

## MIRA INFORM REPORT

|                      |            |
|----------------------|------------|
| <b>Report No. :</b>  | 517035     |
| <b>Report Date :</b> | 06.07.2018 |

### IDENTIFICATION DETAILS

|   |  |
|---|--|
| <b>Name :</b>   | DATALOGY DIGITAL PRIVATE LIMITED   |
| <b>Registered Office :</b>                              | B-20, Ashoka Enclave-II, Sarai Khawaja, Faridabad – 121003, Haryana                      |
| <b>Mob. No.:</b>  | 91-9891000960 (Mr. Pulkit Narayan)   |
| <b>Country :</b>  | India  |
| <b>Financials (as on) :</b>                             | 31.03.2017   |
| <b>Date of Incorporation :</b>                          | 09.12.2013   |
| <b>CIN No.:</b><br>[Company Identification No.]         | U93000HR2013PTC051227  |
| <b>Capital Investment / Paid-up Capital :</b>           | INR 0.100 Million  |
| <b>IEC No.:</b><br>[Import-Export Code No.]             | Not Applicable (As informed by the management that firm does not have export and import) |
| <b>PAN No.:</b><br>[Permanent Account No.]              | AAECD8907G   |
| <b>GSTN :</b><br>[Goods & Service Tax Registration No.] | 06AAECD8907G2ZM  |
| <b>Legal Form :</b>                                     | Private Limited Liability Company  |
| <b>Line of Business :</b>                               | Providing Digital Advertising Services. [Confirmed by Management]                        |
| <b>No. of Employees :</b>                               | 6 (Approximately)  |

### RATING & COMMENTS

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

|                        |          |
|------------------------|----------|
| <b>MIRA's Rating :</b> | <b>C</b> |
|------------------------|----------|

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| Credit Rating | Explanation      | Rating Comments   |
|---------------|------------------|---|
| C             | Medium High Risk | Business dealings permissible preferably on secured basis |

|                            |  |
|----------------------------|--|
| <b>Status :</b>            | Recently Commenced Business Operations   |
| <b>Payment Behaviour :</b> | Slow but correct   |
| <b>Litigation :</b>        | Clear  |
| <b>Comments :</b>          | <p>Subject was incorporated in the year 2013 and has started its business activity from March 2017.</p> <p>The company is engaged in providing advertisement services.</p> <p>As per the financial records of 2017, the company has not earned revenue from its operations.</p> <p>The overall financial position of the company seems to be moderate marked by eroded net worth base.</p> <p>Mr. Pulkit Narayan (Business Head) has claimed that the company has achieved revenue of INR 15 million for the financial year 2018.</p> <p>Rating weakness is partially offset as the subject's Customers (Crescent Data Technologies Private Limited, Intellect Adds Private Limited and iProspect India Private Limited) have provided positive feedback and is satisfied with the subject's services. Suppliers (Harshid Info Solutions Private Limited, Intellect Adds Private Limited and Ashmit Corporation Private Limited) have also provided positive feedback and are satisfied with the subject's payment behaviour. Subject's bank (HDFC Bank Limited) has also provided positive feedback and is satisfied with the subject's banking transactions.</p> <p>Business is active. Payment seems to slow but correct.</p> <p>In view of aforesaid, the subject can be considered for business dealings on safe and secured trade terms and condition.</p> <p><b>NOTE:</b> Site visit was conducted at the operational address and our executive has successfully traced the subject on the said address.</p> <p>At the premises our executive met Mr. Ketan Dutta (Head of Delivery Operations) and he confirmed the subject's existence on the said address.</p> <p>During the visit our executive inquired with the neighbour company- Inder Globe and Security Guard of the main gate and they both claimed that the subject exists on the said address.</p> <p>As per our executive's observation, it is a multi-storey building and subject is</p> |

|  |  |
|--|--|
|  | situated on the 6th floor of the building. Location was easy to find. Locality appears to be commercial. Area seems to be upmarket. Area of premises is 200 sq. ft. and 03 employees were sighted in the premises. Name board of the subject was not sighted at the operational address. |
|--|--|

**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<br>(31.12.2017) | Current Rating<br>(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**

**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 06.07.2018

**IBBI (Insolvency and Bankruptcy Board of India) LISTING STATUS**

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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**

|                      |                    |
|----------------------|--------------------|
| <b>Name :</b>        | Mr. Pulkit Narayan |
| <b>Designation :</b> | Business Head      |
| <b>Contact No.:</b>  | 91-9891000960      |
| <b>Date :</b>        | 06.07.2018         |

**LOCATIONS**

|                            |  |
|----------------------------|--|
| <b>Registered Office :</b> | B-20, Ashoka Enclave-II, Sarai Khawaja, Faridabad – 121003, Haryana, India   |
| <b>Tel. No.:</b>           | Not Available  |
| <b>Mobile No.:</b>         | 91-9891000960 (Mr. Pulkit Narayan)<br>91-9891652735 [Mr. Ketan Dutta]<br>91-9310973000 [Mr. Sanchit Dua]<br>91-9873200845 (Mr. Harish Jha)   |
| <b>Fax No.:</b>            | Not Available  |
| <b>E-Mail :</b>            | <a href="mailto:kapil.jain@icai.org">kapil.jain@icai.org</a><br><a href="mailto:pulkit@datalogylab.io">pulkit@datalogylab.io</a><br><a href="mailto:pulkit@dangleads.com">pulkit@dangleads.com</a><br><a href="mailto:ketan@dangleads.com">ketan@dangleads.com</a><br><a href="mailto:sanchit@dangleads.com">sanchit@dangleads.com</a> |
| <b>Operation Office :</b>  | Plot No. 4, 6 <sup>th</sup> Floor, Cabin No. 19, Sector 44, Gurugram – 121001, Haryana, India  |
| <b>Area :</b>              | 200 Sq. ft. (As per site visit)  |
| <b>Location :</b>          | Commercial (As per site visit)   |

**DIRECTORS**

**AS ON 31.03.2018**

|                              |   |
|------------------------------|---|
| <b>Name :</b>                | Mrs. Prabha Karhana   |
| <b>Designation :</b>         | Director  |
| <b>Address :</b>             | 1/20A, New Housing Board, Daudpur, Alwar 301402, Rajasthan, India |
| <b>Date of Birth/Age :</b>   | 08.06.1981  |
| <b>Date of Appointment :</b> | 09.12.2013  |
| <b>DIN No.:</b>              | 06544176  |
| <b>Name :</b>                | Mrs. Mamta Palaria  |
| <b>Designation :</b>         | Director  |

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|                              |   |
|------------------------------|---|
| <b>Address :</b>             | H. No. C-10/1202, The Pranayam Apartments, Sector-82-85 Kheri Kalan, Faridabad – 121002, Haryana, India                                       |
| <b>Date of Appointment :</b> | 10.11.2017  |
| <b>DIN No.:</b>              | 07967307  |
| <b>Name :</b>                | Mrs. Suman Negi   |
| <b>Designation :</b>         | Director  |
| <b>Address :</b>             | 2001, 20th Floor, Hibiscus Tower, Paramount Floraville Noida Expressway, Sector-137, Noida, Gautam Budhha, Noida 201301, Uttar Pradesh, India |
| <b>Date of Appointment :</b> | 10.11.2017  |
| <b>DIN No.:</b>              | 07967308  |

**KEY EXECUTIVES**

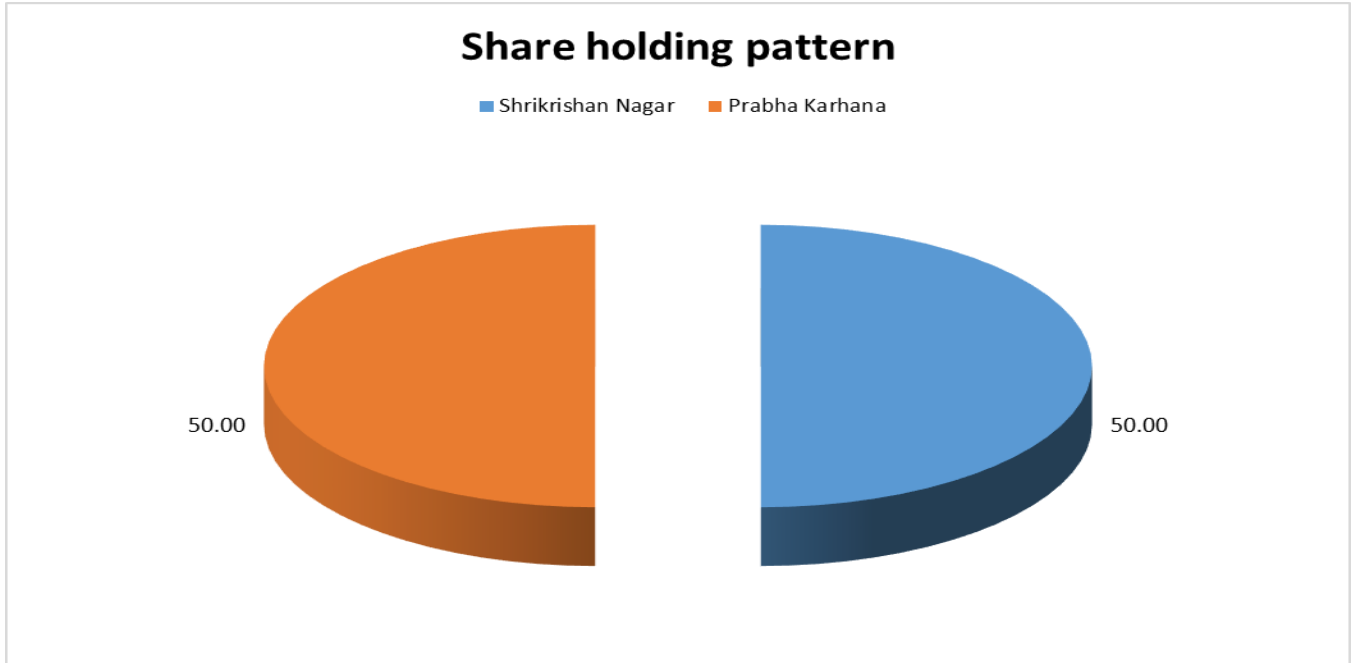
|                      |                                |
|----------------------|--------------------------------|
| <b>Name :</b>        | Mr. Pulkit Narayan             |
| <b>Designation :</b> | Business Head                  |
| <b>Name :</b>        | Mr. Ketan Dutta                |
| <b>Designation :</b> | Operational Manager            |
| <b>Name :</b>        | Mr. Sanchit Dua                |
| <b>Designation :</b> | Operational Assistant Manager  |
| <b>Name :</b>        | Mr. Harish Jha                 |
| <b>Designation :</b> | Manager – Finance and Accounts |

**MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN**

**AS ON 31.03.2017**

| <b>Names of Shareholders</b> | <b>No. of Shares</b> | <b>Percentage of Holding</b> |
|------------------------------|----------------------|------------------------------|
| Shrikrishan Nagar            | 5000                 | 50.00                        |
| Prabha Karhana               | 5000                 | 50.00                        |
| <b>Total</b>                 | <b>10000</b>         | <b>100.00</b>                |

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**AS ON 30.09.2016**

| Equity Share Breakup                                    | Percentage of Holding |
|---|-----------------------|
| <b>Category</b>   |                       |
| Promoters – Individual/ Hindu Undivided Family – Indian | 100.00                |
| <b>Total</b>  | <b>100.00</b>         |

**BUSINESS DETAILS**

|                           |   |
|---------------------------|---|
| <b>Line of Business :</b> | Providing Digital Advertising Services. [Confirmed by Management] |
| <b>Brand Names :</b>      | Not Available   |
| <b>Agencies Held :</b>    | Not Available   |
| <b>Exports :</b>          | Not Available   |
| <b>Imports :</b>          | Not Available   |
| <b>Terms :</b>            |   |

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|                     |  |
|---------------------|--|
| <b>Selling :</b>    | Advance Payment, L/C, Cheque, Credit (30 Days, 60 Days and 90 Days) and Others [RTGS & NEFT] |
| <b>Purchasing :</b> | Advance Payment, L/C, Cheque, Credit (30 Days, 60 Days and 90 Days) and Others [RTGS & NEFT] |

**PRODUCTION STATUS (NOT AVAILABLE)**

**GENERAL INFORMATION**

|                    |  |   |                        |                |
|--------------------|--|---|------------------------|----------------|
| <b>Suppliers :</b> | <b>Reference:</b>                        | Ashmit Corporation Private Limited  |                        |                |
|                    | <b>Name of the Person (Designation):</b> | Mr. Varun Dhama [Director]  |                        |                |
|                    | <b>Contact Number:</b>                   | 91-8527957700   |                        |                |
|                    | <b>Since how long known:</b>             | 1 Year  |                        |                |
|                    | <b>Maximum limit dealt:</b>              | As per requirement  |                        |                |
|                    | <b>Experience:</b>                       | <b>Payment Behavior</b>   | <b>Market Goodwill</b> | <b>Overall</b> |
|                    |  | Good  | Good                   | Good           |
|                    | <b>Remark</b>                            | Mr. Varun Dhama [Director] gave positive response about the subject, payment behaviour is good and it is a good company.  |                        |                |
|                    | <b>Reference:</b>                        | Harshit Info Solutions Private Limited  |                        |                |
|                    | <b>Name of the Person (Designation):</b> | Mr. Mohit Bhatnagar [Director]  |                        |                |
|                    | <b>Contact Number:</b>                   | 91-9555911386   |                        |                |
|                    | <b>Since how long known:</b>             | 3 Years   |                        |                |
|                    | <b>Maximum limit dealt:</b>              | As per requirement  |                        |                |
|                    | <b>Experience:</b>                       | <b>Payment Behavior</b>   | <b>Market Goodwill</b> | <b>Overall</b> |
|                    |  | Good  | Good                   | Good           |
|                    | <b>Remark</b>                            | Mr. Mohit Bhatnagar [Director] gave positive response about the subject, payment cleared within 30 to 45 days. [Supplying Digital Marketing, Video Camping Services]. |                        |                |
|                    | <b>Reference:</b>                        | Intellect Adds Private Limited  |                        |                |
|                    | <b>Name of the Person (Designation):</b> | Mr. Lakshey Khanna (Director)   |                        |                |
|                    | <b>Contact Number:</b>                   | 91-9899963662   |                        |                |
|                    | <b>Since how long known:</b>             | 1 Year  |                        |                |

|  |   |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
|--|---|-----------------------------|--------------------|--|--------------------|--|---|------|------------------------|---------------|---|------------------------------|--------|--|-----------------------------|--------------------|--|--------------------|-----------------|----------------|------|------|---------------|--|--|
|  | <table border="1"> <tr> <td><b>Maximum limit dealt:</b></td> <td colspan="2">As per requirement</td> </tr> <tr> <td rowspan="2"><b>Experience:</b></td> <td><b>Payment Behavior</b></td> <td><b>Overall</b></td> </tr> <tr> <td>Good</td> <td>Good</td> </tr> <tr> <td><b>Remark</b></td> <td colspan="2">Mr. Lakshey Khanna (Director) gave positive response about subject company and payment behaviour is also good. [Supplying Email Marketing Services]</td> </tr> </table>   | <b>Maximum limit dealt:</b> | As per requirement |  | <b>Experience:</b> | <b>Payment Behavior</b>                  | <b>Overall</b>                                | Good | Good                   | <b>Remark</b> | Mr. Lakshey Khanna (Director) gave positive response about subject company and payment behaviour is also good. [Supplying Email Marketing Services] |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Maximum limit dealt:</b>              | As per requirement  |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Experience:</b>                       | <b>Payment Behavior</b>   | <b>Overall</b>              |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
|  | Good  | Good                        |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Remark</b>                            | Mr. Lakshey Khanna (Director) gave positive response about subject company and payment behaviour is also good. [Supplying Email Marketing Services]   |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Customers :</b>                       | End Users and Others [Corporates and Private Sector]  |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
|  | <table border="1"> <tr> <td><b>Reference:</b></td> <td colspan="2">Crescent Data Technologies Private Limited</td> </tr> <tr> <td><b>Name of the Person (Designation):</b></td> <td colspan="2">Mr. Deepak Negi (Co-founder)</td> </tr> <tr> <td><b>Contact Number:</b></td> <td colspan="2">91-9810457111</td> </tr> <tr> <td><b>Since how long known:</b></td> <td colspan="2">1 Year</td> </tr> <tr> <td><b>Maximum limit dealt:</b></td> <td colspan="2">As per requirement</td> </tr> <tr> <td rowspan="2"><b>Experience:</b></td> <td><b>Services</b></td> <td><b>Overall</b></td> </tr> <tr> <td>Good</td> <td>Good</td> </tr> <tr> <td><b>Remark</b></td> <td colspan="2">Mr. Deepak Negi (Co-founder) gave positive response about subject company and they are satisfied with their services.</td> </tr> </table> |                             | <b>Reference:</b>  | Crescent Data Technologies Private Limited |                    | <b>Name of the Person (Designation):</b> | Mr. Deepak Negi (Co-founder)                  |      | <b>Contact Number:</b> | 91-9810457111 |   | <b>Since how long known:</b> | 1 Year |  | <b>Maximum limit dealt:</b> | As per requirement |  | <b>Experience:</b> | <b>Services</b> | <b>Overall</b> | Good | Good | <b>Remark</b> | Mr. Deepak Negi (Co-founder) gave positive response about subject company and they are satisfied with their services.  |  |
| <b>Reference:</b>                        | Crescent Data Technologies Private Limited  |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Name of the Person (Designation):</b> | Mr. Deepak Negi (Co-founder)  |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Contact Number:</b>                   | 91-9810457111   |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Since how long known:</b>             | 1 Year  |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Maximum limit dealt:</b>              | As per requirement  |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Experience:</b>                       | <b>Services</b>   | <b>Overall</b>              |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
|  | Good  | Good                        |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Remark</b>                            | Mr. Deepak Negi (Co-founder) gave positive response about subject company and they are satisfied with their services.   |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
|  | <table border="1"> <tr> <td><b>Reference:</b></td> <td colspan="2">Intellect Adds Private Limited</td> </tr> <tr> <td><b>Name of the Person (Designation):</b></td> <td colspan="2">Mr. Lakshey Khanna (Director)</td> </tr> <tr> <td><b>Contact Number:</b></td> <td colspan="2">91-9899963662</td> </tr> <tr> <td><b>Since how long known:</b></td> <td colspan="2">1 Year</td> </tr> <tr> <td><b>Maximum limit dealt:</b></td> <td colspan="2">As per requirement</td> </tr> <tr> <td rowspan="2"><b>Experience:</b></td> <td><b>Services</b></td> <td><b>Overall</b></td> </tr> <tr> <td>Good</td> <td>Good</td> </tr> <tr> <td><b>Remark</b></td> <td colspan="2">Mr. Lakshey Khanna (Director) gave positive response about subject company and they are satisfied with their services.</td> </tr> </table>           |                             | <b>Reference:</b>  | Intellect Adds Private Limited             |                    | <b>Name of the Person (Designation):</b> | Mr. Lakshey Khanna (Director)                 |      | <b>Contact Number:</b> | 91-9899963662 |   | <b>Since how long known:</b> | 1 Year |  | <b>Maximum limit dealt:</b> | As per requirement |  | <b>Experience:</b> | <b>Services</b> | <b>Overall</b> | Good | Good | <b>Remark</b> | Mr. Lakshey Khanna (Director) gave positive response about subject company and they are satisfied with their services. |  |
| <b>Reference:</b>                        | Intellect Adds Private Limited  |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Name of the Person (Designation):</b> | Mr. Lakshey Khanna (Director)   |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Contact Number:</b>                   | 91-9899963662   |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Since how long known:</b>             | 1 Year  |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Maximum limit dealt:</b>              | As per requirement  |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Experience:</b>                       | <b>Services</b>   | <b>Overall</b>              |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
|  | Good  | Good                        |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Remark</b>                            | Mr. Lakshey Khanna (Director) gave positive response about subject company and they are satisfied with their services.  |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
|  | <table border="1"> <tr> <td><b>Reference:</b></td> <td colspan="2">iProspect India Private Limited</td> </tr> <tr> <td><b>Name of the Person (Designation):</b></td> <td colspan="2">Mr. Krishnan Iyer (Strategist Media Planning)</td> </tr> <tr> <td><b>Contact Number:</b></td> <td colspan="2">91-9773142803</td> </tr> <tr> <td><b>Since how long known:</b></td> <td colspan="2">1 Year</td> </tr> <tr> <td><b>Maximum limit dealt:</b></td> <td colspan="2">As per requirement</td> </tr> </table>   |                             | <b>Reference:</b>  | iProspect India Private Limited            |                    | <b>Name of the Person (Designation):</b> | Mr. Krishnan Iyer (Strategist Media Planning) |      | <b>Contact Number:</b> | 91-9773142803 |   | <b>Since how long known:</b> | 1 Year |  | <b>Maximum limit dealt:</b> | As per requirement |  |                    |                 |                |      |      |               |  |  |
| <b>Reference:</b>                        | iProspect India Private Limited   |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Name of the Person (Designation):</b> | Mr. Krishnan Iyer (Strategist Media Planning)   |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Contact Number:</b>                   | 91-9773142803   |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Since how long known:</b>             | 1 Year  |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |
| <b>Maximum limit dealt:</b>              | As per requirement  |                             |                    |  |                    |  |   |      |                        |               |   |                              |        |  |                             |                    |  |                    |                 |                |      |      |               |  |  |

|   |   |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
|---|---|--|----------------|-------------------|-------------------|----------------|-------------------------------------|--|--|------------------------|---------------|--------------------------------|----------------------------------|------------------------|----------------|--------------------|-------------|--------------------|-----------|---|---------------|---|----|---|----|---------------------------|-----------------|-----------------|--|
|   | <b>Experience:</b>  | <b>Services</b>  | <b>Overall</b> |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
|   |   | Good   | Good           |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
|   | <b>Remark</b>   | Mr. Krishnan Iyer (Strategist Media Planning) gave positive response about subject company and they are satisfied with their services. |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>No. of Employees :</b>                           | 6 (Approximately)   |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>Bankers :</b>                                    | <table border="1"> <tr> <td><b>Bank Name:</b></td> <td>HDFC Bank Limited</td> </tr> <tr> <td><b>Branch:</b></td> <td>Sector 57, Gurugram, Haryana, India</td> </tr> <tr> <td><b>Person Name (with Designation):</b></td> <td>Ms. Saloni Garg (Relationship Manager)</td> </tr> <tr> <td><b>Contact Number:</b></td> <td>91-9953739817</td> </tr> <tr> <td><b>Name of Account Holder:</b></td> <td>DATALOGY DIGITAL PRIVATE LIMITED</td> </tr> <tr> <td><b>Account Number:</b></td> <td>50200028472776</td> </tr> <tr> <td><b>IFSC Code :</b></td> <td>HDFC0001394</td> </tr> <tr> <td><b>MIDR Code :</b></td> <td>110240175</td> </tr> <tr> <td><b>Account Since (Date/ Year of A/c Opening):</b></td> <td>December 2017</td> </tr> <tr> <td><b>Average Balance Maintained (Optional):</b></td> <td>--</td> </tr> <tr> <td><b>Credit Facilities Enjoyed (CC/OD/Term Loan):</b></td> <td>--</td> </tr> <tr> <td><b>Account Operation:</b></td> <td>Current Account</td> </tr> <tr> <td><b>Remarks:</b></td> <td>Banker gave positive response about subject and also having satisfactory track record in Banking transactions.</td> </tr> </table> |  |                | <b>Bank Name:</b> | HDFC Bank Limited | <b>Branch:</b> | Sector 57, Gurugram, Haryana, India | <b>Person Name (with Designation):</b> | Ms. Saloni Garg (Relationship Manager) | <b>Contact Number:</b> | 91-9953739817 | <b>Name of Account Holder:</b> | DATALOGY DIGITAL PRIVATE LIMITED | <b>Account Number:</b> | 50200028472776 | <b>IFSC Code :</b> | HDFC0001394 | <b>MIDR Code :</b> | 110240175 | <b>Account Since (Date/ Year of A/c Opening):</b> | December 2017 | <b>Average Balance Maintained (Optional):</b> | -- | <b>Credit Facilities Enjoyed (CC/OD/Term Loan):</b> | -- | <b>Account Operation:</b> | Current Account | <b>Remarks:</b> | Banker gave positive response about subject and also having satisfactory track record in Banking transactions. |
| <b>Bank Name:</b>                                   | HDFC Bank Limited   |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>Branch:</b>                                      | Sector 57, Gurugram, Haryana, India   |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>Person Name (with Designation):</b>              | Ms. Saloni Garg (Relationship Manager)  |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>Contact Number:</b>                              | 91-9953739817   |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>Name of Account Holder:</b>                      | DATALOGY DIGITAL PRIVATE LIMITED  |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>Account Number:</b>                              | 50200028472776  |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>IFSC Code :</b>                                  | HDFC0001394   |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>MIDR Code :</b>                                  | 110240175   |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>Account Since (Date/ Year of A/c Opening):</b>   | December 2017   |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>Average Balance Maintained (Optional):</b>       | --  |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>Credit Facilities Enjoyed (CC/OD/Term Loan):</b> | --  |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>Account Operation:</b>                           | Current Account   |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |
| <b>Remarks:</b>                                     | Banker gave positive response about subject and also having satisfactory track record in Banking transactions.  |  |                |                   |                   |                |                                     |  |  |                        |               |                                |                                  |                        |                |                    |             |                    |           |   |               |   |    |   |    |                           |                 |                 |  |

|                                  |   |
|----------------------------------|---|
| <b>Auditors :</b>                |   |
| <b>Name :</b>                    | Goel Jain and Associates<br>Chartered Accountants                             |
| <b>Address :</b>                 | Office No-211, G-79, Gupta Complex, Main Market, Laxmi, Delhi – 110092, India |
| <b>Mob. No.:</b>                 | 91-9911502987   |
| <b>PAN No.:</b>                  | AAMFG6871D  |
| <b>Memberships :</b>             | Not Available   |
| <b>Collaborators :</b>           | Not Available   |
| <b>Associates/Subsidiaries :</b> | Not Available   |

**CAPITAL STRUCTURE**

**AS ON 31.03.2017**

**Authorised Capital :**

| No. of Shares | Type          | Value         | Amount            |
|---------------|---------------|---------------|-------------------|
| 10000         | Equity Shares | INR 10/- each | INR 0.100 Million |
|               |               |               |                   |

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

| No. of Shares | Type          | Value         | Amount            |
|---------------|---------------|---------------|-------------------|
| 10000         | Equity Shares | INR 10/- each | INR 0.100 Million |
|               |               |               |                   |

**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>              |                |              |              |
| <b>(1) Shareholders' Funds</b>                |                |              |              |
| (a) Share Capital                             | 0.100          | 0.100        | 0.100        |
| (b) Reserves & Surplus                        | (0.163)        | (0.093)      | (0.028)      |
| (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>(0.063)</b> | <b>0.007</b> | <b>0.072</b> |
| <b>(3) Non-Current Liabilities</b>            |                |              |              |
| (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                      | 0.000          | 0.000        | 0.000        |
| <b>Total Non-current Liabilities (3)</b>      | <b>0.000</b>   | <b>0.000</b> | <b>0.000</b> |
| <b>(4) Current Liabilities</b>                |                |              |              |
| (a) Short term borrowings                     | 0.000          | 0.000        | 0.000        |
| (b) Trade payables                            | 0.000          | 0.000        | 0.000        |
| (c) Other current liabilities                 | 0.120          | 0.060        | 0.018        |
| (d) Short-term provisions                     | 0.000          | 0.000        | 0.000        |
| <b>Total Current Liabilities (4)</b>          | <b>0.120</b>   | <b>0.060</b> | <b>0.018</b> |
| <b>TOTAL</b>                                  | <b>0.057</b>   | <b>0.067</b> | <b>0.090</b> |
| <b>II. ASSETS</b>                             |                |              |              |
| <b>(1) Non-current assets</b>                 |                |              |              |
| (a) Fixed Assets                              |                |              |              |
| (i) Tangible assets                           | 0.000          | 0.000        | 0.000        |
| (ii) Intangible Assets                        | 0.000          | 0.010        | 0.015        |
| (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                   | 0.000          | 0.000        | 0.000        |
| (c) Deferred tax assets (net)                 | 0.000          | 0.000        | 0.000        |
| (d) Long-term Loan and Advances               | 0.000          | 0.000        | 0.000        |
| (e) Other Non-current assets                  | 0.000          | 0.000        | 0.000        |
| <b>Total Non-Current Assets</b>               | <b>0.000</b>   | <b>0.010</b> | <b>0.015</b> |

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|                                   |              |              |              |
|-----------------------------------|--------------|--------------|--------------|
| <b>(2) Current assets</b>         |              |              |              |
| (a) Current investments           | 0.000        | 0.000        | 0.000        |
| (b) Inventories                   | 0.000        | 0.000        | 0.000        |
| (c) Trade receivables             | 0.000        | 0.000        | 0.000        |
| (d) Cash and cash equivalents     | 0.052        | 0.057        | 0.075        |
| (e) Short-term loans and advances | 0.000        | 0.000        | 0.000        |
| (f) Other current assets          | 0.005        | 0.000        | 0.000        |
| <b>Total Current Assets</b>       | <b>0.057</b> | <b>0.057</b> | <b>0.075</b> |
|                                   |              |              |              |
| <b>TOTAL</b>                      | <b>0.057</b> | <b>0.067</b> | <b>0.090</b> |

**PROFIT & LOSS ACCOUNT**

|                  | PARTICULARS   | 31.03.2017     | 31.03.2016     | 31.03.2015     |
|------------------|---|----------------|----------------|----------------|
|                  | <b>SALES</b>  |                |                |                |
|                  | Revenue from Operations   | 0.000          | 0.000          | 0.000          |
|                  | Other Income  | 0.000          | 0.000          | 0.000          |
|                  | <b>TOTAL</b>  | <b>0.000</b>   | <b>0.000</b>   | <b>0.000</b>   |
|                  |   |                |                |                |
| <b>Less</b>      | <b>EXPENSES</b>   |                |                |                |
|                  | Other expenses  | 0.070          | 0.065          | 0.018          |
|                  | <b>TOTAL</b>  | <b>0.070</b>   | <b>0.065</b>   | <b>0.018</b>   |
|                  |   |                |                |                |
|                  | <b>PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b> | <b>(0.070)</b> | <b>(0.065)</b> | <b>(0.018)</b> |
|                  |   |                |                |                |
| <b>Less</b>      | <b>FINANCIAL EXPENSES</b>   | 0.000          | 0.000          | 0.000          |
|                  |   |                |                |                |
|                  | <b>PROFIT/ (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>           | <b>(0.070)</b> | <b>(0.065)</b> | <b>(0.018)</b> |
|                  |   |                |                |                |
| <b>Less/ Add</b> | <b>DEPRECIATION/ AMORTISATION</b>   | 0.000          | 0.000          | 0.000          |
|                  |   |                |                |                |
|                  | <b>PROFIT/ (LOSS) BEFORE TAX</b>  | <b>(0.070)</b> | <b>(0.065)</b> | <b>(0.018)</b> |
|                  |   |                |                |                |
| <b>Less</b>      | <b>TAX</b>  | 0.000          | 0.000          | 0.000          |
|                  |   |                |                |                |
|                  | <b>PROFIT/ (LOSS) AFTER TAX</b>   | <b>(0.070)</b> | <b>(0.065)</b> | <b>(0.018)</b> |
|                  |   |                |                |                |
|                  | <b>Earnings/ (Loss) Per Share (INR)</b>                                   | <b>(6.99)</b>  | <b>(6.50)</b>  | <b>(1.83)</b>  |

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| PARTICULARS                    |  |  | 31.03.2018 |
|--------------------------------|--|--|------------|
| Sales Turnover (Approximately) |  |  | 15.000     |
|                                |  |  |            |

The above information has been parted by Mr. Pulkit Narayan (Business Head)

**ADVERTISING AND PROMOTIONAL EXPENSES**

| Years     | Amount in Million |
|-----------|-------------------|
| 2016-2017 | NA                |
| 2015-2016 | NA                |

**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 flow from (used in) Operations | NA         | NA         | NA         |

**KEY RATIOS**

**EFFICIENCY RATIOS**

| PARTICULARS   | 31.03.2017 | 31.03.2016 | 31.03.2015 |
|---|------------|------------|------------|
| Average Collection Days<br>(Sundry Debtors / Income * 365 Days) | 0.00       | 0.00       | 0.00       |
| Account Receivables Turnover<br>(Income / Sundry Debtors)       | 0.00       | 0.00       | 0.00       |
| Inventory Turnover<br>(Operating Income / Inventories)          | 0.00       | 0.00       | 0.00       |
| Asset Turnover<br>(Operating Income / Net Fixed Assets)         | 0.00       | (6.50)     | (1.20)     |

**LEVERAGE RATIOS**

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| PARTICULARS  | 31.03.2017 | 31.03.2016 | 31.03.2015 |
|--|------------|------------|------------|
| Debt Ratio<br><i>((Borrowing + Current Liabilities) / Total Assets)</i>    | 2.11       | 0.90       | 0.20       |
| Debt Equity Ratio<br><i>(Total Liability / Networth)</i>                   | 0.00       | 0.00       | 0.00       |
| Current Liabilities to Network<br><i>(Current Liabilities / Net Worth)</i> | (1.90)     | 8.57       | 0.25       |
| Fixed Assets to Network<br><i>(Net Fixed Assets / Networth)</i>            | 0.00       | 1.43       | 0.21       |
| Interest Coverage Ratio<br><i>(PBIT / Financial Charges)</i>               | 0.00       | 0.00       | 0.00       |

**PROFITABILITY RATIOS**

| PARTICULARS   |   | 31.03.2017 | 31.03.2016 | 31.03.2015 |
|---|---|------------|------------|------------|
| Net Profit Margin<br><i>((PAT / Sales) * 100)</i>             | % | 0.00       | 0.00       | 0.00       |
| Return on Total Assets<br><i>((PAT / Total Assets) * 100)</i> | % | (122.81)   | (97.01)    | (20.00)    |
| Return on Investment (ROI)<br><i>((PAT / Networth) * 100)</i> | % | 111.11     | (928.57)   | (25.00)    |

**SOLVENCY RATIOS**

| PARTICULARS  | 31.03.2017 | 31.03.2016 | 31.03.2015 |
|--|------------|------------|------------|
| Current Ratio<br><i>(Current Assets / Current Liabilities)</i>                       | 0.48       | 0.95       | 4.17       |
| Quick Ratio<br><i>((Current Assets – Inventories) / Current Liabilities)</i>         | 0.48       | 0.95       | 4.17       |
| G-Score Ratio Financial<br><i>(Networth / Total Assets)</i>                          | (1.11)     | 0.10       | 0.80       |
| G-Score Ratio Debt<br><i>(Debts / Equity Capital)</i>                                | 0.00       | 0.00       | 0.00       |
| G-Score Ratio Liquidity<br><i>(Total Current Assets / Total Current Liabilities)</i> | 0.48       | 0.95       | 4.17       |

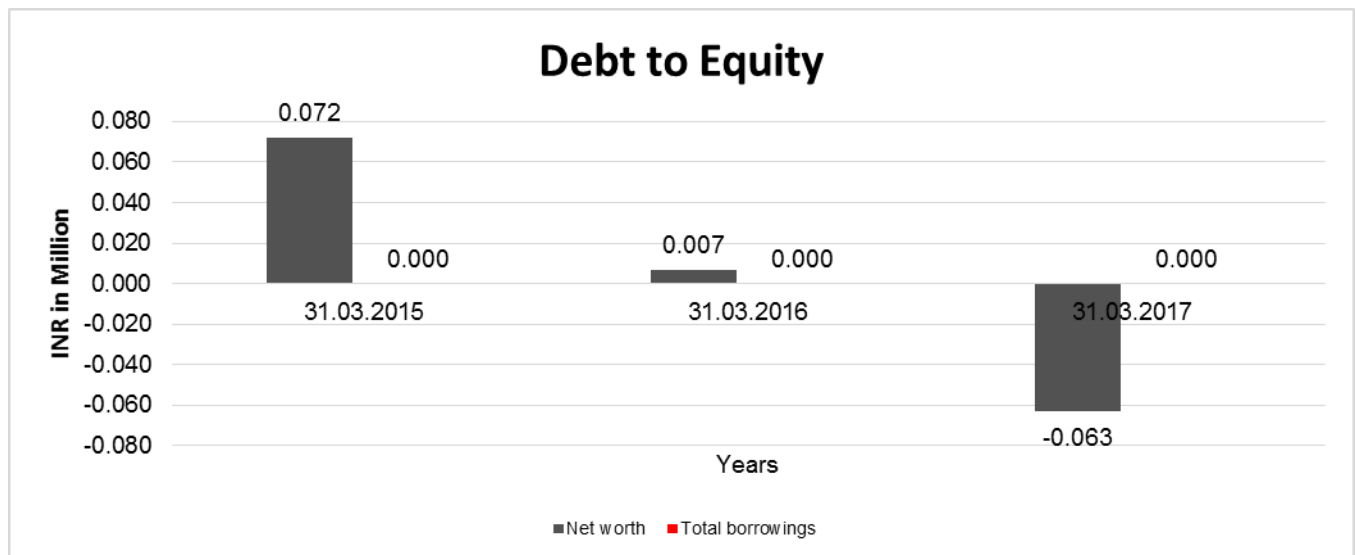
*Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts*

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

**DEBT EQUITY RATIO**

| Particulars                               | 31.03.2015     | 31.03.2016     | 31.03.2017     |
|---|----------------|----------------|----------------|
|   | INR In Million | INR In Million | INR In Million |
| Share Capital                             | 0.100          | 0.100          | 0.100          |
| Reserves & Surplus                        | (0.028)        | (0.093)        | (0.163)        |
| 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>0.072</b>   | <b>0.007</b>   | <b>(0.063)</b> |
| Long-term borrowings                      | 0.000          | 0.000          | 0.000          |
| Short term borrowings                     | 0.000          | 0.000          | 0.000          |
| <b>Total borrowings</b>                   | <b>0.000</b>   | <b>0.000</b>   | <b>0.000</b>   |
| <b>Debt/Equity ratio</b>                  | <b>0.000</b>   | <b>0.000</b>   | <b>0.000</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 [As per site visit]                | 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               | 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                          | No                           |
| 18      | Major suppliers                                     | Yes                          |
| 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                          |
| 25      | Last accounts filed at ROC, if applicable           | Yes                          |
| 26      | Turnover of firm for last four 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                           |

**OBSERVATION POINTS**

|   |   |
|---|---|
| <b>Name of Company :</b>                  | DATALOGY DIGITAL PRIVATE LIMITED  |
| <b>Address :</b>                          | Plot No. 4, 6 <sup>th</sup> Floor, Cabin No. 19, Sector 44, Gurgaon – 121001, Haryana, India  |
| <b>Contact No.:</b>                       | 91-9891652735   |
| <b>Person to whom we met:</b>             | Mr. Ketan Dutta (Operational Manager)   |
| <b>Name Board :</b>                       | Not Sighted   |
| <b>Location:</b>                          | Easy  |
| <b>Landmark (If Any):</b>                 | Near Fortis Hospital  |
| <b>Total Floors of the Building :</b>     | Multi Storey Building   |
| <b>Subject situated on:</b>               | 6 <sup>th</sup> Floor   |
| <b>Locality:</b>                          | Commercial  |
| <b>Area of Premises :</b>                 | 200 Sq. ft.   |
| <b>Area :</b>                             | Upmarket  |
| <b>No. of employees seen at premises:</b> | 3 (Approx.)   |
| <b>Visibility of Items:</b>               | Air Conditioner   |
| <b>Neighbours Interview :</b>             | During the visit our executive inquired with the neighbour company- Inder Globe and Security Guard of the main gate and they both claimed that the subject exists on the given address. |
| <b>Proof of visit:</b>                    | Photos  |

**INDEX OF CHARGES: NO CHARGES EXISTS FOR COMPANY**

**PICTURES**



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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 | Indian Rupees |
|-----------|------|---------------|
| US Dollar | 1    | INR 68.75     |
| UK Pound  | 1    | INR 91.07     |
| Euro      | 1    | INR 80.48     |

**INFORMATION DETAILS**

|                                  |     |
|----------------------------------|-----|
| <b>Information Gathered by :</b> | SVA |
| <b>Analysis Done by :</b>        | NIY |
| <b>Report Prepared by :</b>      | BVA |

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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 | 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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