

## MIRA INFORM REPORT

Report No. :	484466
Report Date :	08.01.2018

### IDENTIFICATION DETAILS

<b>Name :</b>	AD-SYNDICATE SERVICES PRIVATE LIMITED
<b>Registered Office :</b>	3rd Floor, Sairam Central Mall, Ananthnagar, 1st Stage, Syndicate Circle, Manipal - 576 104, Karnataka
<b>Tel. No.:</b>	91-820-2714400
<b>Country :</b>	India
<b>Financials (as on) :</b>	31.03.2017
<b>Date of Incorporation :</b>	13.01.1997
<b>Com. Reg. No.:</b>	08-021633
<b>Capital Investment / Paid-up Capital :</b>	INR 0.500 Million
<b>CIN No.:</b> [Company Identification No.]	U79300KA1997PTC021633
<b>IEC No.:</b>	Not Divulged
<b>GSTIN:</b>	Not Divulged
<b>TAN No.:</b> [Tax Deduction & Collection Account No.]	Not Available
<b>PAN No.:</b> [Permanent Account No.]	AADCA4242L

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**AD-SYNDICATE SERVICES PRIVATE LIMITED - 484466 08-JAN-2018.HTM PAGE NO. : 2**

<b>Legal Form :</b>	Private Limited Liability Company
<b>Line of Business :</b>	The main business of the company is advertising agency (both print, digital and outdoor) and managing mainly corporate events. The company also trade in printed materials. (Registered Activity and also Confirmed by Management)
<b>No. of Employees :</b>	150 (Approximately)

**RATING & COMMENTS**

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

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

<b>Status :</b>	Good
<b>Payment Behaviour :</b>	Slow but correct
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>Subject was incorporated in the year 1997. It is an advertising agency.</p> <p>For the financial year 2017, the company has reported dip in its revenue by 31.98% as compared to the previous year but has managed to maintain an average profit margin of 4.00%.</p> <p>The sound financial risk profile of the company is marked by adequate net worth base along with negligible debt balance sheet profile.</p> <p>Rating takes into consideration the subject's healthy earnings per share of INR 427 against the face value of INR 10.</p> <p>Payments are reported, the company can be considered for business dealings at usual trade terms and conditions.</p>

**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 (30.06.2017)	Current Rating (30.09.2017)
India	A1	A1

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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 08.01.2018

**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 (GENERAL DETAILS)**

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**AD-SYNDICATE SERVICES PRIVATE LIMITED - 484466 08-JAN-2018.HTM PAGE NO. : 4**

<b>Name :</b>	Ms. Shakuntala
<b>Designation :</b>	Operational Head
<b>Contact No.:</b>	91-820-2714400
<b>Date :</b>	05.01.2018

**LOCATIONS**

<b>Registered Office :</b>	3rd Floor, Sairam Central Mall, Ananthnagar, 1st Stage, Syndicate Circle, Manipal - 576 104, Karnataka, India
<b>Tel. No.:</b>	91-820-2714400
<b>Fax No.:</b>	Not available
<b>E-Mail :</b>	<a href="mailto:info@adsyndicate.in">info@adsyndicate.in</a>
<b>Website :</b>	<a href="https://www.adsyndicate.in">https://www.adsyndicate.in</a>
<b>Corporate Office :</b>	805, 8th Floor, Dalamal Tower, Nariman Point, Mumbai – 400021, Maharashtra, India
<b>Tel. No.:</b>	91-22-22047378
<b>Branch 1</b>	Shop No. 18 & 19, 2nd Floor, Rajendra Complex, Khade Bazar, Belagavi - 590 001, Karnataka, India
<b>Fax No.:</b>	91-831-4264888
<b>Branch 2</b>	3rd Floor, Silver Jubilee Block, Unity Buildings, 3rd Cross, Mission Road, Bengaluru - 560 027, Karnataka, India
<b>Fax No.:</b>	91-80-22235150/51/52
<b>Branch 3</b>	Auras Corporate Centre, 98A, Dr. Radhakrishnan Salai, Chennai - 600 004, Tamilnadu, India
<b>Fax No.:</b>	91-44-28478608
<b>Branch 4</b>	1289, Ramakrishna Bagh, Trichy Road, Coimbatore – 641 018, Tamilnadu, India
<b>Fax No.:</b>	91-422-2215301/02
<b>Branch 5</b>	No.306, 3rd Floor, Ambrosia Corporate Park, Patto, Panaji - 403 001, Goa, India
<b>Fax No.:</b>	91-832-2438091
<b>Branch 6</b>	1st Floor, 39/5603 C, Thoundayil Road, Cross 4, Panampilly Nagar, Kochi - 682 036, Kerala, India
<b>Branch 7</b>	Room No: G, 4th Floor, No: 1, Lau Shun Sarani, Formerly P15, India Exchange Place Extension, Landmark: Near poddar Court, Kolkata - 700 073, West Bengal, India
<b>Fax No.:</b>	91-33-40015127
<b>Branch 8</b>	3rd Floor, Manasa Tower, M G Road, Kodialbail, Mangaluru - 575 003,

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	Karnataka, India
<b>Fax No.:</b>	91-824-4279457
<b>Branch 9</b>	507, 5th Floor, B Wing, Naman Midtown, Senapati Bapat Marg, Elphinstone Road, Mumbai – 400 013, Maharashtra, India
<b>Fax No.:</b>	91-22-24316375
<b>Branch 10</b>	614, Neelkanth Corporate Park, Vidhyavihar (West), Mumbai - 400 086, Maharashtra, India
<b>Fax No.:</b>	91-22-25020659
<b>Branch 11</b>	246, DLF Tower, Shivaji Marg, Moti Nagar, New Delhi - 110 015, India
<b>Fax No.:</b>	91-11-43596056
<b>Branch 12</b>	Office No. 704, 7th Floor, Soharab Hall, Plot No. 134 A, 138 and 139, Sangamwadi, TPS Road, Sasoon Road, Ghorpadi, Pune - 411 001, Maharashtra, India
<b>Fax No.:</b>	91-20-26058003

**DIRECTORS**

As on 31.03.2017

<b>Name :</b>	Mr. Krishnaraj Rao		
<b>Designation :</b>	Director		
<b>Address :</b>	Door No.1-4-3, Gundibail, Near Bus Stop, Udupi-576102, Karnataka, India		
<b>Date of Appointment :</b>	13.01.1997		
<b>DIN No:</b>	02677442		
<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U45201KA1961PLC001430	MANIPAL INDUSTRIES LIMITED	29/09/2011	-
<b>Name :</b>	Mr. Prabhakar Sastana Pai		
<b>Designation :</b>	Director		
<b>Address :</b>	Bharadwaja, Moodukeri Road, Kachur Village, Barkur Post, Udupi Dist-576210, Karnataka, India		
<b>Date of Appointment :</b>	15.09.2014		
<b>DIN No:</b>	02966362		
<b>Other Directorship:</b>			
<b>CIN/FCRN</b>	<b>Company Name</b>	<b>Begin Date</b>	<b>End Date</b>
U66010KA2001PLC029877	MANIPAL INSURANCE SERVICES LIMITED	27/09/2016	-

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U72200KA2010PTC054609	TECHEPSILON SOFTWARE PRIVATE LIMITED	29/07/2010	-
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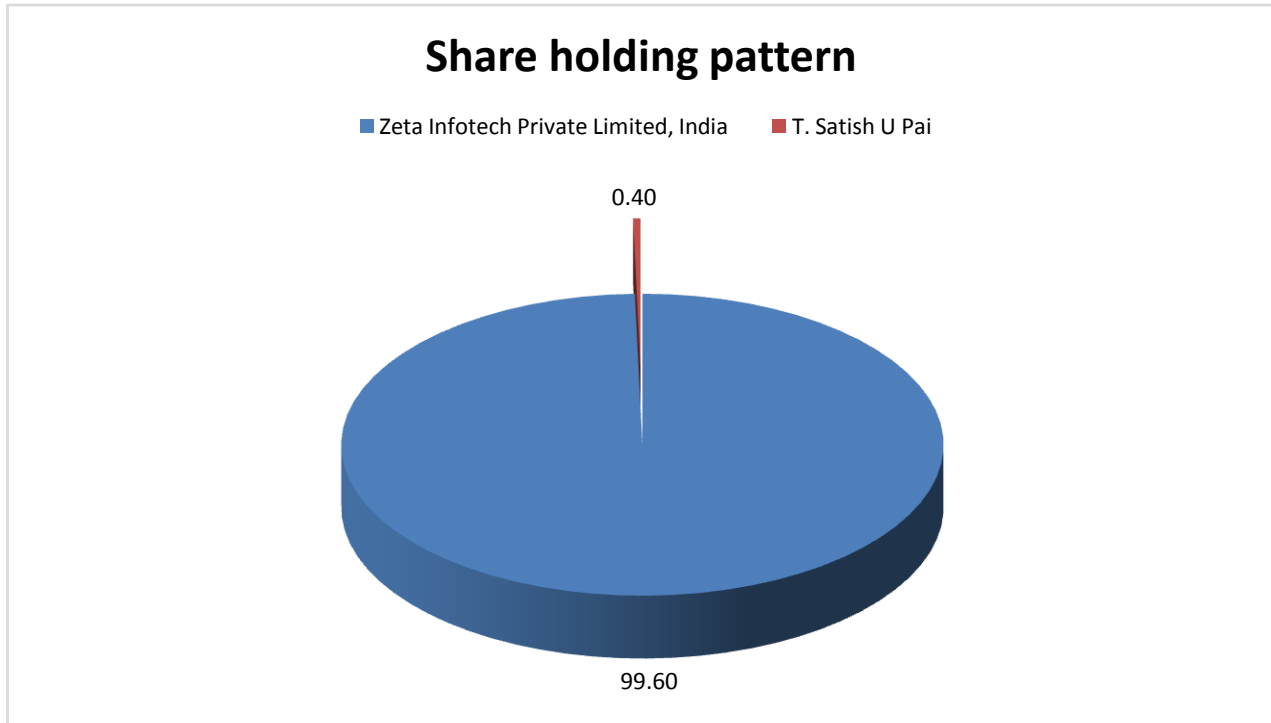
**KEY EXECUTIVES**

<b>Name :</b>	Mr. Shrinivas Devadiga
<b>Designation :</b>	Company Secretary
<b>Address :</b>	No.105, Munireddy Building, Gear International School Road, Karmelaram Post, Doddakannelli, Near Sarjapur Road Wipro, Bangalore – 560035, Karnataka, India
<b>Mob. No:</b>	91-9611765369/ 9844041800
<b>Email:</b>	<a href="mailto:sanhruptics@gmail.com">sanhruptics@gmail.com</a>
<b>Name :</b>	Ms. Shakuntala
<b>Designation :</b>	Operational Head

**MAJOR SHAREHOLDERS**

As on 31.03.2017

Names of Shareholders	No. of Shares	% of Holding
Zeta Infotech Private Limited, India	49800	99.60
T. Satish U Pai	200	0.40
<b>Total</b>	<b>50000</b>	<b>100.00</b>



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

As on: 30.09.2017

Category	Percentage
Promoters (Individual/Hindu Undivided Family – Indian)	0.40
Promoters (Body corporate)	99.60
<b>Total</b>	<b>100.00</b>

**BUSINESS DETAILS**

<b>Line of Business :</b>	The main business of the company is advertising agency (both print, digital and outdoor) and managing mainly corporate events. The company also trade in printed materials. (Registered Activity and also Confirmed by Management)
<b>Brand Names :</b>	Not Available
<b>Agencies Held :</b>	Not Available
<b>Exports :</b>	Not Divulged
<b>Imports :</b>	Not Divulged

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<b>Terms :</b>	
<b>Selling :</b>	Advance Payment, Cheque and RTGS
<b>Purchasing :</b>	Advance Payment, Cheque and RTGS

**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>	Banking and Private Sector	
	<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>	150 (Approximately)	
<b>Bankers :</b>	<b>Banker Name :</b>	State Bank of India
	<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 :</b>	--
	<b>Credit Facilities Enjoyed (CC/OD/Term Loan) :</b>	--
	<b>Account Operation :</b>	--
	<b>Remark :</b>	--

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**AD-SYNDICATE SERVICES PRIVATE LIMITED - 484466 08-JAN-2018.HTM PAGE NO. : 9**

	<ul style="list-style-type: none"> <li>• Corporation Bank, Manipal Branch, Tiger Circle, Manipal-576104, Karnataka, India</li> <li>• Indian Overseas Bank, Udupi Branch, Car Street, Udupi-576101, Karnataka, India</li> <li>• Oriental Bank of Commerce, Vinita Manorbrahmagiri Circle, Udupik-576101i, Karnataka, India</li> </ul>																														
<b>Facilities :</b>	<table border="1"> <thead> <tr> <th><b>Secured Loan</b></th> <th><b>31.03.2017 (INR in Million)</b></th> <th><b>31.03.2016 (INR in Million)</b></th> </tr> </thead> <tbody> <tr> <td><b>Long-term Borrowings</b></td> <td></td> <td></td> </tr> <tr> <td><b>Provision for employee benefits</b></td> <td></td> <td></td> </tr> <tr> <td>Net liability in Gratuity fund trust</td> <td>0.778</td> <td>1.242</td> </tr> <tr> <td>Provision for leave salary</td> <td>0.845</td> <td>0.736</td> </tr> <tr> <td><b>Short-term borrowings</b></td> <td></td> <td></td> </tr> <tr> <td><b>Working capital borrowings from Banks</b></td> <td></td> <td></td> </tr> <tr> <td>Working Capital Loan I</td> <td>63.086</td> <td>94.751</td> </tr> <tr> <td>Working Capital Loan II</td> <td>0.000</td> <td>105.403</td> </tr> <tr> <td style="text-align: right;"><b>Total</b></td> <td><b>64.709</b></td> <td><b>202.132</b></td> </tr> </tbody> </table> <p><b>Note:</b></p> <ul style="list-style-type: none"> <li>• Working Capital loan I is against the hypothecation of Book debts and also counter guaranteed by holding company. The loan carries interest of base rate+0.60%. i.e. 10.15% as on 31<sup>st</sup> march 2017. The working capital limit sanctioned is INR 250.000 million</li> <li>• Working capital loan II is against the pledge of fixed deposits with Banks</li> </ul>	<b>Secured Loan</b>	<b>31.03.2017 (INR in Million)</b>	<b>31.03.2016 (INR in Million)</b>	<b>Long-term Borrowings</b>			<b>Provision for employee benefits</b>			Net liability in Gratuity fund trust	0.778	1.242	Provision for leave salary	0.845	0.736	<b>Short-term borrowings</b>			<b>Working capital borrowings from Banks</b>			Working Capital Loan I	63.086	94.751	Working Capital Loan II	0.000	105.403	<b>Total</b>	<b>64.709</b>	<b>202.132</b>
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<b>Auditors :</b>	
<b>Name :</b>	Pai Nayak and Associates Chartered Accountants
<b>Address :</b>	3rd Floor, Raaj Towers, Near City Stand, Udupi – 576101, Karnataka, India
<b>Income-tax PAN of auditor or auditor's firm :</b>	AAEFP5516E
<b>Memberships :</b>	Not Available
<b>Collaborators :</b>	Not Available
<b>Holding Company:</b>	Zeta Infotech Private Limited (U64202KA1997PTC022991)
<b>Other Related Parties:</b>	MPG Holding Private Limited

**CAPITAL STRUCTURE**

As on: 30.09.2017

**Authorised Capital :**

No. of Shares	Type	Value	Amount
100000	Equity Shares	INR 10/- each	INR 1.000 Million

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

No. of Shares	Type	Value	Amount
50000	Equity Shares	INR 10/- each	INR 0.500 Million

**FINANCIAL DATA**  
*[all figures are 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	0.500	0.500	0.500
(b) Reserves & Surplus	123.231	104.854	86.711
(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>123.731</b>	<b>105.354</b>	<b>87.211</b>
(3) Non-Current Liabilities			
(a) long-term borrowings	1.623	1.978	0.680
(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	0.000	0.000	0.000
<b>Total Non-current Liabilities (3)</b>	<b>1.623</b>	<b>1.978</b>	<b>0.680</b>
(4) Current Liabilities			
(a) Short term borrowings	63.086	200.154	121.156
(b) Trade payables	49.622	62.740	84.009
(c) Other current liabilities	10.806	5.744	9.564
(d) Short-term provisions	0.000	0.000	0.000
<b>Total Current Liabilities (4)</b>	<b>123.514</b>	<b>268.638</b>	<b>214.729</b>
<b>TOTAL</b>	<b>248.868</b>	<b>375.970</b>	<b>302.620</b>
<b>II. ASSETS</b>			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	9.851	8.424	6.585
(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	0.611	0.611	0.611
(c) Deferred tax assets (net)	1.492	1.438	1.335
(d) Long-term Loan and Advances	7.827	17.017	27.132
(e) Other Non-current assets	0.000	0.000	0.012
<b>Total Non-Current Assets</b>	<b>19.781</b>	<b>27.490</b>	<b>35.675</b>
(2) Current assets			

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(a) Current investments	0.000	0.000	0.000
(b) Inventories	0.000	0.197	0.297
(c) Trade receivables	84.356	173.095	110.483
(d) Cash and cash equivalents	138.255	169.456	149.050
(e) Short-term loans and advances	6.135	4.864	6.237
(f) Other current assets	0.341	0.868	0.878
<b>Total Current Assets</b>	<b>229.087</b>	<b>348.480</b>	<b>266.945</b>
<b>TOTAL</b>	<b>248.868</b>	<b>375.970</b>	<b>302.620</b>

**PROFIT & LOSS ACCOUNT**

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	<b>SALES</b>			
	Income	534.688	786.020	716.156
	Other Income	11.125	14.501	13.754
	<b>TOTAL</b>	<b>545.813</b>	<b>800.521</b>	<b>729.910</b>
<b>Less</b>	<b>EXPENSES</b>			
	Purchases of Stock-in-Trade	35.931	32.022	30.205
	Changes in inventories of finished goods, work-in-progress and Stock-in-Trade	0.197	0.100	0.008
	Employees benefits expense	81.110	66.592	58.830
	Exceptiona Items	0.018	-0.048	1.659
	Other expenses	386.209	653.807	603.020
	<b>TOTAL</b>	<b>503.465</b>	<b>752.473</b>	<b>693.722</b>
	<b>PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>	<b>42.348</b>	<b>48.048</b>	<b>36.188</b>
<b>Less</b>	<b>FINANCIAL EXPENSES</b>	<b>8.160</b>	<b>13.596</b>	<b>12.618</b>
	<b>PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>	<b>34.188</b>	<b>34.452</b>	<b>23.570</b>
<b>Less/ Add</b>	<b>DEPRECIATION/ AMORTISATION</b>	<b>2.374</b>	<b>2.147</b>	<b>3.556</b>
	<b>PROFIT/ (LOSS) BEFORE TAX</b>	<b>31.814</b>	<b>32.305</b>	<b>20.014</b>
<b>Less</b>	<b>TAX</b>	<b>10.428</b>	<b>11.152</b>	<b>6.517</b>
	<b>PROFIT/ (LOSS) AFTER TAX</b>	<b>21.386</b>	<b>21.153</b>	<b>13.497</b>
	<b>Earnings / (Loss) Per Share (INR)</b>	<b>427.72</b>	<b>423.05</b>	<b>269.94</b>

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**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	NA	NA	NA
Net cash flows from (used in) operations	NA	NA	NA
Net cash flows from (used in) operating activity	109.877	(50.988)	15.184

**KEY RATIOS**

**EFFICIENCY RATIOS**

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	57.58	80.38	56.31
Account Receivables Turnover (Income / Sundry Debtors)	6.34	4.54	6.48
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	504.08	715.14	1015.17
Inventory Turnover (Operating Income / Inventories)	0.00	243.90	121.85
Asset Turnover (Operating Income / Net Fixed Assets)	4.30	5.70	5.50

**LEVERAGE RATIOS**

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.50	0.72	0.71
Debt Equity Ratio (Total Liability / Networth)	0.52	1.92	1.40
Current Liabilities to Networth (Current Liabilities / Net Worth)	1.00	2.55	2.46
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.08	0.08	0.08
Interest Coverage Ratio	5.19	3.53	2.87

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(PBIT / Financial Charges)			
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**PROFITABILITY RATIOS**

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin ((PAT / Sales) * 100)	%	4.00	2.69	1.88
Return on Total Assets ((PAT / Total Assets) * 100)	%	8.59	5.63	4.46
Return on Investment (ROI) ((PAT / Networth) * 100)	%	17.28	20.08	15.48

**SOLVENCY RATIOS**

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)	1.85	1.30	1.24
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)	1.85	1.30	1.24
G-Score Ratio Financial (Networth / Total Assets)	0.50	0.28	0.29
G-Score Ratio Debt (Debts / Equity Capital)	129.42	404.26	243.67
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)	1.85	1.30	1.24

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

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

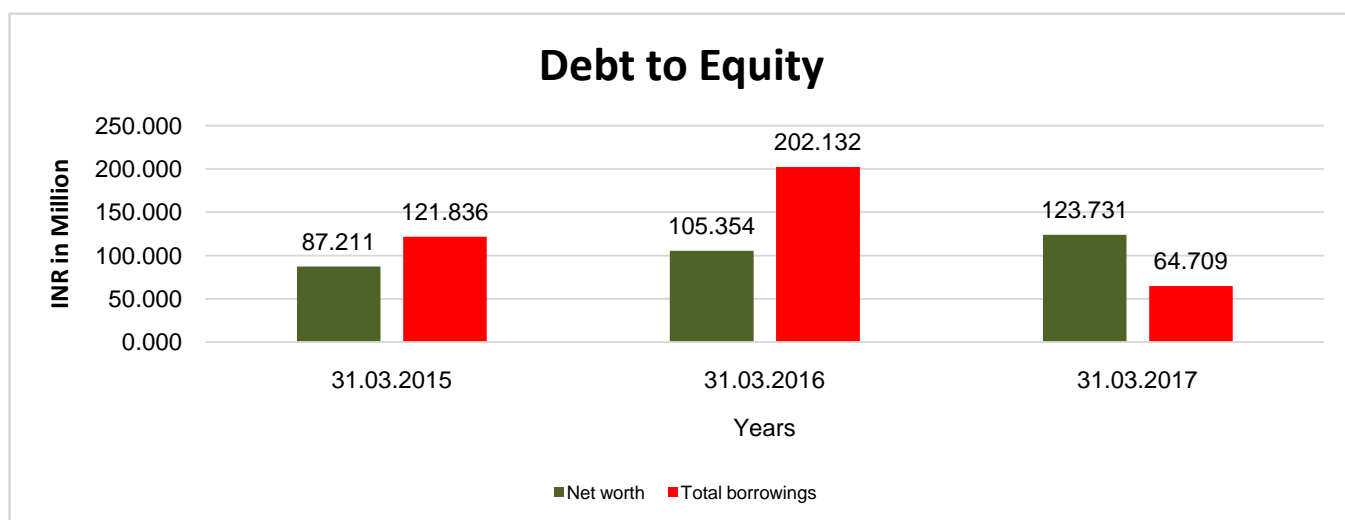
**DEBT EQUITY RATIO**

Particular	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Share Capital	0.500	0.500	0.500
Reserves & Surplus	86.711	104.854	123.231
<b>Net worth</b>	<b>87.211</b>	<b>105.354</b>	<b>123.731</b>

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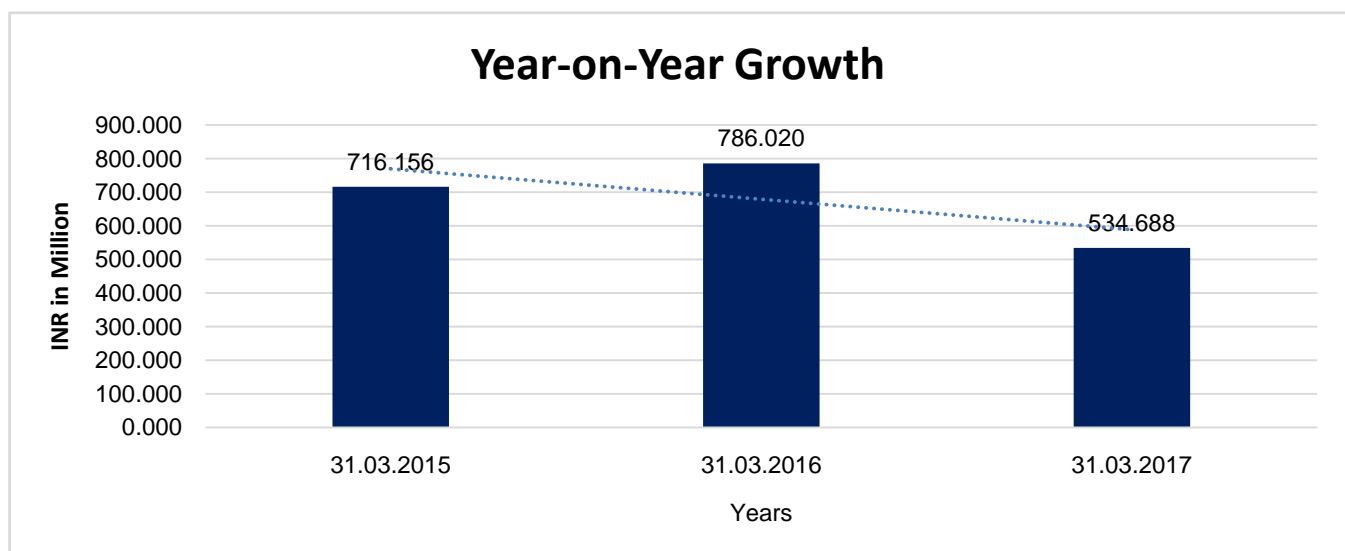
**AD-SYNDICATE SERVICES PRIVATE LIMITED - 484466 08-JAN-2018.HTM PAGE NO. : 15**

long-term borrowings	0.680	1.978	1.623
Short term borrowings	121.156	200.154	63.086
<b>Total borrowings</b>	<b>121.836</b>	<b>202.132</b>	<b>64.709</b>
<b>Debt/Equity ratio</b>	<b>1.397</b>	<b>1.919</b>	<b>0.523</b>



**YEAR-ON-YEAR GROWTH**

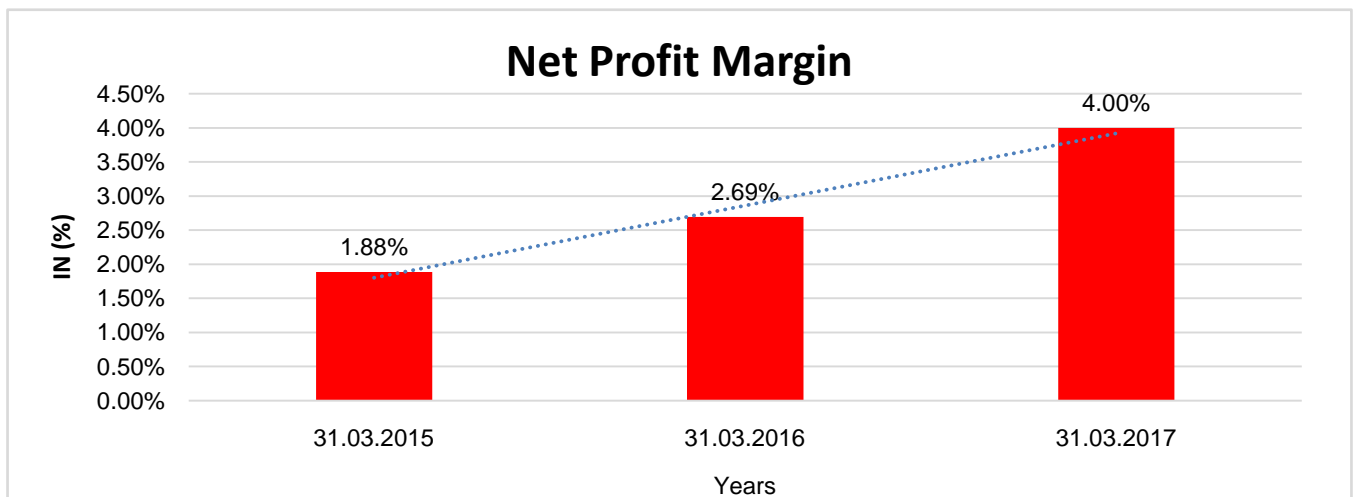
Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	716.156	786.020	534.688
		<b>9.755</b>	<b>(31.975)</b>



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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	716.156	786.020	534.688
Profit	13.497	21.153	21.386
	<b>1.88%</b>	<b>2.69%</b>	<b>4.00%</b>



**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	No
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	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 three years	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	Yes
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

**REVIEW OF BUSINESS OPERATIONS**

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During the period the company has made a profit of INR 31.814 million before making provision for income tax amounting to INR 10.428 million for the current year, thus a net credit balance of INR 21.386 million has been transferred to reserve and surplus account for the current period and thus an amount of INR Nil has been carried over.

**CORPORATION INFORMATION:**

Subject the Company is a Private Limited Company registered in the state of Karnataka having its registered office at Manipal. The main business of the company is advertising agency (both print, digital and outdoor) and managing mainly corporate events. The company also trade in printed materials.

**INDEX OF CHARGES**

SN o	SRN	Charge Id	Charge Holder Name	Date of Creation	Date of Modification	Date of Satisfaction	Amount	Address
1	G06482111	100035605	CORPORATION BANK	10/06/2016	-	-	25000000.0	Manipal Branch, Tiger Circle, Manipal-576104, Karnataka, India
2	G07936347	10269615	INDIAN OVERSEAS BANK	07/01/2011	10/01/2012	01/07/2016	10000000.0	Udupi Branch, Car Street, Udupi-576101, Karnataka, India
3	B85195410	10099166	CORPORATION BANK	08/04/2008	06/02/2010	03/09/2013	12500000.0	Manipal Branchward 1manipal-576119, Karnataka, India
4	B08693913	10238268	ORIENTAL BANK OF COMMERCE	09/08/2010	-	23/02/2011	30000000.0	Vinita Manorbrahma giri Circle, Udupik-576101i, Karnataka, India

**FIXED ASSETS**

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**MIRA INFORM PRIVATE LIMITED**

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](mailto:mira@mirainform.com)  
[info@mirainform.com](mailto:info@mirainform.com)

Website : <http://www.mirainform.com>

<http://www.miraglobalcheck.com>

<http://www.miraglobalcollections.com>

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- Furniture and Fixture
- Computer
- Vehicle
- Office Equipment

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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 63.38
UK Pound	1	INR 86.02
Euro	1	INR 76.50

**INFORMATION DETAILS**

<b>Information Gathered by :</b>	PJA
<b>Analysis Done by :</b>	PYK
<b>Report Prepared by :</b>	MTN

**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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**MIRA INFORM PRIVATE LIMITED**  
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>  
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