

MIRA INFORM REPORT

Report No. :	516079
Report Date :	29.06.2018

IDENTIFICATION DETAILS

Name :	AT@AT ENTERTAINMENT
Registered Office :	No.31/65, Second Floor, Sridevi Apartment, 1 st Main Road, CIT Nagar, Nandanam, Chennai – 600035, Tamilnadu
Mobile No.:	91-9962240608 (Mr. Karthikeyan Rajaraman)
Country :	India
Financials (as on) :	31.03.2018 (Turnover Figure) 31.03.2017 (Detailed Financial)
Year of Establishment :	December, 2013
Capital Investment / Paid-up Capital :	INR 6.575 Million (As on 31.03.2017)
IEC No.: [Import-Export Code No.]	Not Applicable (As informed by the management that firm does not have export and import)
PAN No.: [Permanent Account No.]	BCSPK2181F
GSTN : [Goods & Service Tax Registration No.]	33BCSPK2181F2ZK
Service Tax Registration No.:	BCSPK2181FSD002
Legal Form :	Sole Proprietary Concern
Line of Business :	Providing event management services and activation (Confirmed by management)
No. of Employees :	11 (Approximately)

RATING & COMMENTS

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

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

Maximum Credit Limit :	USD 18800
Status :	Satisfactory
Payment Behaviour :	Usually correct
Litigation :	Clear

NOTES :

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 (31.12.2017)	Current Rating (01.04.2018)
India	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

EXTERNAL AGENCY RATING

Rating Agency Name	Not Available
Rating	Not Available
Rating Explanation	Not Available
Date	Not Available

RBI DEFAULTERS' LIST STATUS

Subject's name is not enlisted as a defaulter in the publicly available RBI Defaulters' list.

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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 29.06.2018

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

Name :	Mr. Karthikeyan Rajaraman
Designation :	Proprietor
Contact No.:	91-9962240608
Date :	28.06.2018

LOCATIONS

Registered Office :	No.31/65, Second Floor, Sridevi Apartment, 1 st Main Road, CIT Nagar, Nandanam, Chennai – 600035, Tamilnadu, India
Tel. No.:	Not Available
Mobile No.:	91-9543193687 (Mr. Suvransu Kumar Mohanty) 91-9962240608 (Mr. Karthikeyan Rajaraman)
Fax No.:	Not Available
E-Mail :	karthikeyan@atatertainment.com suvransu@atatertainment.com
Website :	www.atatertainment.com
Area :	1250 sq.ft.
Location :	Rented
Locality :	Residential cum Commercial

SOLE PROPRIETOR

Name :	Mr. Karthikeyan Rajaraman
Designation :	Proprietor
Date of Birth/Age :	09.04.1989
PAN No.:	BCSPK2181F

KEY EXECUTIVE

Name :	Mr. Suvransu Kumar Mohanty
Designation :	Key Operational Manager/ Alternate Key Operational Manager
Mobile No.:	91-9543193687
Name :	Muthukumaran K
Designation :	Finance Department
Mobile No.:	91-9043910440

BUSINESS DETAILS

Line of Business :	Providing event management services and activation (Confirmed by management)
Products/ Services :	Event Management Services and Activation
Brand Names :	Not Available
Agencies Held :	Not Available
Exports :	Not Available
Imports :	Not Available
Terms :	
Selling :	Cheque and Credit (30/60 Days)
Purchasing :	Cheque and Credit (30/60 Days)

GENERAL INFORMATION

Suppliers :	Since subject is service provider supplier details not available	
	Reference :	Not Available
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--

Customers :	End Users		
	Reference 1 :	Craftsman Solution Private Limited	
	Name of the Person :	Mr. Bipin Sharma (Director)	
	Contact No.:	91-9891350202	
	Since How Long Known :	3 to 4 Years	
	Maximum Limit Dealt :	--	
	Experience :	Service	Overall
		Good	Good
	Remark:	Gave positive response about subject, they are satisfied with their services.	
	Reference 2 :		Wizcraft International Entertainment Private Limited
Name of the Person :	Mr. Ashish Sharma (Senior Manager)		
Contact No.:	91-9811309341		
Email :	ashish.sharma@wizcraftworld.com		
Since How Long Known :	5 Years		
Maximum Limit Dealt :	--		
Experience :	Service	Overall	
	Good	Good	
Remark:	Gave positive response about subject, they are satisfied with their services.		
Reference 3:		Brandwidth Entertainment Private Limited	
Name of the Person :	Mr. Deepak Pahwa (Director)		
Contact No.:	91-9899222215		
Email :	deepak@brandwidthevents.com		
Since How Long Known :	5 Years		
Maximum Limit Dealt :	--		
Experience :	Service	Overall	
	Good	Good	
Remark:	Gave positive response about subject, they are satisfied with their services.		
No. of Employees :	11 (Approximately)		
Bankers :	Banker Name :	Axis Bank Limited	
	Branch :	No.18, M.G. Road, Shastri Nagar, Adyar, Chennai-600041, Tamilnadu, India	
	Person Name (With Designation) :	Mr. Bala (Relationship Manager)	
	Contact Number :	91-7550045503	
	Name of Account Holder :	AT@AT Entertainment	
	Account Number :	914020056434547	

	SWIFT No.:	AXISINBB3082
	MICR Code :	600211006
	NEFT IFSC Code :	UTIB0000082
	RTGS IFSC Code :	UTIB0000082
	Account Since (Date/Year of Account Opening) :	2014
	Average Balance Maintained :	--
	Credit Facilities Enjoyed (CC/OD/Term Loan) :	Current Account
	Account Operation :	Satisfactory
	Remark :	Gave positive response about subject, they satisfied with their transaction.

Auditors :	
Name :	R. Sundar Chartered Accountant
Address :	3/1, II Floor, 4 th Street, Vankateshwara Nagar, Adyar, Chennai - 600020, Tamilnadu, India
Collaborators :	Not Available
Membership :	Not Available
Related Party (As Confirmed by management):	Production Point, Chennai Area: 8000 sq.ft.

CAPITAL STRUCTURE

AS ON 31.03.2017

Capital Investment :	
Owned :	INR 6.575 million
Borrowed :	--
Total :	INR 6.575 million

FINANCIAL DATA
[all figures are INR Million]

Particulars			31.03.2018
Income			35.000

Expected Income (2018-2019): INR 45.000 Million

The above information has been parted by Mr. Karthikeyan Rajaraman (Proprietor)

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

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2017	31.03.2016
EQUITY AND LIABILITIES		
1] Proprietors Capital	6.575	4.823
2] Share Application Money	0.000	0.000
3] Reserves & Surplus	0.000	0.000
4] (Accumulated Losses)	0.000	0.000
NETWORTH	6.575	4.823
LOAN FUNDS		
1] Secured Loans		
2] Unsecured Loans		
TOTAL BORROWING	0.691	0.775
DEFERRED TAX LIABILITIES	0.000	0.000
TOTAL	7.266	5.598
APPLICATION OF FUNDS		
FIXED ASSETS [Net Block]	1.206	1.308
Capital work-in-progress	0.000	0.000
INVESTMENT	0.000	0.000
DEFERREX TAX ASSETS	0.000	0.000
CURRENT ASSETS, LOANS & ADVANCES		
Inventories	0.000	0.000
Sundry Debtors	15.568	2.931
Cash & Bank Balances	1.949	5.114
Other Current Assets	0.000	0.000
Loans & Advances	1.068	0.884
Total Current Assets	18.585	8.929
Less : CURRENT LIABILITIES & PROVISIONS		
Sundry Creditors	7.560	1.656
Other Current Liabilities	4.805	2.959
Provisions	0.160	0.024
Total Current Liabilities	12.525	4.639
Net Current Assets	6.060	4.290
MISCELLANEOUS EXPENSES	0.000	0.000
TOTAL	7.266	5.598

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PROFIT & LOSS ACCOUNT

PARTICULARS		31.03.2017	31.03.2016
SALES			
	Event Income	49.251	34.486
	Other Income	0.024	0.006
	TOTAL	49.275	34.492
Less	EXPENSES		
	Event Direct Expenses	36.109	24.806
	Employees Expense	3.177	2.532
	Administrative Expenses	6.172	3.667
	TOTAL	45.458	31.005
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	3.817	3.487
Less	FINANCIAL EXPENSES	0.080	0.031
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	3.737	3.456
Less/ Add	DEPRECIATION/ AMORTISATION	0.228	0.142
	NET PROFIT/ (LOSS)	3.509	3.314

ADVERTISING PROMOTIONAL EXPENSES

Years	INR in Million
2016-2017	NA
2015-2016	NA
2014-2015	NA

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016

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Average Collection Days (Sundry Debtors / Income * 365 Days)		115.37	31.02
Account Receivables Turnover (Income / Sundry Debtors)		3.16	11.77
Inventory Turnover (Operating Income / Inventories)		0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)		3.17	2.67

LEVERAGE RATIOS

PARTICULARS		31.03.2017	31.03.2016
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)		0.67	0.53
Debt Equity Ratio (Total Liability / Networth)		0.11	0.16
Current Liabilities to Networth (Current Liabilities / Net Worth)		1.90	0.96
Fixed Assets to Networth (Net Fixed Assets / Networth)		0.18	0.27
Interest Coverage Ratio (PBIT / Financial Charges)		47.71	112.48

PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016
Net Profit Margin ((PAT / Sales) * 100)	%	7.12	9.61
Return on Total Assets ((PAT / Total Assets) * 100)	%	17.73	32.37
Return on Investment (ROI) ((PAT / Networth) * 100)	%	53.37	68.71

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SOLVENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016
Current Ratio (Current Assets / Current Liabilities)	1.48	1.92
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)	1.48	1.92
G-Score Ratio Financial (Networth / Total Assets)	0.33	0.47
G-Score Ratio Debt (Debts / Equity Capital)	0.11	0.16
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)	1.48	1.92

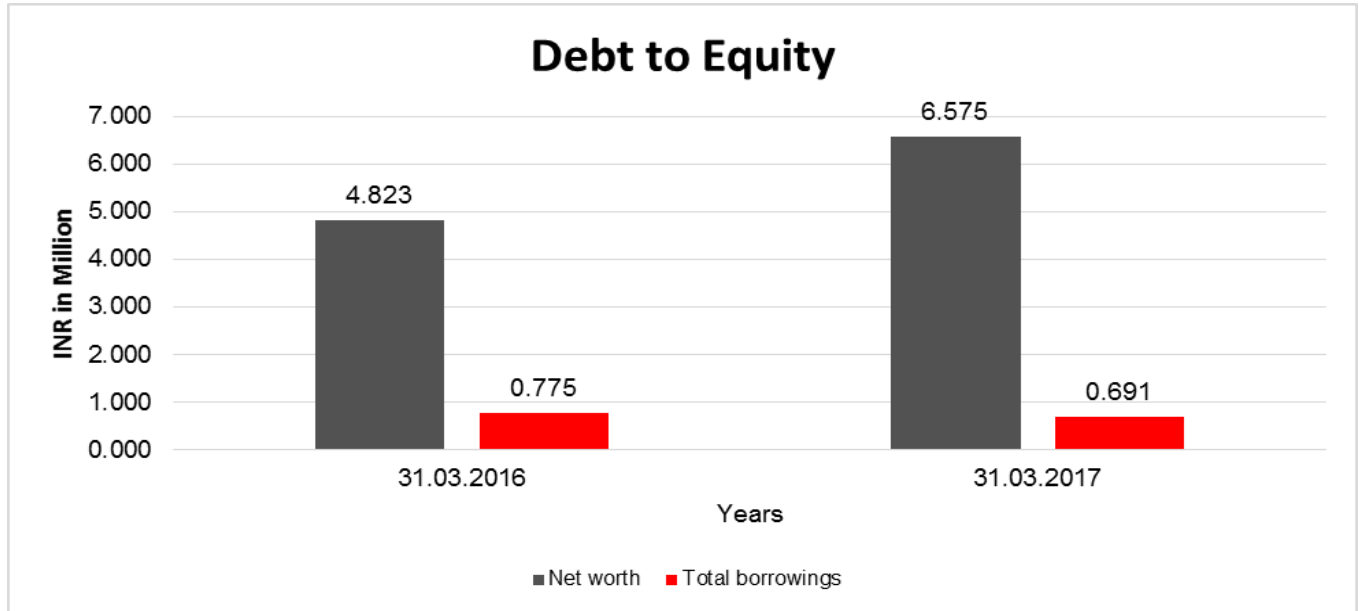
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

FINANCIAL ANALYSIS
[all figures are INR Million]

DEBT EQUITY RATIO

Particular	31.03.2016	31.03.2017
	INR In Million	INR In Million
Proprietors Capital	4.823	6.575
Reserves & Surplus	0.000	0.000
Net worth	4.823	6.575
Secured Loans	0.775	0.691
Unsecured Loans		
Total borrowings	0.775	0.691
Debt/Equity ratio	0.161	0.105

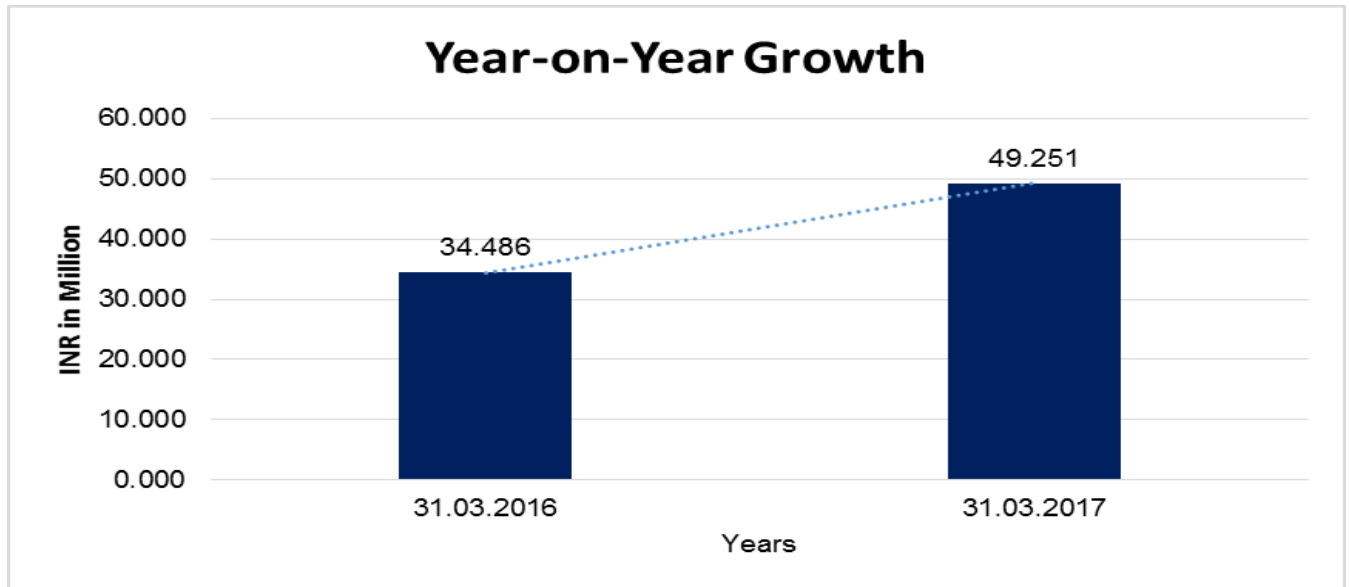
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YEAR-ON-YEAR GROWTH

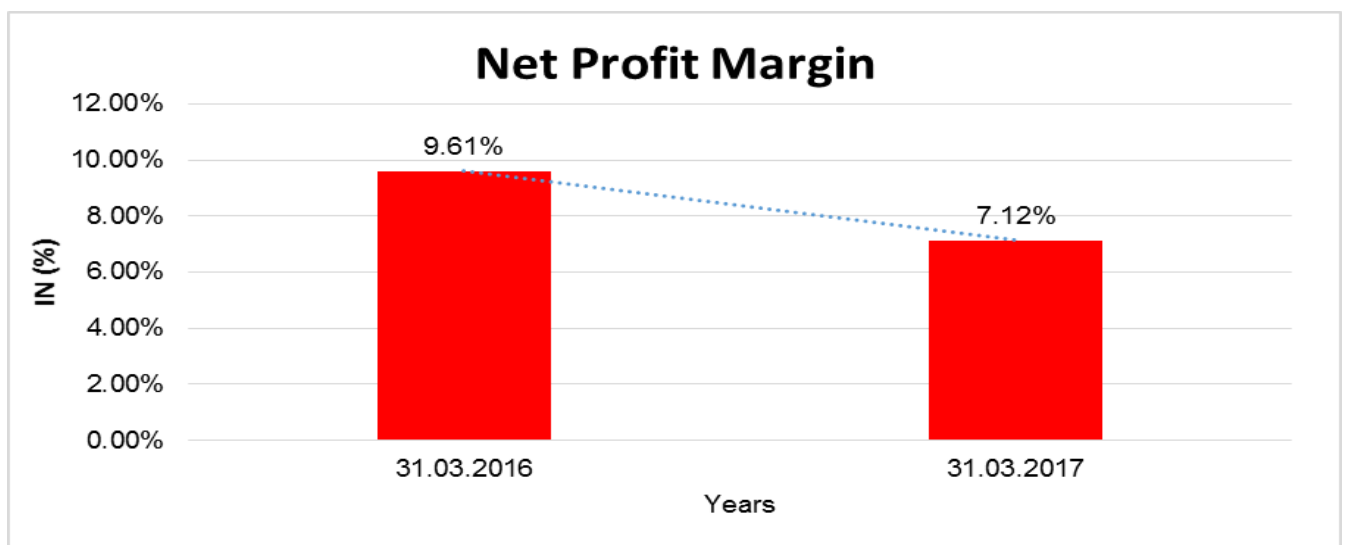
Year on Year Growth	31.03.2016	31.03.2017
	INR In Million	INR In Million
Event Income	34.486	49.251
		42.814

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NET PROFIT MARGIN

Net Profit Margin	31.03.2016	31.03.2017
	INR In Million	INR In Million
Event Income	34.486	49.251
Profit	3.314	3.509
	9.61%	7.12%



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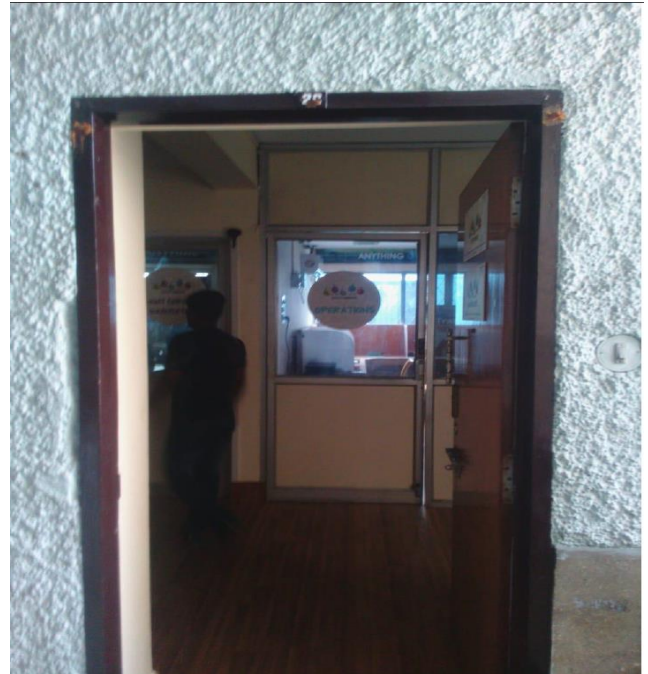
LOCAL AGENCY FURTHER INFORMATION

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	No
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)	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	--
23	Financials, if provided	Yes
24	Capital in the business	Yes
25	Last accounts filed at ROC, if applicable	No
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 two years	Yes
30	Major shareholders, if available	No
31	External Agency Rating, if available	No
32	Litigations that the firm/promoter involved in	--
33	Market information	--
34	Payments terms	Yes
35	Negative Reporting by Auditors in the Annual Report	No

OBSERVATION POINTS

Name of Company :	AT@AT ENTERTAINMENT
Address :	No.31/65, Second Floor, Sridevi Apartment, 1 st Main Road, CIT Nagar, Nandanam, Chennai – 600035, Tamilnadu, India
Person to whom we met:	Mr. Shyam
Designation :	Company Designer
Name Board :	Sighted
Location:	Easy
Landmark (If Any):	Near Hyundai Showroom
Total Floors of the building:	Ground + 2 storey
Subject situated at :	2nd Floor
Locality:	Residential cum Commercial
Area of Premises :	1,250 SQ FT
Area :	Upmarket
No. of Employees seen at Premises :	11
Visibility of Items:	<ul style="list-style-type: none"> • Telephone • Fax Machine • Computers • Air Conditioner • Office Equipment
Neighbour Interview :	<p>Name of Company : Bharath Impex System Contact Person Name : Ms. Bhagya</p> <p>Name of Company : Vizza Insurance Broking Contact Person Name : Mr. Kalingam Neighbour Overview : Existence confirmed</p>
Proof of visit:	Photographs

PICTURES



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MIRA INFORM[®]

*3 decades
of excellence*

MIRA INFORM PRIVATE LIMITED

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

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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.

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 68.94
UK Pound	1	INR 90.21
Euro	1	INR 79.64

INFORMATION DETAILS

Information Gathered by :	SUV
Analysis Done by :	VIV
Report Prepared by :	JYTK

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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