

ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. :

MIRA INFORM REPORT

Report No. :	518361.2
Report Date :	19.07.2018

IDENTIFICATION DETAILS

Name :	ANANYA MARKETING DISTRIBUTIONS
Registered Office :	Maheshwari Market, Sadar Bazar, Gurugram – 122001, Haryana
Tel. No.:	91-124-2300396 / 4063000
Country :	India
Financials (as on) :	31.03.2018 [Sales Turnover] 31.03.2017 [Detailed Financial]
Year of Establishment:	2003
Capital Investment / Paid-up Capital :	INR 16.755 Million
IEC No.: [Import-Export Code No.]	Not Available
PAN No.: [Permanent Account No.]	AJMPPM5405C
GSTN : [Goods & Service Tax Registration No.]	06AJMPPM5405C1ZH
Legal Form :	Sole Proprietary Concern
Line of Business :	Dealer of Mobile and Accessories. [Confirmed by management]
No. of Employees :	12 (Approximately)

RATING & COMMENTS

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

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

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ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. : 2

Maximum Credit Limit :	USD 40000 [In INR 2761800.00]
Status :	Satisfactory
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Subject is a proprietorship concern established in the year 2003.</p> <p>It is a dealer of Mobile and Accessories.</p> <p>Mr. Pravin (Accountant) has claimed that the subject has achieved revenue of approximately INR 330.000 Million for the FY 2018 (which could not be verified)</p> <p>As per the financial records of 2017, the subject has achieved revenue of INR 311.072 Million along with profit margin of 1.09%.</p> <p>The rating takes into consideration the satisfactory financial profile marked by sufficient capital base along with average debt coverage indicators.</p> <p>Business is active. Payment seems to be slow but correct.</p> <p>In view of aforesaid, the subject can be considered for business dealings at usual trade terms and conditions.</p> <p>Note:</p> <p>Site visit was conducted at the given address and our executive had successfully traced the subject.</p> <p>At the premises our executive met to Mr. Anshul Maheshwari (Chief Executive Officer) confirmed the existence of the subject on the given address.</p> <p>As per our executives observation, it's a ground + 1 Floor building and subject is situated on ground floor comprising of total area of 200 sq. ft.</p> <p>Location was easy to find, locality seems to be commercial and area appears to be upmarket.</p> <p>Landmark: Near Sardar Bazaar.</p> <p>Our executive has sighted 2 employees at the premises and also sighted the name board of the subject.</p>

NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

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ECGC Country Risk Classification List

Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
India	A1	A1

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

EXTERNAL AGENCY RATING

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

RBI DEFAULTERS' LIST STATUS

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

ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. : 4

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 19.07.2018.

IBBI (Insolvency and Bankruptcy Board of India) LISTING STATUS

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

INFORMATION PARTED BY

Name :	Mr. Pravin
Designation :	Accountant
Contact No.:	91-9811336688
Date :	05.07.2018

LOCATIONS

Registered Office :	Maheshwari Market, Sadar Bazar, Gurugram – 122001, Haryana, India
Tel. No.:	91-124-2300396 / 4063000
Mobile No.:	91-9811336688 [Mr. Pravin]
Fax No.:	Not Available
E-Mail :	accounts@ananayamarketing.com
Area :	200 sq. ft.
Location :	Owned
Locality :	Commercial

SOLE PROPRIETOR

Name :	Ms. Kavita Maheshwari
Designation :	Proprietor

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ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. : 3

KEY EXECUTIVES

Name :	Mr. Pravin
Designation :	Accountant

BUSINESS DETAILS

Line of Business :	Dealer of Mobile and Accessories. [Confirmed by management]
Products :	Mobile and Accessories
Brand Names :	Not Divulged
Agencies Held :	Not Divulged
Exports :	Not Divulged
Imports :	Not Divulged
Terms :	
Selling :	Cash, Cheque and RTGS
Purchasing :	Cash, Cheque and RTGS

GENERAL INFORMATION

Suppliers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
Customers :	End Users	
	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--

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ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. : 0

No. of Employees :	12 (Approximately)		
Bankers :	Bank Name	Kotak Mahindra Bank	
	Branch	Sector – 15, Gurugram – 122001, Haryana, India	
	Person Name (With Designation)	Ms. Monika	
	Contact Number	91-124-4998357 / 4998350	
	Name of Account Holder	--	
	Account Number	--	
	Account Since (Date/Year of Account Opening)	--	
	Average Balance Maintained (If Possible)	--	
	Credit Facilities Enjoyed (If any)	--	
	Account Operation	--	
Remarks (If any)	Denied to provide any feedback.		
Facilities :	Secured Loan		31.03.2017 (INR in Million)
	Kotak Mahindra Bank Loan		23.880
	ICICI Car Loan		0.661
	Kotak Mahindra Bank Loan		19.443
	Total		43.984

Auditors :	
Name :	Rajpal Singh Yadav and Associates Chartered Accountants
Membership No.:	092849
Memberships :	Not Available
Collaborators :	Not Available
Sister Concern:	Not Available

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ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. : 1

CAPITAL STRUCTURE

AS ON 31.03.2017

Capital Investment :	INR In Million
Opening Balance	14.863
Addition in capital	0.002
Interest S/B	0.013
Max Life Policy (Surrender)	0.178
Net Profit	3.383
Total	(1) 18.439
Less:	
LIC Premium	0.022
Drawings	0.572
Income Tax	0.709
Credit card	0.028
Mediclaim	0.070
School Fee	0.283
Total	(2) 1.684
Total (1-2)	16.755

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ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. : 8

FINANCIAL DATA
[all figures are in INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS			31.03.2017
SHAREHOLDERS FUNDS			
1] Share Capital			16.755
2] Share Application Money			0.000
3] Reserves & Surplus			0.000
4] (Accumulated Losses)			0.000
NETWORTH			16.755
LOAN FUNDS			
1] Secured Loans			43.984
2] Unsecured Loans			5.500
TOTAL BORROWING			49.484
DEFERRED TAX LIABILITIES			0.000
TOTAL			66.239
APPLICATION OF FUNDS			
FIXED ASSETS [Net Block]			1.733
Capital work-in-progress			0.000
INVESTMENT			0.219
DEFERREX TAX ASSETS			0.000
CURRENT ASSETS, LOANS & ADVANCES			
Inventories			21.168
Sundry Debtors			42.021
Cash & Bank Balances			5.199
Other Current Assets			0.000
Loans & Advances			9.274
Total Current Assets			77.662
Less : CURRENT LIABILITIES & PROVISIONS			
Sundry Creditors			12.448
Other Current Liabilities			0.927
Provisions			0.000
Total Current Liabilities			13.375
Net Current Assets			64.287
MISCELLANEOUS EXPENSES			0.000
TOTAL			66.239

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ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. : 9

PROFIT & LOSS ACCOUNT

	PARTICULARS			31.03.2017
	SALES			
	Income			311.072
	Other Income			6.681
	TOTAL			317.753
Less	EXPENSES			
	Cost of Materials Consumed			284.513
	Accounting Charges			0.030
	Advertisement Expenses			0.034
	Audit Fees			0.021
	Car Running Exp.			0.361
	Courier Charges			0.037
	Discount Allowed			10.121
	Diwali Expenses			0.126
	Electricity Expenses			0.166
	Freight and Cartage			0.164
	Incentive to staff			3.658
	Insurance Expenses			0.051
	Loan Processing Cha			0.063
	News Paper and Periodic			0.015
	Printing and Stationary			0.155
	Professional Charges			0.004
	Rent (Faridabad Office)			0.132
	Rent (Gurugram Office)			0.120
	Repair and Maintenance			0.485
	Round off			0.000
	Salary to staff			6.379
	Sales Promotion			0.933
	Staff Welfare			0.563
	Telephone Expenses			0.243
	Travelling and Conveyance			1.013
	TOTAL			309.387
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION			8.366
Less	FINANCIAL EXPENSES			4.644

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ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. :

	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION			3.722
Less	DEPRECIATION/ AMORTISATION			0.339
	NET PROFIT			3.383

Particulars			31.03.2018
Sales Turnover (Approximately)			330.000
			[Due to business growth]

Expected Sales (2018-2019) : INR 330.000 Million

The above information has been parted by Mr. Pravin (Accountant).

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

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS			31.03.2017
Average Collection Days (Sundry Debtors / Income * 365 Days)			49.31
Account Receivables Turnover (Income / Sundry Debtors)			7.40
Average Payment Days (Sundry Creditors / Purchases * 365 Days)			15.97
Inventory Turnover (Operating Income / Inventories)			0.40
Asset Turnover (Operating Income / Net Fixed Assets)			4.83

LEVERAGE RATIOS

PARTICULARS			31.03.2017
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ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. :

Debt Ratio (Borrowing + Current Liabilities) / Total Assets)			0.79
Debt Equity Ratio (Total Liability / Networth)			2.95
Current Liabilities to Networth (Current Liabilities / Net Worth)			1.13
Fixed Assets to Networth (Net Fixed Assets / Networth)			0.10
Interest Coverage Ratio (PBIT / Financial Charges)			1.80

PROFITABILITY RATIOS

PARTICULARS				31.03.2017
Net Profit Margin ((PAT / Sales) * 100)	%			1.09
Return on Total Assets ((PAT / Total Assets) * 100)	%			4.25
Return on Investment (ROI) ((PAT / Networth) * 100)	%			20.19

SOLVENCY RATIOS

PARTICULARS				31.03.2017
Current Ratio (Current Assets / Current Liabilities)				4.11
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)				2.99
G-Score Ratio Financial (Networth / Total Assets)				0.21
G-Score Ratio Debt (Debts / Equity Capital)				2.95
G-Score Ratio Liquidity				4.11

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ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. :

(Total Current Assets / Total Current Liabilities)			
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Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

LOCAL AGENCY FURTHER INFORMATION

Sr. No.	Check list by info agents	Available in Report (Yes/No)
1	Year of establishment	Yes
2	Constitution of the entity – Legal Form	Yes
3	Locality of the entity	Yes
4	Premises details	Yes
5	Buyer visit details	Yes
6	Contact numbers	Yes
7	Name of the person contacted	Yes
8	Designation of contact person	Yes
9	Promoter's background	No
10	Date of Birth of Proprietor / Partners / Directors	No
11	Pan Card No. of Proprietor / Partners	No
12	Voter Id Card No. of Proprietor / Partners	No
13	Type of business	Yes
14	Line of Business	Yes
15	Export/import details (if applicable)	No
16	No. of employees	Yes
17	Details of sister concerns	No
18	Major suppliers	No
19	Major customers	No
20	Banking Details	Yes
21	Banking facility details	Yes
22	Conduct of the banking account	--
23	Financials, if provided	Yes
24	Capital in the business	Yes
25	Last accounts filed at ROC, if applicable	No
26	Turnover of firm for last two year	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	Yes
29	Profitability for last one year	No
30	Major shareholders, if available	No
31	External Agency Rating, if available	No
32	Litigations that the firm/promoter involved in	--
33	Market information	--
34	Payments terms	Yes
35	Negative Reporting by Auditors in the Annual Report	No

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ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. :

UNSECURED LOAN

Unsecured Loan		31.03.2017 (INR in Million)
Arun Kumar Maheshwari		0.200
Annu Timbers Plywood		0.800
Krishna Goyal/Mohan Lal		3.500
Subhash Chandra		1.000
Total		5.500

OBSERVATION POINTS

Name of Company :	ANANYA MARKETING DISTRIBUTIONS
Address :	Maheshwari Market, Sadar Bazar, Gurugram – 122001, Haryana, India
Person to whom we met:	Mr. Anshul Maheshwari
Designation :	Chief Executive Officer
Name Board :	Sighted
Location:	Easy
Landmark (If Any):	Near Sardar Bazaar
Total Floors of the building:	Ground + 1 Floor
Subject situated on :	Ground Floor
Locality:	Commercial
Area of premises :	200 sq. ft.
Area :	Upmarket
No. of employees seen at premises:	2
Visibility of Items:	<ul style="list-style-type: none"> • Telephone • Computers • Air Conditioner

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ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. :

Neighbour's interview :	Name of company: Kanhiya Bangles Contact person name: Kanhiya Neighbor's overview: Existence Confirmed Name of company: Mothers Collection Contact person name: Sumit Neighbor's overview: Existence Confirmed
Proof of visit:	Photographs

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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.

ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. :

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 68.57
UK Pound	1	INR 89.73
Euro	1	INR 79.74

INFORMATION DETAILS

Information Gathered by :	SHW
Analysis Done by :	VAR
Report Prepared by :	JYO

ANANYA MARKETING DISTRIBUTIONS - 518361.2 [SUPPLEMENTARY REPORT] PAGE NO. :

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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