b>Designation :</b>	Director
<b>Address :</b>	Flat No. 1704/5/6, 17th Floor, A Wing, Meghdoot Building, Lokhandwala Complex, Andheri (West), Mumbai-400053, Maharashtra, India
<b>Date of Birth/Age :</b>	09.05.1972
<b>Date of Appointment :</b>	19.07.2013
<b>DIN No.:</b>	03634161
<b>Name :</b>	Mr. Rohit Sharma
<b>Designation :</b>	Director
<b>Address :</b>	52-C, DDA Flats Phase -1, Masjid Moth, New Delhi-110048, India
<b>Date of Birth/Age :</b>	13.09.1971
<b>Date of Appointment :</b>	19.07.2013
<b>DIN No.:</b>	01738942

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**MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN**

As on: 31.03.2017

Names of Shareholders	No. of Shares
Maiden Marketing Pte. Limited, Singapore	3977726
Rohit Sharma	1
Ritu Sharma	1
<b>Total</b>	<b>3977728</b>

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

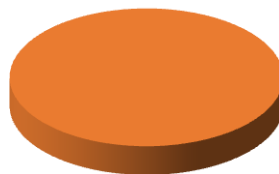
As on: 30.09.2017

Category	Percentage
Promoters (Individual/Hindu Undivided Family – Indian)	0.00005028
Promoters (Body corporate)	99.99994972
<b>Total</b>	<b>100.00</b>

**Share holding pattern**

■ Promoters (Individual/Hindu Undivided Family – Indian) ■ Promoters (Body corporate)

0.00005028



99.99994972

**BUSINESS DETAILS**

<b>Line of Business :</b>	<ul style="list-style-type: none"> <li>Subject is engaged in the business of providing advertising sales and marketing services. (Confirmed by Management)</li> <li>The company is primarily engaged in the business of mobile digital advertising (Registered Activity)</li> </ul>				
<b>Products / Services :</b>	<table border="1"> <thead> <tr> <th>Item Code No.</th> <th>Products/Services Description</th> </tr> </thead> <tbody> <tr> <td>99831690</td> <td>Other Advertising Services</td> </tr> </tbody> </table>	Item Code No.	Products/Services Description	99831690	Other Advertising Services
Item Code No.	Products/Services Description				
99831690	Other Advertising Services				

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<b>Brand Names :</b>	POKKT
<b>Agencies Held :</b>	Not Available
<b>Exports :</b>	Not Available
<b>Imports :</b>	Not Available
<b>Terms :</b>	
<b>Selling :</b>	Cheque and Others (T.T)
<b>Purchasing :</b>	Cheque and Others (T.T)

**PRODUCTION STATUS NOT AVAILABLE**

**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>	OEMs	
	<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>	Not Divulged
	<b>Branch</b>	--
	<b>Person Name (With Designation)</b>	--
	<b>Contact Number</b>	--
	<b>Name of Account Holder</b>	--
	<b>Account Number</b>	--
	<b>Account Since (Date/Year of Account Opening)</b>	--
	<b>Average Balance Maintained (If Possible)</b>	--

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	<b>Credit Facilities Enjoyed (If any)</b>	--
	<b>Account Operation</b>	--
	<b>Remarks (If any)</b>	--

<b>Auditors :</b>	
<b>Name :</b>	Walker Chandiok and Company LLP Chartered Accountants
<b>Address :</b>	16th Floor, Tower II, Indiabulls Finance Centre, Senapati Bapat Marg, Elphinstone (West), Mumbai - 400013, Maharashtra, India
<b>Tel. No.:</b>	91-22-66262600
<b>Fax No.:</b>	91-22-66262601
<b>Income-tax PAN of auditor or auditor's firm :</b>	AAAFW4298E
<b>Memberships :</b>	Not Available
<b>Collaborators :</b>	Not Available
<b>Holding Company :</b>	Maiden Marketing Pte Limited
<b>Sister Concern: (Confirmed by management)</b>	Pokkt, Mumbai, Maharashtra, India

**CAPITAL STRUCTURE**

As on 30.09.2017

**Authorised Capital :**

No. of Shares	Type	Value	Amount
4700000	Equity Shares	INR 10/- each	INR 47.000 Million

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

No. of Shares	Type	Value	Amount
3977728	Equity Shares	INR 10/- each	INR 39.777 Million

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

**ABRIDGED BALANCE SHEET**

SOURCES OF FUNDS	31.03.2017	31.03.2016	31.03.2015
<b>I. EQUITY AND LIABILITIES</b>			
(1) Shareholders' Funds			
(a) Share Capital	39.777	39.777	28.810
(b) Reserves & Surplus	94.968	130.333	60.854
(c) Money received against share warrants	0.000	0.000	0.000
(2) Share Application money pending allotment	0.000	0.000	0.000
<b>Total Shareholders' Funds (1) + (2)</b>	<b>134.745</b>	<b>170.110</b>	<b>89.664</b>
(3) Non-Current Liabilities			
(a) Long-term borrowings	0.000	0.000	0.000
(b) Deferred tax liabilities (Net)	0.000	0.000	0.000
(c) Other long term liabilities	0.000	0.000	0.000
(d) Long-term provisions	2.721	2.181	0.000
<b>Total Non-current Liabilities (3)</b>	<b>2.721</b>	<b>2.181</b>	<b>0.000</b>
(4) Current Liabilities			
(a) Short term borrowings	0.000	7.533	0.000
(b) Trade payables	41.403	17.309	8.898
(c) Other current liabilities	7.204	2.189	0.855
(d) Short-term provisions	0.004	0.003	0.000
<b>Total Current Liabilities (4)</b>	<b>48.611</b>	<b>27.034</b>	<b>9.753</b>
<b>TOTAL</b>	<b>186.077</b>	<b>199.325</b>	<b>99.417</b>
<b>II. ASSETS</b>			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	1.970	3.140	2.347
(ii) Intangible Assets	0.440	1.460	1.952
(iii) Capital work-in-progress	0.000	0.000	0.000
(iv) Intangible assets under development	0.000	25.000	0.000
(b) Non-current Investments	0.000	0.000	0.000
(c) Deferred tax assets (net)	0.000	11.901	(0.475)
(d) Long-term Loan and Advances	4.695	5.009	2.763
(e) Other Non-current assets	0.000	0.000	0.000
<b>Total Non-Current Assets</b>	<b>7.105</b>	<b>46.510</b>	<b>6.587</b>

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(2) Current assets			
(a) Current investments	125.355	80.213	0.000
(b) Inventories	0.000	0.000	0.000
(c) Trade receivables	47.246	64.434	66.679
(d) Cash and cash equivalents	4.917	7.163	22.425
(e) Short-term loans and advances	1.088	0.987	3.093
(f) Other current assets	0.366	0.018	0.633
<b>Total Current Assets</b>	<b>178.972</b>	<b>152.815</b>	<b>92.830</b>
<b>TOTAL</b>	<b>186.077</b>	<b>199.325</b>	<b>99.417</b>

**PROFIT & LOSS ACCOUNT**

	<b>PARTICULARS</b>	<b>31.03.2017</b>	<b>31.03.2016</b>	<b>31.03.2015</b>
	<b>SALES</b>			
	Income	97.232	159.717	121.547
	Other Income	20.080	2.940	1.224
	<b>TOTAL</b>	<b>117.312</b>	<b>162.657</b>	<b>122.771</b>
<b>Less</b>	<b>EXPENSES</b>			
	Cost of Materials Consumed	0.000	0.000	0.000
	Purchases of Stock-in-Trade	0.000	0.000	0.000
	Direct operating expenses	0.000	0.000	62.471
	Employees benefits expense	98.329	57.911	31.860
	Other expenses	101.008	138.494	19.442
	Prior period items	2.834	0.000	0.194
	Exceptional Items	(63.853)	0.000	0.000
	<b>TOTAL</b>	<b>138.318</b>	<b>196.405</b>	<b>113.967</b>
	<b>PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>	<b>(21.006)</b>	<b>(33.748)</b>	<b>8.804</b>
<b>Less</b>	<b>FINANCIAL EXPENSES</b>	0.306	0.064	0.006
	<b>PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>	<b>(21.312)</b>	<b>(33.812)</b>	<b>8.798</b>
<b>Less/ Add</b>	<b>DEPRECIATION/ AMORTISATION</b>	2.435	2.308	1.138
	<b>PROFIT/ (LOSS) BEFORE TAX</b>	<b>(23.747)</b>	<b>(36.120)</b>	<b>7.660</b>
<b>Less</b>	<b>TAX</b>	11.618	(12.377)	2.318
	<b>PROFIT/ (LOSS) AFTER TAX</b>	<b>(35.365)</b>	<b>(23.743)</b>	<b>5.342</b>

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<b>Add</b>	<b>PREVIOUS YEARS' BALANCE BROUGHT FORWARD</b>	<b>(25.514)</b>	<b>(1.771)</b>	<b>(7.113)</b>
	<b>Balance Carried to the B/S</b>	<b>(60.879)</b>	<b>(25.514)</b>	<b>(1.771)</b>
	<b>EARNINGS IN FOREIGN CURRENCY</b>			
	Revenue from digital advertising services	0.780	25.847	21.902
	Mark-up income on cost recharge	7.811	0.000	0.000
	<b>TOTAL EARNINGS</b>	<b>8.591</b>	<b>25.847</b>	<b>21.902</b>
	<b>Earnings / (Loss) Per Share (INR)</b>	<b>(8.89)</b>	<b>(6.95)</b>	<b>2.62</b>

**CURRENT MATURITIES OF LONG TERM DEBT DETAILS**

Particulars	31.03.2017	31.03.2016	31.03.2015
Current Maturities of Long term debt	NA	NA	NA
Cash generated from operations	(38.061)	(18.523)	NA
Net cash flow from operating activity	(40.472)	(20.773)	NA

**KEY RATIOS**

**EFFICIENCY RATIOS**

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	177.36	147.25	200.23
Account Receivables Turnover (Income / Sundry Debtors)	2.06	2.48	1.82
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	0.00	0.00	0.00
Inventory Turnover (Operating Income / Inventories)	0.00	0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)	(8.72)	(1.14)	2.05

**LEVERAGE RATIOS**

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
-------------	------------	------------	------------

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Debt Ratio ( <i>Borrowing + Current Liabilities</i> ) / <i>Total Assets</i> )	0.26	0.14	0.10
Debt Equity Ratio ( <i>Total Liability</i> / <i>Networth</i> )	0.00	0.04	0.00
Current Liabilities to Networth ( <i>Current Liabilities</i> / <i>Net Worth</i> )	0.36	0.16	0.11
Fixed Assets to Networth ( <i>Net Fixed Assets</i> / <i>Networth</i> )	0.02	0.17	0.05
Interest Coverage Ratio ( <i>PBIT</i> / <i>Financial Charges</i> )	(68.65)	(527.31)	1467.33

**PROFITABILITY RATIOS**

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin ( <i>PAT</i> / <i>Sales</i> ) * 100]	%	(36.37)	(14.87)	4.40
Return on Total Assets ( <i>PAT</i> / <i>Total Assets</i> ) * 100)	%	(19.01)	(11.91)	5.37
Return on Investment (ROI) ( <i>PAT</i> / <i>Networth</i> ) * 100)	%	(26.25)	(13.96)	5.96

**SOLVENCY RATIOS**

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Current Ratio ( <i>Current Assets</i> / <i>Current Liabilities</i> )		3.68	5.65	9.52
Quick Ratio ( <i>Current Assets – Inventories</i> ) / <i>Current Liabilities</i> )		3.68	5.65	9.52
G-Score Ratio Financial ( <i>Networth</i> / <i>Total Assets</i> )		0.72	0.85	0.90
G-Score Ratio Debt ( <i>Debts</i> / <i>Equity Capital</i> )		0.00	0.19	0.00
G-Score Ratio Liquidity ( <i>Total Current Assets</i> / <i>Total Current Liabilities</i> )		3.68	5.65	9.52

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

**FINANCIAL ANALYSIS**

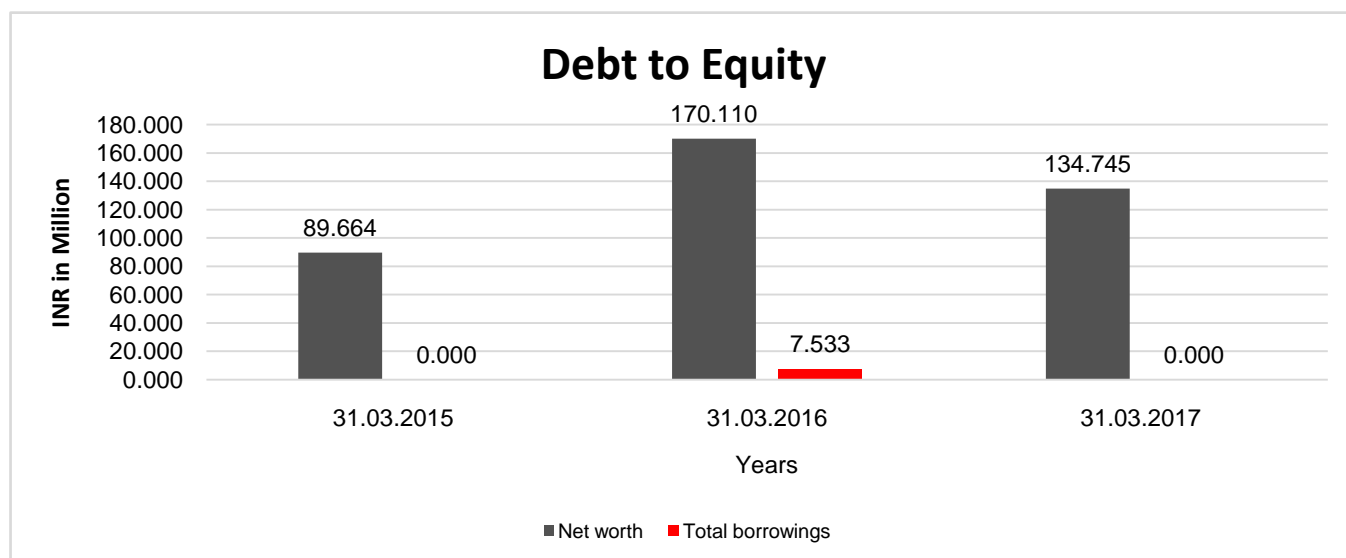
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[all figures are in INR Million]

**DEBT EQUITY RATIO**

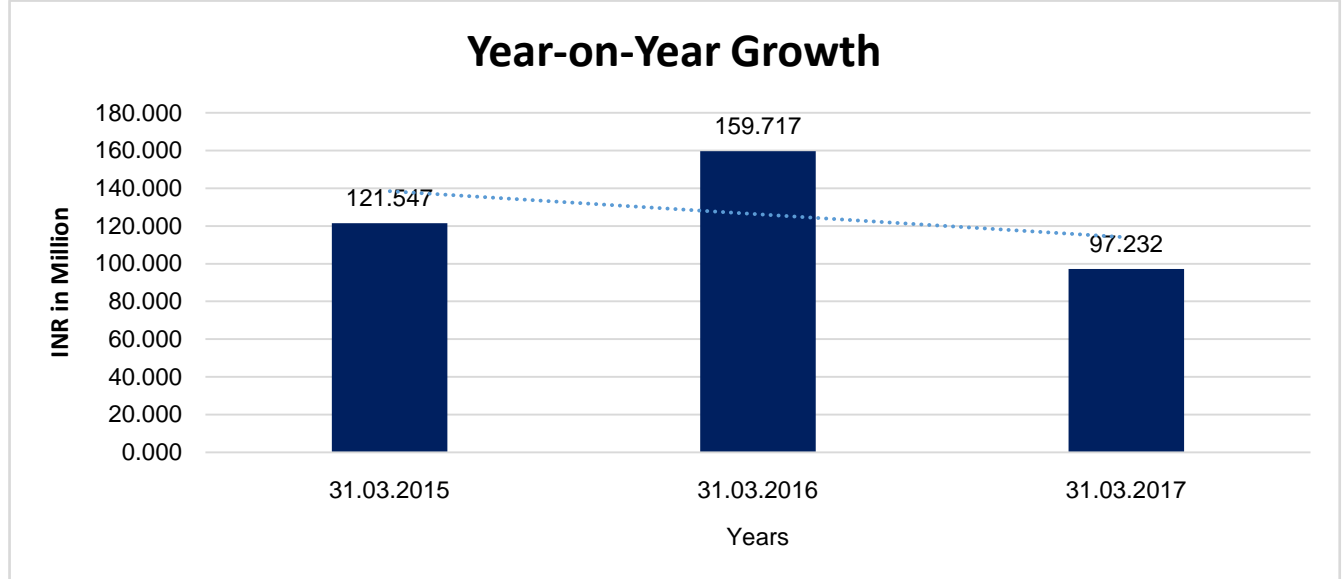
Particular	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Share Capital	28.810	39.777	39.777
Reserves & Surplus	60.854	130.333	94.968
Money received against share warrants	0.000	0.000	0.000
Share Application money pending allotment	0.000	0.000	0.000
<b>Net worth</b>	<b>89.664</b>	<b>170.110</b>	<b>134.745</b>
long-term borrowings	0.000	0.000	0.000
Short term borrowings	0.000	7.533	0.000
<b>Total borrowings</b>	<b>0.000</b>	<b>7.533</b>	<b>0.000</b>
<b>Debt/Equity ratio</b>	<b>0.000</b>	<b>0.044</b>	<b>0.000</b>



**YEAR-ON-YEAR GROWTH**

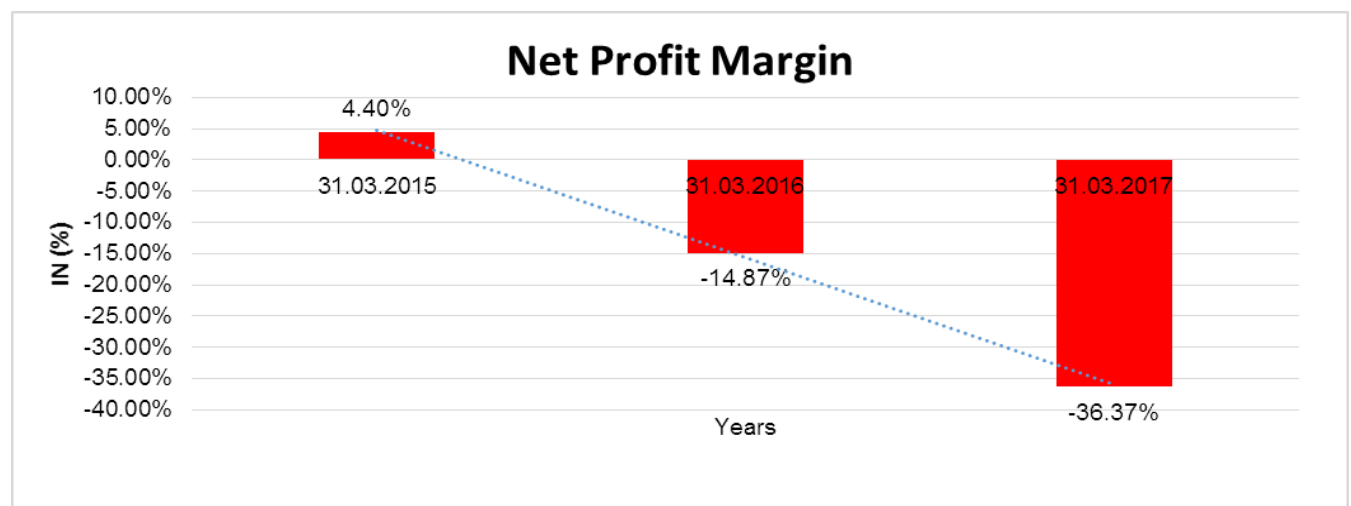
Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	121.547	159.717	97.232
		<b>31.403</b>	<b>(39.122)</b>

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**NET PROFIT MARGIN**

Net Profit Margin	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	121,547	159,717	97,232
Profit/(Loss)	5,342	(23,743)	(35,365)
	<b>4.40%</b>	<b>(14.87%)</b>	<b>(36.37%)</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	No
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	No
20	Banking Details	No
21	Banking facility details	No
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 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

**Note:** The Registered Office of the company has been shifted from "1105, B-Wing, Imperial Heights, Next to Best Colony, Behind Goregoan Bus Depot, Goregaon (West), Mumbai – 400104, Maharashtra, India" to the present address w.e.f. 01.08.2014

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**OBSERVATION POINTS**

<b>Name of Company :</b>	MAIDEN MARKETING (INDIA) PRIVATE LIMITED
<b>Address :</b>	301, 3rd Floor, Jai Krishna Complex, Fun Republic Theatre Lane, Veera Desai Extension Road, Off Link Road, Andheri (West), Mumbai – 400053, Maharashtra, India
<b>Mobile No.:</b>	91-9029022132
<b>Person to whom we met:</b>	Mr. Raghunathan Choudhary (Assistant Manager)
<b>Name Board:</b>	Sighted
<b>Location:</b>	Easy
<b>Landmark (If Any):</b>	H.R Studio
<b>Total Floors of the building:</b>	7
<b>Subject situated on:</b>	3 <sup>rd</sup> Floor
<b>Locality:</b>	Commercial
<b>Area:</b>	Upmarket
<b>No. of Employees seen at Premises :</b>	10 (Approximately)
<b>Visibility of Items:</b>	<ul style="list-style-type: none"> <li>• Telephone</li> <li>• Computers</li> <li>• Air Conditioner</li> <li>• Office Equipment</li> </ul>
<b>Furniture items sighted:</b>	Yes (Table, Chairs)
<b>Sister Concern: (Other name on name board)</b>	Pokkt
<b>Proof of visit:</b>	Photograph

**BACKGROUND**

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The company is a private limited company incorporated, under the erstwhile companies act, 1956, on 19 July 2013. The company is wholly owned subsidiary of Singapore based parent company Maiden Marketing Pte Limited.

The company is primarily engaged in the business of mobile digital advertising. The company operates under the brand name "POKKT" and is a mobile video advertising and app monetization platform that offers real rewards to users for availing advertising offers.

**STATE OF THE COMPANY'S AFFAIRS:**

During the year, the net revenue from operations of the Company was INR 97.232 Million as compared to INR 159.717 Million in the previous years. For financial year 2016-17, the Company's Loss after tax stood at INR 35.365 Million vis-à-vis Loss of INR 23.743 Million in the previous year. However, the Directors are positive about the future prospects and earning potential of the Company.

During the year the Company has sold its business of 'Pocket Money' to Adways Innovations India Private Limited on a going concern basis as a Slump Sale for a consideration of INR 90.000 Million (approximately).

**UNSECURED LOAN**

<b>PARTICULARS</b>	<b>31.03.2017 (INR in Million)</b>	<b>31.03.2016 (INR in Million)</b>
<b>Short-term borrowings</b>		
Repayable on demand		
From Banks	0.000	7.533
<b>Total</b>	<b>0.000</b>	<b>7.533</b>

**FIXED ASSETS**

- Computer
- Office Equipment
- Computer Software

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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 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 63.39
UK Pound	1	INR 85.74
Euro	1	INR 76.25

**INFORMATION DETAILS**

<b>Information Gathered by :</b>	POON
<b>Analysis Done by :</b>	PRI
<b>Report Prepared by :</b>	RKI/SUD

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**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	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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605, Palmspring, Near D'Mart, Link Road,  
Malad (West), Mumbai - 400 064. INDIA  
Tel : 91-22-40448000 (44 lines)  
Fax : 91-22-40448045 / 40448046  
E-mail : mira@mirainform.com  
info@mirainform.com  
Website : <http://www.mirainform.com>  
<http://www.miraglobalcheck.com>  
<http://www.miraglobalcollections.com>

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