

MIRA INFORM REPORT

Report No. :	521150
Report Date :	24.07.2018

IDENTIFICATION DETAILS

Name :	BUZZERATI MEDIA VENTURES PRIVATE LIMITED
Registered Office :	LG10/ LG11/ LG12, Art Guild House, A - Wing, Phoenix Market City, L.B.S. Marg, Kurla (West), Mumbai – 400070, Maharashtra
Tel. No.:	91-22-62458913
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	19.11.2015
CIN No.: [Company Identification No.]	U74900MH2015PTC270284
Capital Investment / Paid-up Capital :	INR 0.100 Million
PAN No.: [Permanent Account No.]	AAGCB5034Q
GSTN : [Goods & Service Tax Registration No.]	Not Divulged
Legal Form :	Private Limited Liability Company
Line of Business :	The principal activity of the company is to carry on the business of celebrity led brand endorsements, celebrity management, brand management, media planning, media buying, advertising and promotion and to promote brand building for products and services of various companies / firms / individuals through influence marketing and such related activities through mobile based application and/or web based applications. [Registered Activity]
No. of Employees :	Information denied by the management

RATING & COMMENTS

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

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MIRA's Rating :	C
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Credit Rating	Explanation	Rating Comments
C	Medium High Risk	Business dealings permissible preferably on secured basis

Status :	Moderate
Payment Behaviour :	Slow
Litigation :	Clear
Comments :	<p>Subject is a subsidiary of "Fork Media Private Limited" and it was incorporated in the year 2015.</p> <p>For the financial year 2017, the company has achieved decent revenue but it has incurred losses during the year which has led to erosion of the network.</p> <p>The company possesses weak financial risk profile marked by eroded network base.</p> <p>Rating takes into account, the limited track record of its business operations.</p> <p>Payment seems to be slow.</p> <p>In view of aforesaid, the company can be considered for business dealings at fully safe and secured 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.

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

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Subject's name is not listed as a Sick Unit in the publicly available BIFR (Board for Industrial & Financial Reconstruction) list as of 24.07.2018

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. Samar Verma
Designation :	Chief Executive Officer
Contact No.:	91-9819128650
Name :	Ms. Mitali
Designation :	Senior Finance Manager
Contact No.:	91-9821149147
Date :	21.07.2018

LOCATIONS

Registered Office :	LG10/ LG11/ LG12, Art Guild House, A - Wing, Phoenix Market City, L.B.S. Marg, Kurla (West), Mumbai – 400070, Maharashtra, India
Tel. No.:	91-22-62458913
Mobile No.:	91-9819128650 (Mr. Samar Verma) 91-9821149147 (Ms. Mitali)
Fax No.:	Not Available
E-Mail :	samar@forkmedia.in
Website :	http://www.buzzerati.com

DIRECTORS

AS ON 31.03.2018

Name :	Mr. Pandurang Vishwanath Nayak
Designation :	Director
Address :	B 903, Bhakti Park, Near Imax Wadala, Wadala (East), Mumbai – 400037, Maharashtra, India
Date of Appointment :	05.10.2017
DIN No.:	05341315
Name :	Mr. Onais Rafiq

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Designation :	Director
Address :	38C, Dargah Road, Kolkata – 700017, West Bengal, India
Date of Appointment :	05.10.2017
DIN No.:	07345853

KEY EXECUTIVES

Name :	Mr. Samar Verma
Designation :	Chief Executive Officer
Name :	Ms. Mitali
PAN No.:	Senior Finance Manager

MAJOR SHAREHOLDERS

AS ON 30.11.2017

Names of Shareholders	No. of Shares
Fork Media Private Limited	6600
Samar Verma	1471
Jitendra Arora	347
Onais Rafiq	208
Pandurang Nayak	208
Sumeet Shibu Mitra	625
Sanvani Nair	541
Total	10000

Equity Share Break up (Percentage of Total Equity)

AS ON 30.11.2017

Category	Percentage
Promoters [Individual/Hindu Undivided Family (Indian)]	34.00
Promoters [Bodies corporate]	66.00
Total	100.00

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Share holding pattern

■ Promoters [Individual/Hindu Undivided Family (Indian)] ■ Promoters [Bodies corporate]



BUSINESS DETAILS

Line of Business :	The principal activity of the company is to carry on the business of celebrity led brand endorsements, celebrity management, brand management, media planning, media buying, advertising and promotion and to promote brand building for products and services of various companies / firms / individuals through influence marketing and such related activities through mobile based application and/or web based applications. [Registered Activity]	
Products / Services :	Name and Description of main products / services	ITC Code
	Full service advertising	99836110
Brand Names :	Not Available	
Agencies Held :	Not Available	
Exports :	Not Divulged	
Imports :	Not Divulged	

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Terms :	Not Divulged
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PRODUCTION STATUS – (NOT AVAILABLE)

GENERAL INFORMATION

Suppliers :	<ul style="list-style-type: none"> • Omax Media Private Limited • Save Corporate Services • CAT C • Premium Influencers 																						
Customers :	<ul style="list-style-type: none"> • 22Feet Tribal Worlwide Private Limited • Aegis media India Private Limited • Ani Technologies Private Limited • Autumn Advertising Private Limited • DDB Mudra Private Limited • Crayons Advertising Private Limited • Dentsu Web Chutney Private Limited • Tonic Media Digital Private Limited • Terribly Tiny Ventures Private Limited 																						
No. of Employees :	Information denied by the management																						
Bankers :	<table border="1"> <tr> <td>Banker Name :</td> <td>HDFC Bank Limited</td> </tr> <tr> <td>Branch :</td> <td>Not Divulged</td> </tr> <tr> <td>Person Name (With Designation) :</td> <td>--</td> </tr> <tr> <td>Contact Number :</td> <td>--</td> </tr> <tr> <td>Name of Account Holder :</td> <td>--</td> </tr> <tr> <td>Account Number :</td> <td>--</td> </tr> <tr> <td>Account Since (Date/Year of Account Opening) :</td> <td>--</td> </tr> <tr> <td>Average Balance Maintained :</td> <td>--</td> </tr> <tr> <td>Credit Facilities Enjoyed (CC/OD/Term Loan) :</td> <td>--</td> </tr> <tr> <td>Account Operation :</td> <td>--</td> </tr> <tr> <td>Remark :</td> <td>--</td> </tr> </table>	Banker Name :	HDFC Bank Limited	Branch :	Not Divulged	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 :	--
Banker Name :	HDFC Bank Limited																						
Branch :	Not Divulged																						
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 :	--																						

Auditors :	
Name :	Jitendra Sanghavi and Company Chartered Accountants
Address :	706A, Moti Mahal, 195 J. Tata Road, Churchgate, Mumbai – 400020, Maharashtra, India
Tel. No.:	91-22-66765000

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Fax No.:	91-22-66765010
E-Mail :	jsco@jitendrasanghavi.com
PAN No.:	AAHFJ1944M
Memberships :	Not Available
Collaborators :	Not Available
Holding Company :	<ul style="list-style-type: none"> Fork Media Private Limited (CIN No.: U74120MH2013PTC241023)
Ultimate Holding Company :	<ul style="list-style-type: none"> Antfarm Business Incubator Private Limited
Other related parties :	<ul style="list-style-type: none"> J&S Media Ventures Private Limited Mediapolis Venture Private Limited Ryzeup Internet Marketing Private Limited Synerg Nutra Private Limited UW Media Ventures Private Limited Spid Info Media Private Limited

CAPITAL STRUCTURE

AS ON 30.11.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
15000	Equity Shares	INR 10/- each	INR 0.150 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
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital		0.100	0.100
(b) Reserves & Surplus		(14.596)	(6.151)
(c) Money received against share warrants		0.000	0.000
(2) Share Application money pending allotment		0.000	0.000
Total Shareholders' Funds (1) + (2)		(14.496)	(6.051)
(3) Non-Current Liabilities			
(a) Long-term borrowings		0.000	0.000
(b) Deferred tax liabilities (Net)		0.000	0.000
(c) Other long term liabilities		0.000	0.000
(d) Long-term provisions		0.000	0.000
Total Non-current Liabilities (3)		0.000	0.000
(4) Current Liabilities			
(a) Short term borrowings		0.000	0.319
(b) Trade payables		8.263	0.091
(c) Other current liabilities		43.881	6.632
(d) Short-term provisions		0.000	0.000
Total Current Liabilities (4)		52.144	7.042
TOTAL		37.648	0.991
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets		0.015	0.000
(ii) Intangible Assets		0.000	0.000
(iii) Capital work-in-progress		0.000	0.000
(iv) Intangible assets under development		0.000	0.000
(b) Non-current Investments		0.000	0.000
(c) Deferred tax assets (net)		2.366	0.001
(d) Long-term Loan and Advances		0.000	0.000
(e) Other Non-current assets		0.000	0.000
Total Non-Current Assets		2.381	0.001

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(2) Current assets			
(a) Current investments		0.000	0.000
(b) Inventories		0.000	0.000
(c) Trade receivables		22.177	0.000
(d) Cash and cash equivalents		0.668	0.100
(e) Short-term loans and advances		12.400	0.833
(f) Other current assets		0.022	0.057
Total Current Assets		35.267	0.990
TOTAL		37.648	0.991

PROFIT & LOSS ACCOUNT

PARTICULARS		31.03.2017	31.03.2016
SALES			
	Income	35.271	0.000
	Other Income	0.141	0.000
	TOTAL	35.412	0.000
Less	EXPENSES		
	Direct expenses	15.446	0.000
	Employee Benefits Expenses	0.000	0.195
	Other Expenses	30.755	5.953
	TOTAL	46.201	6.148
	PROFIT/(LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	(10.789)	(6.148)
Less	FINANCIAL EXPENSES	0.000	0.005
	PROFIT/(LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	(10.789)	(6.153)
Less	DEPRECIATION/ AMORTISATION	0.020	0.000
	PROFIT/(LOSS) BEFORE TAX	(10.809)	(6.153)
Less	TAX	(2.365)	(0.001)
	PROFIT/(LOSS) AFTER TAX	(8.444)	(6.152)
	Earnings / (Loss) Per Share (INR)	(844.44)	(1688.15)

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CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars		31.03.2017	31.03.2016
Current Maturities of Long term debt		NA	NA
Cash generated from operations		11.392	6.153
Net cash flow from operating activities		0.603	0.005

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS		31.03.2017	31.03.2016
Average Collection Days (Sundry Debtors / Income * 365 Days)		229.50	0.00
Account Receivables Turnover (Income / Sundry Debtors)		1.59	0.00
Inventory Turnover (Operating Income / Inventories)		0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)		(719.27)	0.00

LEVERAGE RATIOS

PARTICULARS		31.03.2017	31.03.2016
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)		1.39	7.11
Debt Equity Ratio (Total Liability / Networth)		0.00	(0.05)
Current Liabilities to Networth (Current Liabilities / Net Worth)		(3.60)	(1.16)
Fixed Assets to Networth (Net Fixed Assets / Networth)		0.00	0.00
Interest Coverage Ratio (PBIT / Financial Charges)		0.00	(1229.60)

PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016
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PAT to Sales ((PAT / Sales) * 100)	%		(23.94)	0.00
Return on Total Assets ((PAT / Total Assets) * 100)	%		(22.43)	(620.79)
Return on Investment (ROI) ((PAT / Networth) * 100)	%		58.25	101.67

SOLVENCY RATIOS

PARTICULARS		31.03.2017	31.03.2016
Current Ratio (Current Assets / Current Liabilities)		0.68	0.14
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		0.68	0.14
G-Score Ratio Financial (Networth / Total Assets)		(0.39)	(6.11)
G-Score Ratio Debt (Debts / Equity Capital)		0.00	3.19
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		0.68	0.14

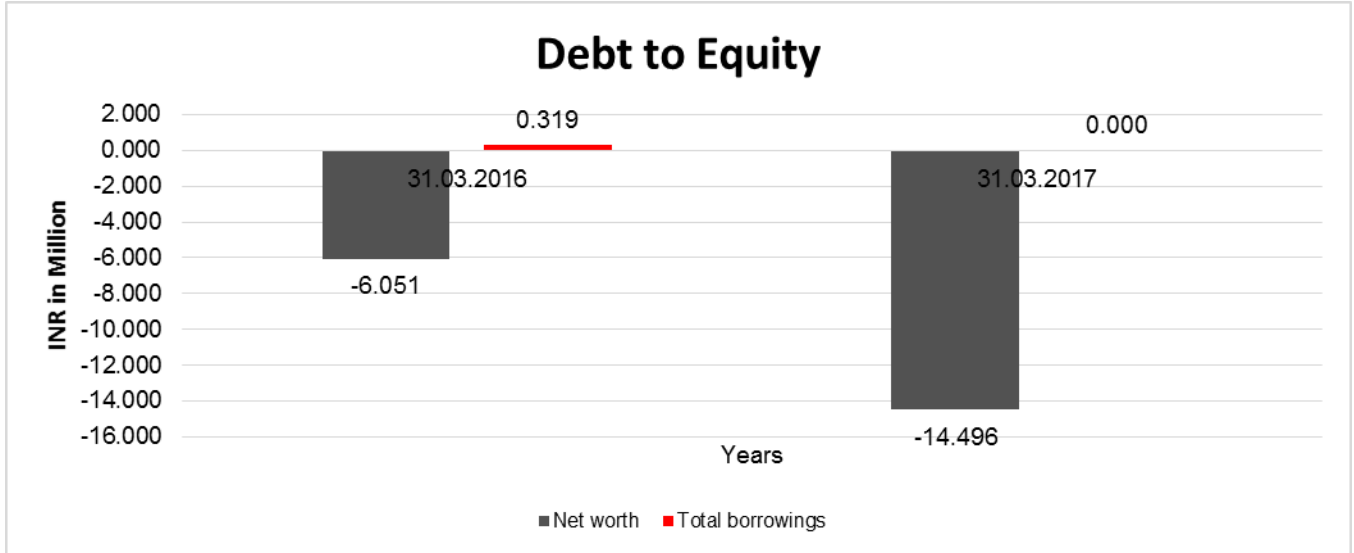
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

FINANCIAL ANALYSIS
[all figures are in INR Million]

DEBT EQUITY RATIO

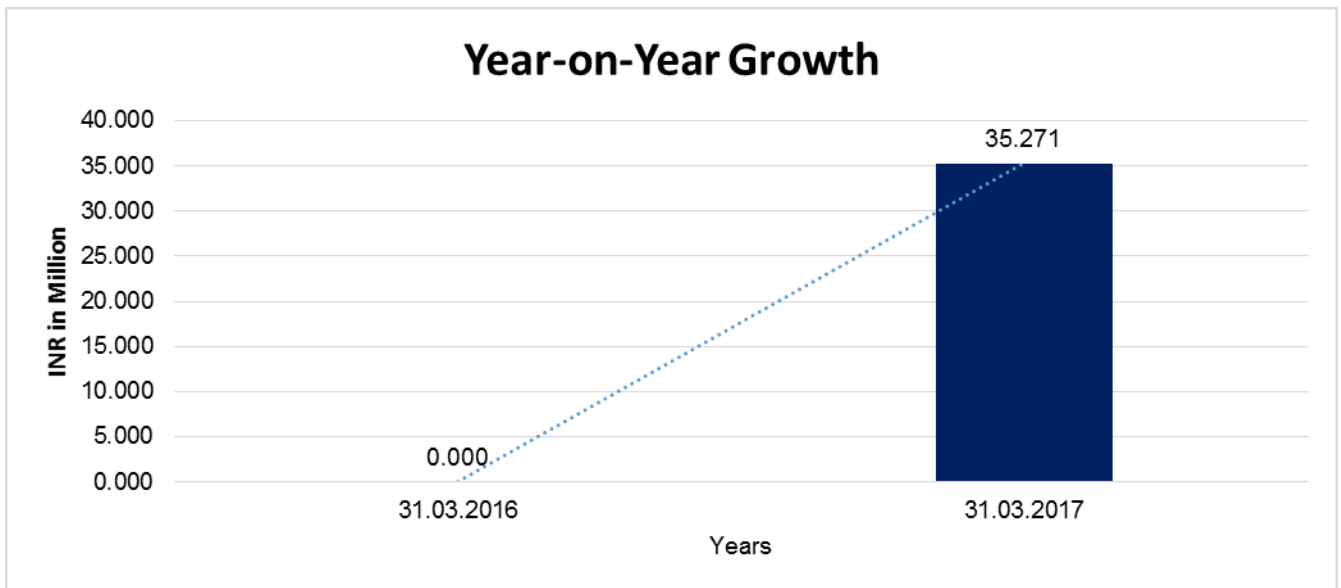
Particular		31.03.2016	31.03.2017
		INR In Million	INR In Million
Share Capital		0.100	0.100
Reserves & Surplus		(6.151)	(14.596)
Net worth		(6.051)	(14.496)
Long Term borrowings		0.000	0.000
Short Term borrowings		0.319	0.000
Total borrowings		0.319	0.000
Debt/Equity ratio		(0.053)	0.000

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YEAR-ON-YEAR GROWTH

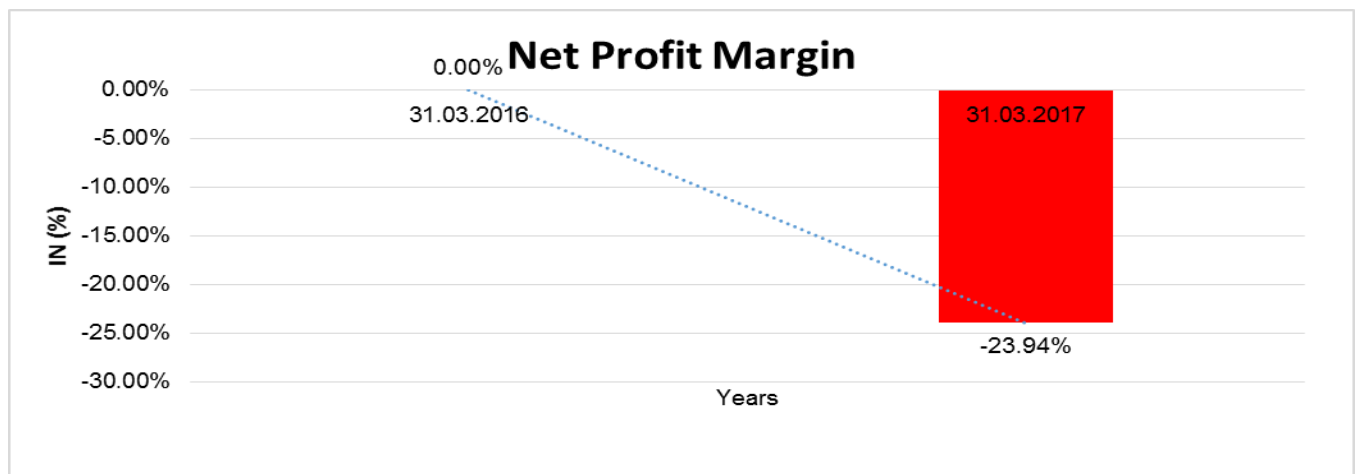
Year on Year Growth		31.03.2016	31.03.2017
		INR In Million	INR In Million
Sales		0.000	35.271



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NET PROFIT MARGIN

Net Profit Margin		31.03.2016	31.03.2017
		INR In Million	INR In Million
Sales		0.000	35.271
Profit/(Loss)		(6.152)	(8.444)
			(23.94%)



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	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	Yes

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18	Major suppliers	Yes
19	Major customers	Yes
20	Banking Details	Yes
21	Banking facility details	No
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 two years	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last two 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	No
35	Negative Reporting by Auditors in the Annual Report	No

CORPORATE INFORMATION:

The company was incorporated on 19.11.2015 as a private limited company under the companies act, 2013.

The principal activity of the company is to carry on the business of celebrity led brand endorsements, celebrity management, brand management, media planning, media buying, advertising and promotion and to promote brand building for products and services of various companies / firms / individuals through influence marketing and such related activities through mobile based application and/or web based applications.

THE HIGHLIGHTS OF THE COMPANY'S PERFORMANCE ARE AS:

- Revenue from operations is INR 35.271 million during the year.
- Net loss for the year is INR 8.444 million during the year.
- Earnings per share is INR (844.44) during the year.

UNSECURED LOANS:

PARTICULARS	31.03.2017 INR In Million	31.03.2016 INR In Million
SHORT TERM BORROWINGS		
Inter Corporate Deposits	0.000	0.319
Total	0.000	0.319

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INDEX OF CHARGES: NO CHARGES EXISTS FOR COMPANY

FIXED ASSETS:

- Laptop
- Computers

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 :	SHR
Analysis Done by :	VVKR
Report Prepared by :	NKT

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	YES
--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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