

## MIRA INFORM REPORT

Report No. :	521205
Report Date :	23.07.2018

### IDENTIFICATION DETAILS

Name :	ADVERTISING AGENCIES ASSOCIATION OF INDIA
Registered Office :	B – 502, N M Joshi Marg, Lower Parel, Mumbai – 400013, Maharashtra
Tel. No.:	91-22-23080870/23012565
Country :	India
Financials (as on) :	Not Divulged
Date of Establishment :	21.09.1945
Capital Investment / Paid-up Capital :	Not Divulged
PAN No.: [Permanent Account No.]	Not Divulged
GSTN : [Goods & Service Tax Registration No.]	Not Divulged
Legal Form :	Not Divulged
Line of Business :	It's an advertising agencies. [From Indirect Sources]
No. of Employees :	Information declined by the management

### RATING & COMMENTS

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

**MIRA's Rating :**

**A**

Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

**Status :**

**Good**

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<b>Payment Behaviour :</b>	Regular
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>Advertising Agencies Association of India (AAAI) was registered as a company on 21<sup>st</sup> September 1945 in Calcutta. Later, on 24<sup>th</sup> September 1980 AAAI was registered as a Society. It was also registered as a Charitable Trust.</p> <p>AAAI is a national organization of advertising agencies and it is functioned through active president and Vice President.</p> <p>Initially, it started with 4 advertising agencies and now it has a strength of more than 100 advertising agencies.</p> <p>AAAI was behind the National Readership Survey as a Joint Industry initiative and collaboration. It has been supportive for the formation of Advertising Standards Council of India (ASCI).</p> <p>Indian Broadcasting Foundation (IBF) and AAAI has signed a unique agreement for working relationship between IBF member and AAAI in matter of placing and paying for the ads.</p> <p>AAAI also has a healthy relationship with India Society of Advertisers (ISA) which helps to resolve disputes with advertisers and also assists their members to collection of payments from defaulter advertisers.</p> <p>Rating takes into consideration the trusts established marked position and healthy relationship with member and other regulatory of advertising.</p> <p>Payments seems to be regular.</p> <p>In view of aforesaid, the trust 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](mailto:infodept@mirainform.com) while quoting report number, name and date.

**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**

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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 23.07.2018

**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**

**MANAGEMENT NON-COOPERATIVE (91-22-23080870/23012565)**

**LOCATIONS**

<b>Registered Office :</b>	B – 502, N M Joshi Marg, Lower Parel, Mumbai – 400013, Maharashtra, India
<b>Tel. No.:</b>	91-22-23080870/23012565
<b>Fax No.:</b>	Not Available
<b>E-Mail :</b>	<a href="mailto:aaai@vsna.in">aaai@vsna.in</a>
<b>Website :</b>	<a href="https://www.aaaindia.org">https://www.aaaindia.org</a>

**MANAGEMENT**

<b>Executive Committee :</b>	<p>Mr. Nakul Chopra  Mr. Ashish Bhasin  Mr. Jaydeep R Gandhi  Mr. Vinod Nair  Mr. Anupriya Acharya  Mr. Nagesh Alai  Mr. Ganesh Baliga  Mr. Sam Balsara  Mr. Kunal Lalani  Mr. Rohit New  Mr. Pranav Premnarayan  Mr. Vivek  Mr. Tarun Rai  Mr. Vikram Sakhuja  Mr. Kalyan Sarkar  Mr. Shashi Sinha  Mr. CVL Srinivas  Mr. Srinivasan K Swamy  Mr. Aksar Peerbhoy EC</p>
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<b>Task Committees:</b>	<p><b>Business Practices and Government Relations</b></p> <p>Mr. Srinivasan K Swamy, Chairman  Mr. Sam Balsara  Mr. Ashish Bhasin  Mr. Kunal Lalani  Dr. M G Parameswaran  Mr. Tarun Rai</p> <p><b>Legal, Taxation and Constitution</b></p> <p>Mr. Nagesh Alai, Chairman  Mr. Ganesh Baliga  Mr. Ashish Bhasin  Mr. Jaideep Gandhi  Mr. Srinivasan K Swamy</p> <p><b>Client Agency Reconciliation / Disputes Committee</b></p> <p>Mr. Kunal Lalani, Chairman  Mr. Ashish Bhasin  Mr. Jaideep Gandhi  Mr. Vinod Nair</p>
<b>IBF-AAAI-Committee:</b>	<p><b>AAAI:</b> Mr. Ashish Bhasin, Co-chairman</p> <p><b>IBF:</b> Mr Sudhanshu Vats, Co-chairman</p>
<b>IAMAI- AAI JWC:</b>	<p><b>IAMAI</b></p> <p>Ms. Mariam Mathew  Mr. Swasti Bhowmick  Mr. Joy Basu  Mr. Gyan Gupta  Ms. Sukriti Gupta  Mr. Gurmit Singh  Mr. Manish Vij</p> <p><b>AAAI</b></p> <p>Mr. Nakul Chopra  Mr. Ashish Bhasin  Mr. C V L Srinivas  Mr. Sam Balsara  Dr. M G Parameswaran</p>

<b>INS-AAAI JWC:</b>	<p><b>AAAI</b></p> <p>Mr. Nakul Chopra  Ms. Anupriya Acharya  Mr. Ganesh Baliga  Mr. Sam Balsara  Mr. Ashish Bhasin  Mr. Kunal Lalani  Mr. Vinod Nair  Dr. M. G Parameswaran  Mr. Vikram Sakhuja  Mr. Shashidhar Sinha  Mr. C V L Srinivas  Mr. Srinivasan K Swamy</p> <p><b>INS</b></p> <p>Mr. Hormusji N Cama  Mr. Ravindra Kumar  Mr. Kiran B Vadodaria  Mr. V K Chopra  Mr. Ashish Bagga  Mr. K Balaji  Mrs. Akila Urankar  Mr. Shailesh Gupta  Mr. M Venkatesh  Mr. D D Purkayastha  Mr. Anant Nath</p>
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**BUSINESS DETAILS**

<b>Line of Business :</b>	It's an advertising agencies. [From Indirect Sources]
<b>Brand Names :</b>	Not Available
<b>Agencies Held :</b>	Not Available
<b>Exports :</b>	Not Divulged
<b>Imports :</b>	Not Divulged
<b>Terms :</b>	Not Divulged

**GENERAL INFORMATION**

<b>Suppliers :</b>	<b>Reference :</b>	Not Divulged
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	<b>Name of the Person :</b>	--
	<b>Contact No.:</b>	--
	<b>Since How Long Known :</b>	--
	<b>Maximum Limit Dealt :</b>	--
	<b>Experience :</b>	--
	<b>Remark:</b>	--
<b>Customers :</b>	<b>Reference :</b>	Not Divulged
	<b>Name of the Person :</b>	--
	<b>Contact No.:</b>	--
	<b>Since How Long Known :</b>	--
	<b>Maximum Limit Dealt :</b>	--
	<b>Experience :</b>	--
	<b>Remark:</b>	--
<b>No. of Employees :</b>	Information denied by the management	
<b>Bankers :</b>	<b>Banker Name :</b>	Not Divulged
	<b>Branch :</b>	--
	<b>Person Name (With Designation) :</b>	--
	<b>Contact Number :</b>	--
	<b>Name of Account Holder :</b>	--
	<b>Account Number :</b>	--
	<b>Account Since (Date/Year of Account Opening) :</b>	--
	<b>Average Balance Maintained :</b>	--
	<b>Credit Facilities Enjoyed (CC/OD/Term Loan) :</b>	--
	<b>Account Operation :</b>	--
	<b>Remark :</b>	--

<b>Auditors :</b>	Not Divulged
<b>Collaborators :</b>	Not Available
<b>Membership :</b>	Not Available
<b>Sister Concern :</b>	--

**CAPITAL STRUCTURE**

<b>Capital Investment :</b>	
<b>Owned :</b>	Not Divulged
<b>Borrowed :</b>	Not Divulged

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Total : Not Divulged

**FINANCIAL DATA**  
*[all figures are INR Million]*

**NOT DIVULGED**

**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	No
3	Locality of the entity	Yes
4	Premises details	No
5	Buyer visit details	--
6	Contact numbers	Yes
7	Name of the person contacted	No
8	Designation of contact person	No
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	No
17	Details of sister concerns	No
18	Major suppliers	No
19	Major customers	No
20	Banking Details	No
21	Banking facility details	No
22	Conduct of the banking account	--
23	Financials, if provided	No
24	Capital in the business	No
25	Last accounts filed at ROC, if applicable	No
26	Turnover of firm for last three years	No
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last three years	No
30	Major shareholders, if available	No
31	External Agency Rating, if available	No
32	Litigations that the firm/promoter involved in	--

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33	Market information	--
34	Payments terms	No
35	Negative Reporting by Auditors in the Annual Report	No

## HISTORY

Advertising Agencies Association of India (AAAI) was registered as a company in Calcutta on September 21, 1945. Four agencies from Calcutta – D J Keymer, General Advertising Agency, J Walter Thomson Co. and Press Syndicate and three agencies from Bombay – Adarts, Lintas and National Advertising Service were the signatories in the Registrar's office doing the honours.

On 24th September, 1980, AAAI was registered as a Society under the Societies Registration Act, 1860 with Registration No.: Bom:576/80 G.B.B.S.D. It was also registered on 20th January 1981 as a charitable trust under the Office of Charity Commissioner, Mumbai with Registration No: F-6521 (Mumbai).

From seven agencies, AAAI has grown manifold to its present strength of more than 100 Advertising Agencies

**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 68.85
UK Pound	1	INR 89.67
Euro	1	INR 80.31

**INFORMATION DETAILS**

Information Gathered by :	SAV
Analysis Done by :	VIV
Report Prepared by :	KVT

**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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