

MIRA INFORM REPORT

Report No. :	517150
Report Date :	05.07.2018

IDENTIFICATION DETAILS

Name :	ADSCLUES MEDIA LLP
Registered Office :	D-70 Double Story, Near Old Sabzi Mandi, Malka Ganj, North Delhi – 110007
Mob. No.:	91-7838888242 [Mr. Rohit Thukral]
Country :	India
Financials (as on) :	Not Available
Date of Establishment:	29.09.2017
Total Obligation of Contribution:	INR 0.100 Million
LLPIN No.:	AAK-7289
IEC No.:	Not Available
[Import-Export Code No.]	
PAN No.:	ABJFA8088L
[Permanent Account No.]	
GSTN :	07ABJFA8088L1ZS
[Goods & Service Tax Registration No.]	
Legal Form :	Limited Liability Partnership
Line of Business :	Providing Internet Advertising Services. [Confirmed by management]
No. of Employees :	20 (Approximately)

RATING & COMMENTS

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

MIRA's Rating :	NB
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Credit Rating	Explanation	Rating Comments
NB	New Business	No recommendation can be done due to business in infancy stage

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Status :	New Business
Payment Behaviour :	Unknown
Litigation :	Clear
Comments :	<p>Subject is a limited liability partnership firm started in September 2017.</p> <p>It is engaged in the business of internet advertising services.</p> <p>Mr. Rohit Thukral (Designated Partner) has provided general information and also confirmed that firm has started its business activity from same month.</p> <p>He also stated that firm has achieved revenue for the FY 2017-18 as 7 million and expecting the revenue for the FY 2018-19 as 20 million. However financials could not be verified from any sources.</p> <p>Further, customer (Admitad Media Private Limited, SVG Media Private Limited, Adzorb Digital Pvt Ltd) of the firm has given positive feedback and they are satisfied with firm's services and overall performance.</p> <p>Banker (HDFC Bank) has also provided positive feedback and satisfied with firm's banking transactions.</p> <p>Payments are unknown.</p> <p>In view of infancy stage, it is advisable to deal with the firm on safe and secured trade terms and conditions.</p> <p>Note: Site visit was conducted at the operational address of the firm. Our executive has successfully traced the firm on the given address.</p> <p>At the premises our executive met to Mr. Rohit Thukral (Designated Partner) of the firm and he confirmed the existence at the given address.</p> <p>As per our executive observation, location of the firm is easy to find. Landmark was near Radha Krishna Mandir. It is a 4 storey building and firm is situated on 2nd floor. Locality appears to be residential. Area seems to be upmarket.</p> <p>Area of the premises was 700 approx. (SQ.FT) and 10 approx. employees were sighted into premises.</p> <p>Name board of the firm was sighted at the given address. Further, our executive enquired from neighbours i.e. Mr. Prem Lata Gupta and Mr. Deepak they also confirmed that firm exists on given address.</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 (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.

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 05.07.2018.

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]

Name :	Mr. Rohit Thukral
Designation :	Designated Partner
Contact No.:	91-7838888242
Date :	01.07.2018

LOCATIONS

Registered Office :	D-70 Double Story, Near Old Sabzi Mandi, Malka Ganj, North Delhi – 110007, India
Tel. No.:	Not Available
Mobile No.:	91-7838888242/ 8882246261 [Mr. Rohit Thukral] 91-9671223007 [Mr. Amit]
Fax No.:	Not Available
E-Mail :	thukral0125@gmail.com sales@adscluesmedia.com
Website :	http://www.adscluesmedia.com
Area :	900 sq. ft.
Location :	Owned
Locality :	Residential
Operational Office :	C-93, 2 nd Floor, Mahendra Enclave, New Delhi – 110033, India
Area :	700 sq. ft.
Location :	Rented
Locality :	Residential

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PARTNERS

Name :	Mr. Jatinder Ram Thukral
Designation :	Designated Partner
Address :	D-70 Double Story, Near Old Sabzi Mandi, Malka Ganj, North Delhi – 110007, India
Date of Birth :	27.01.1979
Date of Appointment :	29.09.2017
DPIN No.:	07927964
PAN No.:	ADFPT6827N
Name :	Mr. Rohit Ram Thukral
Designation :	Designated Partner
Address :	D-72 Block-D, Old Sabzi Mandi, Malka Ganj, North Delhi – 110007, India
Date of Birth :	24.04.1984
Date of Appointment :	29.09.2017
DPIN No.:	07928254
PAN No.:	ACKPT6039Q

KEY EXECUTIVE

Name :	Mr. Amit Sachdeva
Designation :	Senior Accountant

CONTRIBUTION DETAILS

Names of Person	INR In Million
Jatinder Ram Thukral	0.050
Rohit Ram Thukral	0.050
Total	0.100

BUSINESS DETAILS

Line of Business :	Providing Internet Advertising Services. [Confirmed by management]
Brand Names :	Not Divulged
Agencies Held :	Not Divulged
Exports :	Not Available

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Imports :	Not Available
Terms :	
Selling :	NEFT
Purchasing :	NEFT

GENERAL INFORMATION

Suppliers :	Not Available Note: Since subject is service provider, supplier details Not Available																																																																				
Customers :	Corporate <table border="1"> <tr> <td>Reference :</td> <td colspan="2">Admitad Media Private Limited</td> </tr> <tr> <td>Name of the Person :</td> <td colspan="2">Mr. Tamalkundu (Manager)</td> </tr> <tr> <td>Contact No.:</td> <td colspan="2">91-8130176376</td> </tr> <tr> <td>Since How Long Known :</td> <td colspan="2">1 Month</td> </tr> <tr> <td>Maximum Limit Dealt :</td> <td colspan="2">As per requirement</td> </tr> <tr> <td>Experience :</td> <td><table border="1"><tr><td>Service</td><td>Overall</td></tr><tr><td>Good</td><td>Good</td></tr></table></td> <td></td> </tr> <tr> <td>Remark:</td> <td colspan="2">Mr. Tamalkundu (Manager) is satisfied with subject company.</td> </tr> <tr> <td>Reference :</td> <td colspan="2">SVG Media Private Limited</td> </tr> <tr> <td>Name of the Person :</td> <td colspan="2">Mr. Sunny Kumar (Senior Finance Executive)</td> </tr> <tr> <td>Contact No.:</td> <td colspan="2">91-9871232167</td> </tr> <tr> <td>Since How Long Known :</td> <td colspan="2">11 Months</td> </tr> <tr> <td>Maximum Limit Dealt :</td> <td colspan="2">As per requirement</td> </tr> <tr> <td>Experience :</td> <td><table border="1"><tr><td>Service</td><td>Overall</td></tr><tr><td>Good</td><td>Good</td></tr></table></td> <td></td> </tr> <tr> <td>Remark:</td> <td colspan="2">Mr. Sunny Kumar Gave positive response about subject company.</td> </tr> <tr> <td>Reference :</td> <td colspan="2">Adsorb Digital Private Limited</td> </tr> <tr> <td>Name of the Person :</td> <td colspan="2">Mr. Sudhanshu Gupta (Campaign Manager)</td> </tr> <tr> <td>Contact No.:</td> <td colspan="2">91-9540002629</td> </tr> <tr> <td>Since How Long Known :</td> <td colspan="2">11 Months</td> </tr> <tr> <td>Maximum Limit Dealt :</td> <td colspan="2">INR 1.000 Million per month (Approx.)</td> </tr> <tr> <td>Experience :</td> <td colspan="2"></td> </tr> </table>	Reference :	Admitad Media Private Limited		Name of the Person :	Mr. Tamalkundu (Manager)		Contact No.:	91-8130176376		Since How Long Known :	1 Month		Maximum Limit Dealt :	As per requirement		Experience :	<table border="1"><tr><td>Service</td><td>Overall</td></tr><tr><td>Good</td><td>Good</td></tr></table>	Service	Overall	Good	Good		Remark:	Mr. Tamalkundu (Manager) is satisfied with subject company.		Reference :	SVG Media Private Limited		Name of the Person :	Mr. Sunny Kumar (Senior Finance Executive)		Contact No.:	91-9871232167		Since How Long Known :	11 Months		Maximum Limit Dealt :	As per requirement		Experience :	<table border="1"><tr><td>Service</td><td>Overall</td></tr><tr><td>Good</td><td>Good</td></tr></table>	Service	Overall	Good	Good		Remark:	Mr. Sunny Kumar Gave positive response about subject company.		Reference :	Adsorb Digital Private Limited		Name of the Person :	Mr. Sudhanshu Gupta (Campaign Manager)		Contact No.:	91-9540002629		Since How Long Known :	11 Months		Maximum Limit Dealt :	INR 1.000 Million per month (Approx.)		Experience :		
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		Service	Overall
		Good	Good
	Remark:	Mr. Sudhanshu Gupta (Campaign Manager) gave positive response about subject.	
No. of Employees :	20 (Approximately)		
Bankers :	Bank Name	HDFC Bank	
	Branch	Kamla Nagar (Branch), Delhi – 110007, India	
	Person Name (With Designation)	Mr. Abhishek (Branch Manager)	
	Contact Number	91-9899403829	
	Name of Account Holder	Adsclues Media LLP	
	Account Number	50200029138269	
	IFSC Code :	HDFC0001439	
	MICR Code :	110240271	
	Account Since (Date/Year of Account Opening)	January 2018	
	Average Balance Maintained (If Possible)	--	
	Credit Facilities Enjoyed (If any)	Current Account	
	Account Operation	Satisfactory	
	Remarks (If any)	Mr. Abhishek (Branch Manager) gave positive response about subject company.	

Auditors :	Not Available
Memberships :	Not Available
Collaborators :	Not Available
Sister Concern:	Not Available

CAPITAL STRUCTURE

Total Obligation of Contribution:	INR 0.100 Million
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FINANCIAL DATA
[all figures are in INR Million]

Particulars			31.03.2018
Sales Turnover (Approximately)			7.000

Expected Sales (2018-2019) : INR 20.000 Million [Due to received more orders as well as business growth]

The above information has been parted by Mr. Rohit Thukral (Partner).

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

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 – Legal Form	Yes
3	Locality of the entity	Yes
4	Premises details	Yes
5	Buyer visit details	Yes
6	Contact numbers	Yes
7	Name of the person contacted	Yes
8	Designation of contact person	Yes
9	Promoter's background	Yes
10	Date of Birth of Proprietor / Partners / Directors	Yes
11	Pan Card No. of Proprietor / Partners	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	No
18	Major suppliers	No
19	Major customers	Yes
20	Banking Details	Yes
21	Banking facility details	No
22	Conduct of the banking account	Yes
23	Financials, if provided	Yes
24	Capital in the business	Yes

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ADSCULUES MEDIA LLP - 517150

PAGE NO. : 9

25	Last accounts filed at ROC, if applicable	No
26	Turnover of firm for last one year	Yes
27	Reasons for variation <> 20%	Yes
28	Estimation for coming financial year	Yes
29	Profitability for last three years	No
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 :	ADSCULUES MEDIA LLP
Address :	C-93, 2 nd Floor, Mahendra Enclave, New Delhi – 110033, India
Mobile No.:	91-7838888242 / 8882246261
Email :	thukral0125@gmail.com
Person to whom we met:	Mr. Rohit Thukral
Designation :	Partner
Name Board :	Sighted
Location:	Easy
Landmark (If Any):	Near Radha Krishna Mandir
Total Floors of the building:	Ground + 4 Floors
Subject situated on :	2 nd Floor
Locality:	Residential
Area of premises :	700 sq. ft.
Area :	Upmarket
No. of employees seen at premises:	10

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Visibility of Items:	<ul style="list-style-type: none"> • Telephone • Fax Machine • Telex • Computers • Air Conditioner • Office Equipment • Xerox Machine
Neighbour's interview :	<p>Contact person name: Prem Lata Gupta Neighbor's overview: Existence Confirmed</p> <p>Contact person name: Mr. Deepak Neighbor's overview: Existence Confirmed</p>
Proof of visit:	Photograph

PHOTOGRAPH:



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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 68.53
UK Pound	1	INR 90.52
Euro	1	INR 80.02

INFORMATION DETAILS

Information Gathered by :	GYT
Analysis Done by :	PRA
Report Prepared by :	JYO

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	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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