

MIRA INFORM REPORT

Report No. :	517289
Report Date :	06.07.2018

IDENTIFICATION DETAILS

Name :	EASTERN MEDIA LIMITED
Registered Office :	B/27, Sambad Bhawan, Industrial Estate, Rasulgarh, Bhubaneswar, Khordha – 751010, Odisha
Tel. No.:	91-674- 254 8902/ 8903/ 8904
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	23.04.1984
CIN No.: [Company Identification No.]	U22121OR1984PLC001338
Capital Investment / Paid-up Capital :	INR 129.993 Million
PAN No.: [Permanent Account No.]	AAACE7323H
GSTN : [Goods & Service Tax Registration No.]	Not Divulged
Legal Form :	A Closely Held Public Limited Liability Company
Line of Business :	Subject is in the business of Publishing Newspapers, Radio Broadcasting, Satellite Broadcasting, Event Management and Opera Business. (Registered Activity)
No. of Employees :	Not Divulged

RATING & COMMENTS

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

MIRA's Rating : A

Credit Rating	Explanation	Rating Comments
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A	Acceptable Risk	Business dealings permissible with moderate risk of default
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Maximum Credit Limit :	USD 1220000
Status :	Satisfactory
Payment Behaviour :	Usually correct
Litigation :	Clear
Comments :	<p>Subject was incorporated in the year 1984. It is engaged in providing Publishing, Printing and reproduction services.</p> <p>As per the financial records of 2017, the revenue of the company has increased by 7.68% along with average profit margin of 1.87%.</p> <p>The satisfactory financial profile of the company is marked by sufficient networth base along with negligible debt level.</p> <p>The rating takes into consideration the subject's long established track record of the business operations along with extensive experience of its promoters.</p> <p>However, these rating strengths are partially offset by however, constrained by susceptibility to volatility in newsprint price, Geographical concentration risk, and dependence on ad revenue.</p> <p>Business is active. Payment seems to be usually correct.</p> <p>In view of aforesaid, the company can be considered for business dealings at usual trade terms and conditions.</p>

NOTES:

Any query related to this report can be made on e-mail: infodept@mirainform.com 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

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High Risk	C2
Very High Risk	D

EXTERNAL AGENCY RATING

Rating Agency Name	CARE
Rating	Long Term Bank Facilities (BBB-)
Rating Explanation	Moderate degree of safety and moderate credit risk.
Date	29.03.2018

Rating Agency Name	CARE
Rating	Short Term Bank Facilities (A3)
Rating Explanation	Moderate degree of safety and higher credit risk.
Date	29.03.2018

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

Subject's name is not listed in the publicly available IBBI (Insolvency and Bankruptcy Board of India) list as of report date.

INFORMATION DENIED BY

Name :	Mr. Vijay
Designation :	Accountant
Contact No.:	91-674-2548902
Date :	30.06.2018

LOCATIONS

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Registered / Corporate Office :	B/27, Sambad Bhawan, Industrial Estate, Rasulgarh, Bhubaneswar, Khordha – 751010, Odisha, India
Tel. No.:	91-674- 254 8902/ 8903/ 8904
Fax No.:	91-674- 258 8905 (Board), 258 9851 (Advertisement)
E-Mail :	sambadac@rediffmail.com sambadadv@ Sambad.in gyana.m@ Sambad.in siba.d@ Sambad.in saroj.r@ Sambad.in news@ Sambad.in adv@ Sambad.in
Website :	http://www.sambadepaper.com
Regional Office 1:	Link Road, Cuttack – 753012, Odisha, India
Tel. No.:	91-671-2335147/ 5148
Fax No.:	91-671-2313762
Regional Office 2:	TS-3/2, Industrial estate, Angul – 759143, Odisha, India
Tel. No.:	91-6764-236868/ 237072
Fax No.:	91-6764-237024
Regional Office 3:	Marella Garden, Near Santi Kunda Ashram, Giri Road, Berhampur – 760005, Odisha, India
Tel. No.:	91-680-2224950/ 2221244/ 2221703
Fax No.:	91-680-264611
Regional Office 4:	B/28, Industrial Estate, Rourkela – 769004, Odisha, India
Tel. No.:	91-661-2400435
Regional Office 5:	D-2/3, Industrial Estate, Balasore – 756001, Odisha, India
Tel. No.:	91-6782-264611/ 004/ 005
Fax No.:	91-6782-264002
Regional Office 6:	NH-26, Jeypore – 764001, Odisha, India
Tel. No.:	91-6854-231538 / 232038
Fax No.:	91-6854-230538
Regional Office 7:	Sakhipada, Sambalpur – 768001, Odisha, India
Tel. No.:	91-663-2548086/ 8087
Fax No.:	91-663-2548058

DIRECTORS

As on 31.03.2018

Name :	Mr. Soumya Ranjan Patnaik
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Designation :	Managing Director		
Address :	Plot No: - 185, V.I.P. Area I.R.C. Village, Ekamra Vihar (Paik Nagar), Nayapalli, Bhubaneswar-751003, Odisha, India		
Date of Birth/Age :	18.08.1952		
Date of Appointment :	23.04.1984		
Qualification :	Post Graduate		
PAN No.:	AFUTP2807R		
DIN No:	00216520		
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
U32201OR1999PTC005890	SAMBAD TELEVISION PRIVATE LIMITED	26/08/1999	-
U22121OR1983PTC001224	UTKAL SAMBAD PRAKASHAN PVT LTD	27/07/1984	-
U22110OR1987PTC001879	CHANDAN PUBLICATIONS PRIVATE LIMITED	26/06/1995	-
U01222OR2016PTC019898	ODIA KUKUDA FARMERS PRIVATE LIMITED	11/02/2016	-
Name : Mr. Sudatta Patnaik			
Designation : Director			
Address : Plot No: - 185, V.I.P. Area I.R.C. Village, Ekamra Vihar (Paik Nagar), Nayapalli, Bhubaneswar-751003, Odisha, India			
Date of Birth/Age : 02.06.1955			
Date of Appointment : 23.04.1984			
Qualification : LLB			
PAN No.: AFVPP2768J			
DIN No: 00216410			
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
U22211OR1994PTC003674	JYOTI PRINTERS PVT LTD	16/08/1998	-
U22211OR1998PTC005309	KANAK PRINTERS PRIVATE LIMITED	13/05/1998	-
U32201OR1999PTC005890	SAMBAD TELEVISION PRIVATE LIMITED	26/08/1999	-
U22121OR2003PTC007195	ARCHANA PRINTERS PRIVATE LIMITED	20/06/2003	-
U22110OR1987PTC001879	CHANDAN PUBLICATIONS PRIVATE LIMITED	26/06/1995	-
Name : Mrs. Dipti Ranjan Patnaik			
Designation : Director			
Address : A/6, Commercial Estate, Civil Township, Rourkela-769004, Odisha, India			
Date of Birth/Age : 26.03.1949			

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Date of Appointment :	22.12.1998		
Qualification :	Post Graduate		
DIN No:	00600887		
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
U65900OR1996PLC014016	OCEAN CAPITAL MARKET LTD.	01/01/2011	-
U51909OR1995PTC028099	CARNEX SALES AGENCIES PVT LTD	10/03/2003	-
U29291WB1976PTC039011	EASTERN SWITCHGEAR & ELECTRICAL COMPANY (ODISHA) PVT.LTD.	18/11/2009	-
U22122DL2003PTC122509	JUS SCRIPTUM MAGNUS PRIVATE LIMITED	29/09/2015	-
U55101OR1995PLC004224	MAYFAIR HOTELS & RESORTS LIMITED	05/08/2013	-
U72300OR1991PTC027621	HILL VIEW HIRE PURCHASE PRIVATE LIMITED	15/01/2016	-
U85120OR2008PTC029111	JAIPRAKASH HOSPITAL AND RESEARCH CENTRE PRIVATE LIMITED	06/07/2015	-
U27100OR2011PLC013847	ALTRADE IRON AND POWER LIMITED	04/07/2011	-
U01132OR2003PTC007331	DHARITRI FARMS PRIVATE LIMITED	02/01/2013	-
U26913OR1983PTC001183	ALTRADE EXPO PRIVATE LIMITED	18/03/1983	-
U13100OR1992PTC002979	TARINI MINERALS PRIVATE LIMITED	01/01/1992	-
U74900DL2015PTC285282	PROLINC TECHNOLOGIES PRIVATE LIMITED	17/09/2015	-
U74140DL2015PTC285281	INSTITUTE OF COMPLIANCE MANAGEMENT OF INDIA PRIVATE LIMITED	17/09/2015	-
LLPIN/FLLPIN	LLP Name	Begin Date	End Date
AAE-1973	BENGAL ULTIMATE RESORTS LLP	18/06/2015	-
AAE-2234	KOLKATA UNIQUE HOSPITALITY LLP	22/06/2015	-

Name :				Mr. Ashok Kumar Parija			
Designation :				Director			
Address :				At- Plot No-1363/B, Markat Nagar, CDA, Bidanasi, Cuttack -753014, Odisha, India			
Date of Appointment :				17.06.2014			
DIN No:				02353019			
Other Directorship:							
CIN/FCRN		Company Name		Begin Date		End Date	
U67120OR2009PTC010531		ABSS INVESTMENTS PRIVATE LIMITED		06/01/2009		-	
U27109WB2006PTC109168		AMPL CLEANTECH PRIVATE LIMITED		26/09/2017		-	
Name :				Mrs. Tallina Patnaik			
Designation :				Director			
Address :				Plot No: - 185, V.I.P. Area, Ekamra Vihar (Paik Nagar), Nayapalli, Bhubaneswar-751003, Odisha, India			
Date of Birth/Age :				10.09.1985			
Date of Appointment :				04.09.2005			
Qualification :				Post Graduate			
DIN No:				02354369			
Other Directorship:							
CIN/FCRN		Company Name		Begin Date		End Date	
U22190OR2016PTC025972		ODIA MAX PRIVATE LIMITED		31/10/2016		-	
Name :				Mrs. Monika Nayyar Patnaik			
Designation :				Director			
Address :				70, Forest Park, Bhubaneswar-751009, Odisha, India			
Date of Birth/Age :				31.08.1970			
Date of Appointment :				01.12.2012			
Qualification :				Post Graduate			
PAN No.:				AHBPP0086D			
DIN No:				03628009			
Name :				Mr. Satya Smruti Mohanty			
Designation :				Director			
Address :				Jhanjiri, Mangalagada, Cuttack-753009, Odisha, India			
Date of Birth/Age :				05.04.1985			
Date of Appointment :				17.06.2014			
Qualification :				MA, LLB			
DIN No:				06901258			
Name :				Mrs.Tanaya Patnaik			
Designation :				Director			
Address :				Plot No: - 185, V.I.P. Area I.R.C. Village, Ekamra Vihar (Paik Nagar),			

	Nayapalli, Bhubaneswar-751003, Odisha, India		
Date of Birth/Age :	10.01.1989		
Date of Appointment :	17.06.2014		
Qualification :	Post Graduate		
PAN No.:	BIOPP8107L		
DIN No:	06901279		
CIN/FCRN	Company Name	Begin Date	End Date
U01222OR2016PTC019898	ODIA KUKUDA FARMERS PRIVATE LIMITED	28/10/2016	-
U22190OR2016PTC025972	ODIA MAX PRIVATE LIMITED	31/10/2016	-

KEY EXECUTIVES

Name :	Mr. Vijay
Designation :	Accountant
Name :	Mr. Saroj Rautaray
Designation :	Manager

MAJOR SHAREHOLDERS

As on 31.03.2017

NOTE: SHAREHOLDER FILES ARE ATTACHED

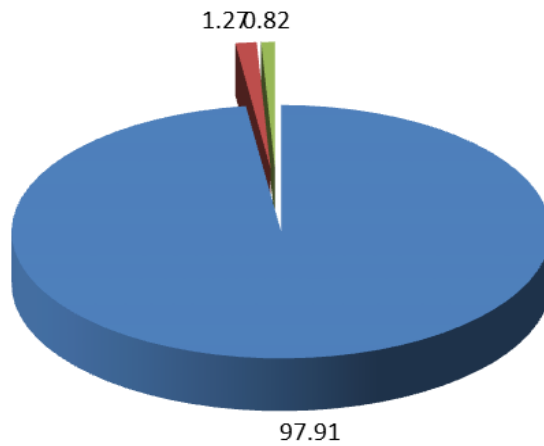
Equity Share Break up (Percentage of Total Equity)

As on: 30.09.2017

Category	Percentage
Promoters (Individual/Hindu Undivided Family – Indian)	97.91
Promoters (Body corporate)	1.27
Public/Other than promoters (Individual/Hindu Undivided Family – Indian)	0.82
Total	100.00

Share holding pattern

- Promoters (Individual/Hindu Undivided Family – Indian)
- Promoters (Body corporate)
- Public/Other than promoters (Individual/Hindu Undivided Family – Indian)



BUSINESS DETAILS

Line of Business :	Subject is in the business of Publishing Newspapers, Radio Broadcasting, Satellite Broadcasting, Event Management and Opera Business. (Registered Activity)	
Products / Services :	Item Code No.	Services Description
	99891211	Publishing of Newspapers, Journals and Periodicals
Brand Names :	<ul style="list-style-type: none"> • Sambad • Radio Choklate • Kanak TV 	
Agencies Held :	Not Available	
Exports :	Not Divulged	
Imports :	Not Divulged	
Terms :	Not Divulged	

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GENERAL INFORMATION

Suppliers :	Reference :	Not Divulged	
	Name of the Person :	--	
	Contact No.:	--	
	Since How Long Known :	--	
	Maximum Limit Dealt :	--	
	Experience :	--	
	Remark:	--	
Customers :	Reference :	Not Divulged	
	Name of the Person :	--	
	Contact No.:	--	
	Since How Long Known :	--	
	Maximum Limit Dealt :	--	
	Experience :	--	
	Remark:	--	
No. of Employees :	Not Divulged		
Bankers :	Banker Name :	Karnataka Bank Limited	
	Branch :	Shahid Nagar, Bhubaneswar-751007, Odisha, India	
	Person Name (With Designation) :	--	
	Contact Number :	--	
	Name of Account Holder :	--	
	Account Number :	--	
	Account Since (Date/Year of Account Opening) :	--	
	Average Balance Maintained :	--	
	Credit Facilities Enjoyed (CC/OD/Term Loan) :	--	
	Account Operation :	--	
	Remark :	--	
		<ul style="list-style-type: none"> • Odisha Gramya Bank, IRC Village Branch, Jaydev Vihar, Bhubaneswar-751015, Odisha, India • Neelachal Gramya Bank, IRC Village Branch, Jaydev Vihar, Bhubaneswar-751015, Odisha, India • State Bank of India, Commercial Branch, Sambalpur, Odisha, India • Bolangir Anchalik Gramya Bank, Bargarh, Odisha, India • Federal Bank Limited, 148, Bapaji Nagar, Bhubaneswar-751015, Odisha, India 	
Facilities :	Secured Loan	31.03.2017	31.03.2016

	(INR in Million)	(INR in Million)
Long-term Borrowings		
Rupee term loans from banks	139.849	80.052
Short-term borrowings		
Term loans from banks	252.103	237.656
Total	391.952	317.708

Auditors :	
Name :	SRB and Associates Chartered Accountants
Address :	5th Floor, IDCO Tower, Bhubaneswar – 751003, Odisha, India
Income-tax PAN of auditor or auditor's firm :	AAXFS6281Q
Memberships No.:	017054
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

CAPITAL STRUCTURE

After: 30.09.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
350000	Equity Shares	INR 100/- each	INR 35.000 Million
1650000	Redeemable Cumulative Preferences Shares	INR 100/- each	INR 165.000 Million
	Total		INR 200.000 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
83429	Equity Shares	INR 100/- each	INR 8.343 Million
1613991	Redeemable Cumulative Preferences Shares	INR 100/- each	INR 161.399 Million
	Total		INR 169.742 Million

AS ON: 31.03.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
350000	Equity Shares	INR 100/- each	INR 35.000 Million

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1450000	Redeemable Cumulative Preferences Shares	INR 100/- each	INR 145.000 Million
	Total		INR 180.000 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
83429	Equity Shares	INR 100/- each	INR 8.343 Million
1216501	Redeemable Cumulative Preferences Shares	INR 100/- each	INR 121.650 Million
	Total		INR 129.993 Million

FINANCIAL DATA
[all figures are in INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2017	31.03.2016	31.03.2015
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital	129.993	129.993	129.993
(b) Reserves and Surplus	296.081	267.707	240.811
(c) Money received against share warrants	0.000	0.000	0.000
(2) Share Application money pending allotment	0.000	0.000	0.000
Total Shareholders' Funds (1) + (2)	426.074	397.700	370.804
(3) Non-Current Liabilities			
(a) long-term borrowings	531.378	464.506	473.439
(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
Total Non-current Liabilities (3)	531.378	464.506	473.439
(4) Current Liabilities			
(a) Short-term borrowings	252.103	237.656	143.419
(b) Trade payables	41.397	31.516	34.014
(c) Other current liabilities	180.838	145.678	137.980
(d) Short-term provisions	72.912	56.897	40.991
Total Current Liabilities (4)	547.250	471.747	356.404
TOTAL	1504.702	1333.953	1200.647
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	310.284	277.610	266.281
(ii) Intangible Assets	0.000	0.000	0.000
(iii) Tangible assets capital work-in-progress	52.714	78.079	49.696
(iv) Intangible assets under development	0.000	0.000	0.000
(b) Non-current Investments	1.800	1.800	0.400
(c) Deferred tax assets (net)	3.637	2.096	0.803
(d) Long-term loans and advances	64.181	62.456	122.651
(e) Other Non-current assets	36.608	21.734	15.210
Total Non-Current Assets	469.224	443.775	455.041

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(2) Current assets			
(a) Current investments	0.000	0.000	0.000
(b) Inventories	121.448	42.631	11.228
(c) Trade receivables	493.651	433.368	381.095
(d) Cash and bank balances	48.805	47.886	62.161
(e) Short-term loans and advances	343.894	336.089	286.333
(f) Other current assets	27.680	30.204	4.789
Total Current Assets	1035.478	890.178	745.606
TOTAL	1504.702	1333.953	1200.647

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	SALES			
	Total Revenue from operations	1518.065	1409.783	1237.272
	Other Income	62.240	20.640	18.364
	TOTAL	1580.305	1430.423	1255.636
Less	EXPENSES			
	Cost of Materials Consumed	586.621	537.099	534.336
	Employee benefit expense	406.102	411.087	308.615
	Other expenses	427.235	330.214	266.152
	Exceptional items	(0.189)	(0.068)	(0.492)
	TOTAL	1419.769	1278.332	1108.611
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	160.536	152.091	147.025
Less	FINANCIAL EXPENSES	51.423	49.147	56.933
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	109.113	102.944	90.092
Less	DEPRECIATION/ AMORTISATION	66.185	61.311	67.086
	PROFIT/ (LOSS) BEFORE TAX	42.928	41.633	23.006
Less	TAX	14.554	14.736	7.060
	PROFIT/ (LOSS) AFTER TAX	28.374	26.896	15.946
	Earnings / (Loss) Per Share (INR)	21.83	20.69	12.27

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CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars	31.03.2017	31.03.2016	31.03.2015
Current Maturities of Long term debt	75.496	34.575	56.231
Net cash flows from (used in) operations	(72.188)	(19.297)	(8.773)
Net cash flows from (used in) operating activities	(20.765)	29.851	48.159

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days [Sundry Debtors / Income * 365]	118.69	112.20	112.42
Account Receivables Turnover [Income / Sundry Debtors]	3.08	3.25	3.25
Average Payment Days [Sundry Creditors / Purchases * 365]	25.76	21.42	23.23
Inventory Turnover [Operating Income / Inventories]	1.32	3.57	13.09
Asset Turnover [Operating Income / Net Fixed Assets]	0.44	0.43	0.47

LEVERAGE RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio [(Borrowing + Current Liabilities) / Total Assets]	0.77	0.73	0.74
Debt Equity Ratio (Borrowings / NetWorth)	2.02	1.85	1.82
Current Liabilities to Networth (Current Liabilities / NetWorth)	1.28	1.19	0.96
Fixed Assets to NetWorth (Net Fixed Assets / NetWorth)	0.85	0.89	0.85

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Interest Coverage Ratio [PBIT / Financial Charges]		3.12	3.09	2.58
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PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin [(PAT / Sales) * 100]	(%)	1.87	1.91	1.29
Return on Total Assets [(PAT / Total Assets) * 100]	(%)	1.89	2.02	1.33
Return on Investment (ROI) [(PAT / NetWorth) * 100]	(%)	6.66	6.76	4.30

SOLVENCY RATIO

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Current Ratio [Current Assets / Current Liabilities]		1.89	1.89	2.09
Quick Ratio [(Current Assets - Inventories) / Current Liabilities]		1.67	1.80	2.06
G-Score Ratio Financial [NetWorth / Total Assets]		0.28	0.30	0.31
G-Score Ratio Debt [Debts / Equity Capital]		6.61	5.67	5.18
G-Score Ratio Liquidity [Total Current Assets / Total Current Liabilities]		1.89	1.89	2.09

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

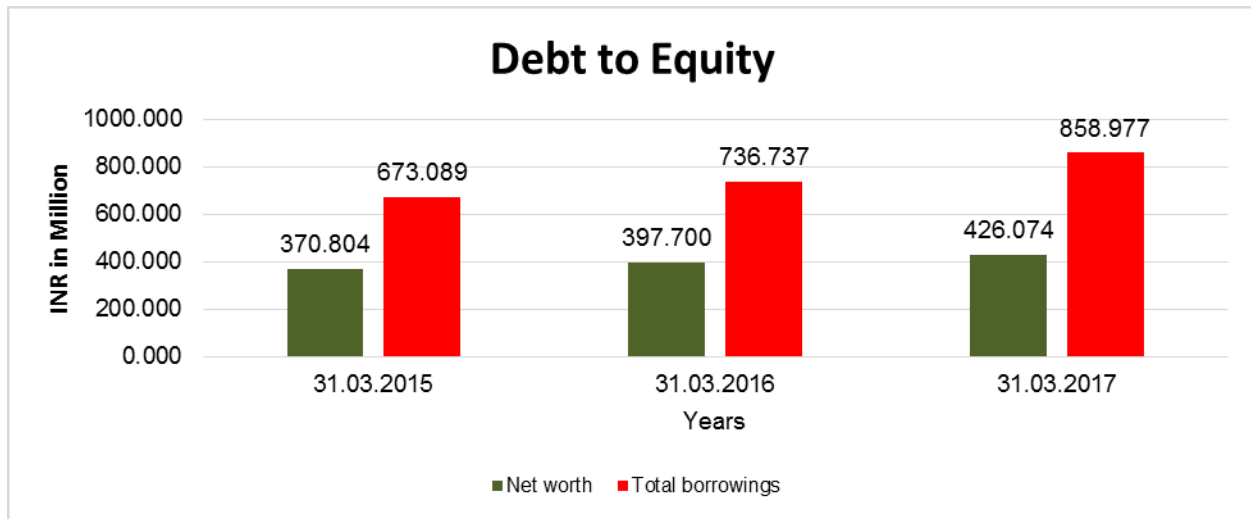
FINANCIAL ANALYSIS
[all figures are in INR Million]

DEBT EQUITY RATIO

Particular	31.03.2015 (INR In Million)	31.03.2016 (INR In Million)	31.03.2017 (INR In Million)
Share Capital	129.993	129.993	129.993
Reserves & Surplus	240.811	267.707	296.081
Net worth	370.804	397.700	426.074
Long-term borrowings	473.439	464.506	531.378
Short term borrowings	143.419	237.656	252.103
Current maturities of long-term debts	56.231	34.575	75.496
Total borrowings	673.089	736.737	858.977

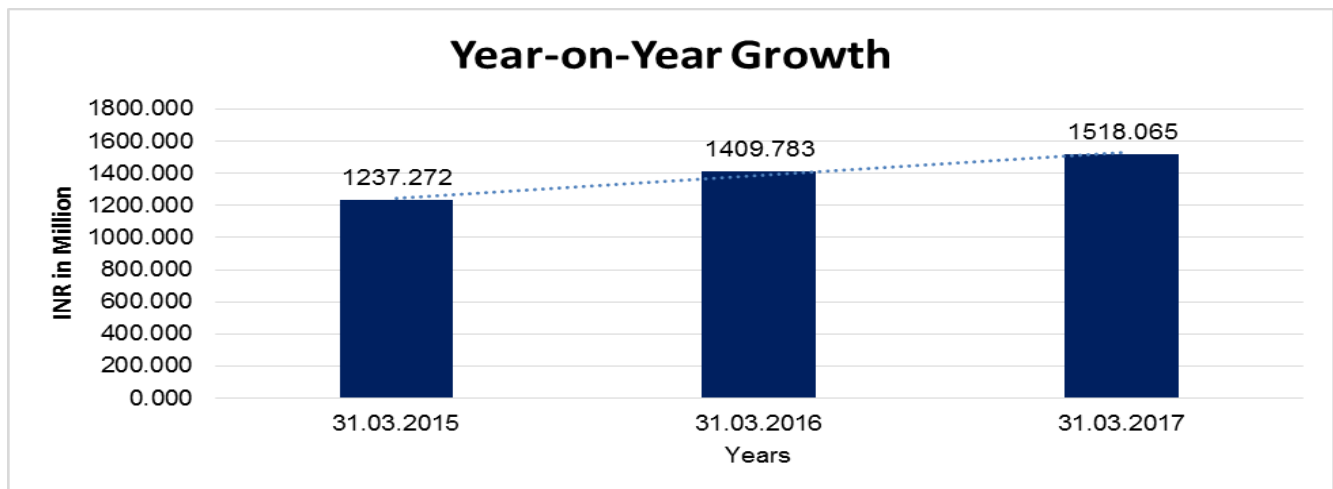
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Debt/Equity ratio	1.815	1.852	2.016
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YEAR-ON-YEAR GROWTH

Year on Year Growth	31.03.2015 (INR In Million)	31.03.2016 (INR In Million)	31.03.2017 (INR In Million)
Sales	1237.272	1409.783	1518.065
		13.943	7.681

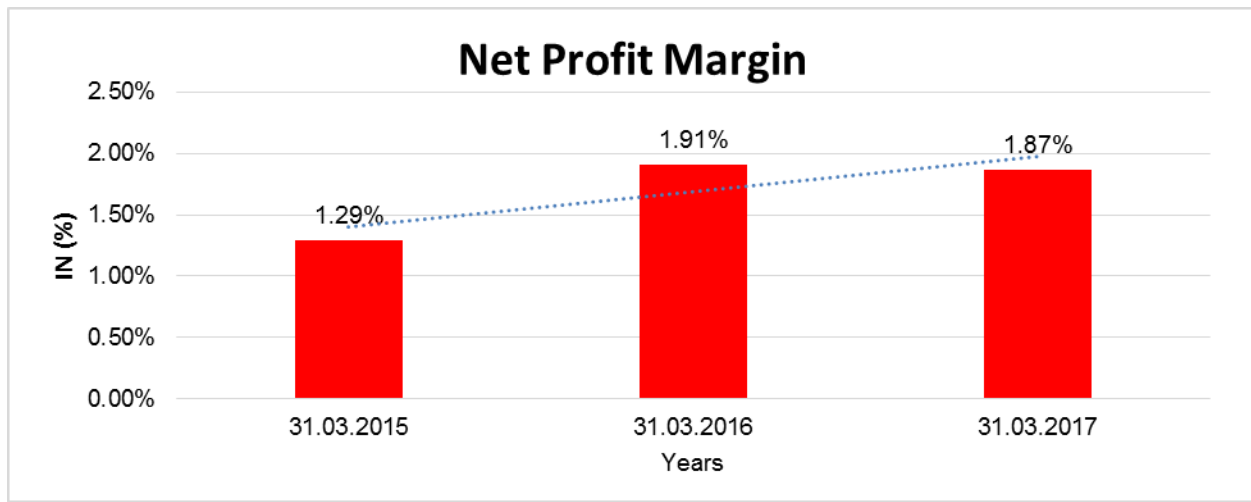


NET PROFIT MARGIN

Net Profit Margin	31.03.2015	31.03.2016	31.03.2017
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	(INR In Million)	(INR In Million)	(INR In Million)
Sales	1237.272	1409.783	1518.065
Profit/ (Loss)	15.946	26.896	28.373
	1.29 %	1.91 %	1.87 %



LOCAL AGENCY FURTHER INFORMATION

Sr. No.	Check list by info agents	Available in Report (Yes/No)
1	Year of establishment	Yes
2	Constitution of the entity -Incorporation details	Yes
3	Locality of the entity	Yes
4	Premises details	No
5	Buyer visit details	--
6	Contact numbers	Yes
7	Name of the person contacted	Yes
8	Designation of contact person	Yes
9	Promoter's background	Yes
10	Date of Birth of Proprietor / Partners / Directors	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	No
17	Details of sister concerns	No
18	Major suppliers	No
19	Major customers	No

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20	Banking Details	Yes
21	Banking facility details	Yes
22	Conduct of the banking account	--
23	Financials, if provided	Yes
24	Capital in the business	Yes
25	Last accounts filed at ROC, if applicable	Yes
26	Turnover of firm for last three years	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last three years	Yes
30	Major shareholders, if available	Yes
31	External Agency Rating, if available	Yes
32	Litigations that the firm/promoter involved in	--
33	Market information	--
34	Payments terms	No
35	Negative Reporting by Auditors in the Annual Report	No

COMPANY INFORMATION:

The Company is in the business of publishing newspapers, radio broadcasting, satellite broadcasting, event management and opera business. The major brand is "Sambad". Presently the Company is on air in the cities of Bhubaneswar, Cuttack and Rourkela with the brand name "Radio Choklate". The frequency allotted to the company is 104. The Company also runs a television channel under the Brand Name of "Kanak TV". The Company derives its main revenue from the sale of publications, advertisements on publications, Radio & Television. It also derives revenue from Opera Business.

PRESENT INDUSTRY SCENARIO

The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making high growth strides. Proving its flexibility to the world, the Indian M&E industry is on the tip of a strong phase of growth, backed by rising consumer demand and improving advertising revenues.

The industry has been largely driven by increasing digitization and higher internet usage over the last decade. Internet has almost become a mainstream media for entertainment for most of the people. India's Media and Entertainment industry is expected to grow steadily over the next five years.

UNSECURED LOAN

PARTICULARS	31.03.2017 (INR in Million)	31.03.2016 (INR in Million)
Long-term Borrowings		
Loans and advances from related parties	361.970	356.574
Other loans and advances	29.559	27.880
Total	391.529	384.454

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INDEX OF CHARGES

SN o	SRN	Charge Id	Charge Holder Name	Date of Creation	Date of Modifica tion	Date of Satisfa ction	Amount	Address
1	G759192 66	106255 45	Karnataka Bank Ltd.	28/01/201 6	18/01/20 18	-	576000000.0	Shahid NagarBhub aneswarO R751007IN
2	C598201 00	105834 93	ODISHA GRAMYA BANK	20/03/201 5	-	-	30000000.0	IRC VILLAGE BRANCHJ AYDEV VIHARBH UBANESW AROR7510 15IN
3	B636687 19	103908 00	NEELACHAL GRAMYA BANK	18/10/201 2	-	-	36000000.0	IRC VILLAGE BRANCHJ AYDEV VIHARBH UBANESW AROR7510 15IN
4	Y101671 65	900821 44	STATE BANK OF INDIA	14/09/200 5	-	-	1490000.0	COMMER CIAL BRANCHS AMBALPU RORIN
5	Y101662 45	900812 24	BOLANGIR ANCHALIK GRAMYA BANK	02/11/200 3	-	-	3500000.0	BARGARH BARGARH ORIN
6	Y101662 17	900811 96	FEDERAL BANK LTD.	30/06/200 3	-	-	1000000.0	148; BAPAJI NAGARBH UBANESW ARORIN
7	A424439 94	900800 41	NEELACHAL GRAMYA BANK	28/10/200 2	31/07/20 08	-	25000000.0	IRC VILLAGE BRANCHJ AYDEV VIHARBH UBANESW AROR7510 15IN
8	Y101661 66	900811 45	STATE BANK OF INDIA	17/09/200 2	-	-	180000.0	BALASOR E

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								INDUSTRIAL ESTATE HUBANES HWARORIN
9	Y101660 75	900810 54	ORISS ASTATE FINANCEALBA	19/02/200 1	-	-	1598000.0	OMPCUTT ACKORIN
10	Y101658 07	900807 86	STATE BANK OF INDIA	11/01/199 5	05/03/19 98	-	5000000.0	INDUSTRIAL ESTATE BRANCHR ASULGER HBHUBAN ESHWAR ORIN

CONTINGENT LIABILITIES:

PARTICULARS	31.03.2017 (INR in Million)	31.03.2016 (INR in Million)
The Company has provided Corporate Guarantee towards the under mentioned Loans obtained for the purpose of the Company :		
Letter of Credit (Karnataka Bank Limited)	20.000	20.000
Neelachal Gramya Bank	66.000	66.000

FIXED ASSETS

Tangible Assets

- Land
- Building
- Furniture and Fixture
- Computer
- Plant and Machinery
- Vehicle
- Office equipment
- Computer Accessories

Intangible Assets

- Computer Software

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CMT REPORT (Corruption, Money Laundering & Terrorism)

The Public Notice information has been collected from various sources including but not limited to: ***The Courts, India Prisons Service, Interpol, etc.***

1] INFORMATION ON DESIGNATED PARTY

No 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 68.75
UK Pound	1	INR 91.07
Euro	1	INR 80.48

INFORMATION DETAILS

Information Gathered by :	RBY
Analysis Done by :	VRS
Report Prepared by :	MTN

SCORE FACTORS

DEMERIT POINTS		
--BANK CHARGES	YES/NO	YES
--LITIGATION	YES/NO	NO
--OTHER ADVERSE INFORMATION	YES/NO	NO
MERIT POINTS		
--SOLE DISTRIBUTORSHIP	YES/NO	NO
--EXPORT ACTIVITIES	YES/NO	NO
--AFFILIATION	YES/NO	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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