

MIRA INFORM REPORT

Report No. :	521458
Report Date :	24.07.2018

IDENTIFICATION DETAILS

Name :	VIVA MERCHANTS PRIVATE LIMITED
Registered Office :	113/150, 1st Floor, Swaroop Nagar, Kanpur – 208002, Uttar Pradesh
Tel. No.:	91-512-2530961/ 2530962
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	05.06.2006
CIN No.: [Company Identification No.]	U74999UP2006PTC031941
Capital Investment / Paid-up Capital :	INR 1.858 Million
IEC No.: [Import-Export Code No.]	0609000187
PAN No.: [Permanent Account No.]	AACCV4584B
GSTN : [Goods & Service Tax Registration No.]	09AACCV4584B1ZA
Legal Form :	Private Limited Liability Company
Line of Business :	Trading of Silk, Maize Starch Powder, Iron and Steel, Statue and Sculpture, Computer Product, Soyabean and Derivatives. [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

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

Maximum Credit Limit :	USD 824500
Status :	Satisfactory
Payment Behaviour :	Usually Correct
Litigation :	Clear
Comments :	<p>Subject is an established company incorporated in the year 2006 having satisfactory track record.</p> <p>For the financial year ended 2017, revenue and profit of the company has declined.</p> <p>However, the company possesses sound financial profile marked by strong networth base along with negligible debt recorded.</p> <p>Trade relations are reported as fair. Business is active. Payment terms are seems to be usually correct and as per commitments.</p> <p>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
High Risk	C2
Very High Risk	D

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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 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 DECLINED BY

Name :	Ms. Chitra
Designation :	Accounts Head
Contact No.:	91-512-2530961
Date :	21.07.2018
Name :	Mr. Deepak
Designation :	Accounts Department
Contact No.:	91-512-2530962
Date :	21.07.2018

LOCATIONS

Registered Office :	113/150, 1st Floor, Swaroop Nagar, Kanpur – 208002, Uttar Pradesh, India
Tel. No.:	91-512-2530961/ 2530962
Fax No.:	Not Available
E-Mail :	vivamerchants@gmail.com

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DIRECTORS

AS ON: 31.03.2018

Name :	Mrs. Sharad Bhartia
Designation :	Director
Address :	7/190 A, Swaroop Nagar, Kanpur - 208002, Uttar Pradesh, India
Date of Birth/Age :	11.09.1982
Qualification :	BBM
Date of Appointment :	05.06.2006
PAN No.:	AIDPB6425B
DIN No.:	01719932
Other Directorship :	
CIN/FCRN	Company Name
L15141MH1980PLC022912	OLYMPIC OIL INDUSTRIES LIMITED
U70102UP2012PTC051249	M.A.S.S. INFRADEVELOPERS PRIVATE LIMITED
Begin Date	
	02/04/2012
	29/06/2012
Name :	Mr. Deen Dayal Bhartia
Designation :	Director
Address :	701, Nageshwar Villa, 7/190 A, Swaroop Nagar, Kanpur Nagar- 208002, Uttar Pradesh, India
Date of Birth/Age :	27.04.1958
Qualification :	BCOM
Date of Appointment :	05.06.2006
PAN No.:	AFVVPB8002R
DIN No.:	01719954

KEY EXECUTIVES

Name :	Mr. Deepak
Designation :	Accounts Department
Name :	Ms. Chitra
Designation :	Accounts Head

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

AS ON: 31.03.2017

Names of Shareholders	No. of Shares	Percentage of Holding
Sharad Bhartia	111930	60.26
Deen Dayal Bhartia	10000	5.38
Kiran Bhartia	50152	27.00

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Ankita Bhartia	13661	7.35
Ankur Kalra	2	0.00
Shyam Sundar Kalra [Proprietor of KairaKrafts]	4	0.00
Shefali Gupta [Proprietor of Trustex Corporation]	2	0.00
Total	185751	100.00

AS ON: 30.09.2017

Equity Share Breakup	Percentage of Holding
Category	
Promoters – Individual/ Hindu Undivided Family – Indian	65.64
Public/Other than promoters – Individual/ Hindu Undivided Family – Indian	34.36
Total	100.00

Share holding pattern

- Promoters – Individual/ Hindu Undivided Family – Indian
- Public/Other than promoters – Individual/ Hindu Undivided Family – Indian



BUSINESS DETAILS

Line of Business :	Trading of Silk, Maize Starch Powder, Iron and Steel, Statue and Sculpture, Computer Product, Soyabean and Derivatives. [Registered Activity]	
Products/ Services :	ITC Code No.	Product Descriptions
	99611841	Trading In Computer Parts
	99611924	Trading In Iron & Steel
	99611113	Trading In Maize Starch Powder
	99611311	Trading In Raw Silk Yarn
	99611119	Trading In Soyabean
	99611992	Trading In Statue And Sculpture
	99715230	Trading in Securities
Brand Names :	Not Available	
Agencies Held :	Not Available	
Exports :	Not Divulged	
Imports :	Not Divulged	
Terms :		
Selling :	Not Divulged	
Purchasing :	Not Divulged	

PRODUCTION STATUS: (NOT AVAILABLE)

GENERAL INFORMATION

Suppliers :	Reference:	Not Divulged
	Name of the Person (Designation):	--
	Contact Number:	--
	Since how long known:	--
	Maximum limit dealt:	--
	Experience:	--
	Remark	--
Customers :	Reference:	Not Divulged
	Name of the Person (Designation):	--

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	Contact Number:	--
	Since how long known:	--
	Maximum limit dealt:	--
	Experience:	--
	Remark	--
No. of Employees :	Not Divulged	
Bankers :	<ul style="list-style-type: none"> Allahabad Bank Main Branch, The Mall Kanpur, Main Branch, The Mall Kanpur, Kanpur – 208001, Uttar Pradesh, India Oriental Bank of Commerce 	
Facilities :	SECURED LOANS	31.03.2017 (INR In Million)
	LONG-TERM BORROWINGS	31.03.2016 (INR In Million)
	Loans taken for fixed assets	0.000
	Total	0.000
		0.055

Auditors :	
Name :	Rajiv Mehrotra and Associates Chartered Accountants
Address :	3 / 3 A , Vishnupuri, Kanpur, Uttar Pradesh, India
PAN No.:	AAFFR0926B
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

CAPITAL STRUCTURE

AS ON: 31.03.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
1000000	Equity Shares	INR 10/- each	INR 10.000 Million

Issued, Subscribed & Paid-up Capital :

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No. of Shares	Type	Value	Amount
185751	Equity Shares	INR 10/- each	INR 1.858 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	1.858	1.858	1.858
(b) Reserves and Surplus	286.735	272.820	213.805
(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)	288.593	274.678	215.663
(3) Non-Current Liabilities			
(a) long-term borrowings	22.990	0.055	3.455
(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)	22.990	0.055	3.455
(4) Current Liabilities			
(a) Short-term borrowings	0.000	7.395	0.000
(b) Trade payables	2225.907	3900.162	3149.985
(c) Other current liabilities	366.987	149.573	669.330
(d) Short-term provisions	0.000	0.000	0.000
Total Current Liabilities (4)	2592.894	4057.130	3819.315
TOTAL	2904.477	4331.863	4038.433
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	5.546	6.554	7.690
(ii) Intangible Assets	0.000	0.000	0.000
(iii) Tangible assets 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)	0.075	0.036	0.088
(d) Long-term loans and advances	2.542	0.814	1.314
(e) Other Non-current assets	0.007	0.007	0.012
Total Non-Current Assets	8.170	7.411	9.104

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(2) Current assets			
(a) Current investments	9.734	9.472	8.803
(b) Inventories	0.000	0.000	0.000
(c) Trade receivables	879.098	71.151	269.705
(d) Cash and bank balances	1957.444	4209.852	3672.824
(e) Short-term loans and advances	49.973	17.173	37.795
(f) Other current assets	0.058	16.804	40.202
Total Current Assets	2896.307	4324.452	4029.329
TOTAL	2904.477	4331.863	4038.433

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	SALES			
	Total Revenue from operations	4161.783	9655.565	8423.383
	Other Income	1.968	1.332	0.000
	TOTAL	4163.751	9656.897	8423.383
Less	EXPENSES			
	Purchases of Stock-in-Trade	4104.269	9488.230	8286.395
	Employee benefit expense	5.153	5.248	5.009
	Other expenses	8.665	18.624	13.769
	Exceptional items	0.002	0.141	0.000
	TOTAL	4118.089	9512.243	8305.173
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	45.662	144.654	118.210
Less	FINANCIAL EXPENSES	23.625	52.143	24.308
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	22.037	92.511	93.902
Less/ Add	DEPRECIATION/ AMORTISATION	1.165	1.089	0.822
	PROFIT/ (LOSS) BEFORE TAX	20.872	91.422	93.080
Less	TAX	6.958	32.407	32.294
	PROFIT/ (LOSS) AFTER TAX	13.914	59.015	60.786
	EARNINGS IN FOREIGN CURRENCY			
	F.O.B. Value of Exports	0.000	0.000	7833.651
	TOTAL EARNINGS	0.000	0.000	7833.651

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	IMPORTS			
	Capital Goods	3667.574	9364.940	8258.417
	TOTAL IMPORTS	3667.574	9364.940	8258.417
	Earnings / (Loss) Per Share (INR)	74.91	317.71	327.25

CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars	31.03.2017	31.03.2016	31.03.2015
Current Maturities of Long term debt	10.055	2.593	0.519
Net cash flows from (used in) operations	(2243.903)	585.786	214.220
Net cash flows from (used in) operating activities	(2243.903)	585.786	214.220

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	77.10	2.69	11.69
Account Receivables Turnover (Income / Sundry Debtors)	4.73	135.71	31.23
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	197.95	150.03	138.75
Inventory Turnover (Operating Income / Inventories)	0.00	0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)	8.23	22.07	15.37

LEVERAGE RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.90	0.94	0.95
Debt Equity Ratio	0.11	0.04	0.02

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(Total Liability / Networth)			
Current Liabilities to Networth (Current Liabilities / Net Worth)	8.98	14.77	17.71
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.02	0.02	0.04
Interest Coverage Ratio (PBIT / Financial Charges)	1.93	2.77	4.86

PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin ((PAT / Sales) * 100)	%	0.33	0.61	0.72
Return on Total Assets ((PAT / Total Assets) * 100)	%	0.48	1.36	1.51
Return on Investment (ROI) ((PAT / Networth) * 100)	%	4.82	21.49	28.19

SOLVENCY RATIOS

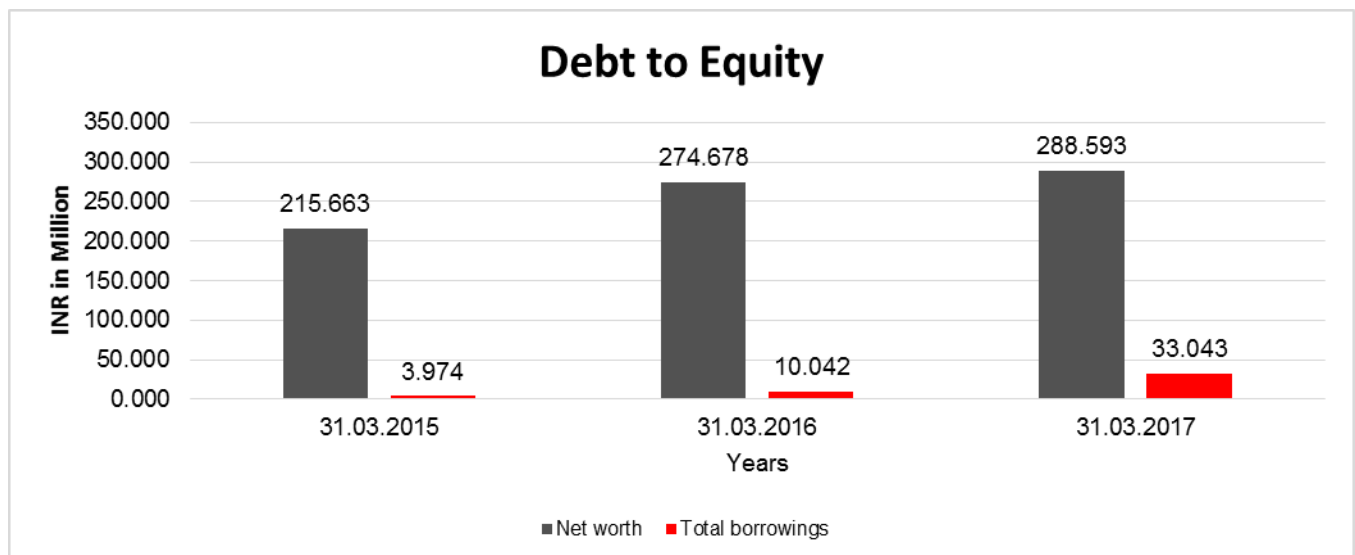
PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)		1.12	1.07	1.05
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		1.12	1.07	1.05
G-Score Ratio Financial (Networth / Total Assets)		0.10	0.06	0.05
G-Score Ratio Debt (Debts / Equity Capital)		17.79	5.41	2.14
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		1.12	1.07	1.05

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

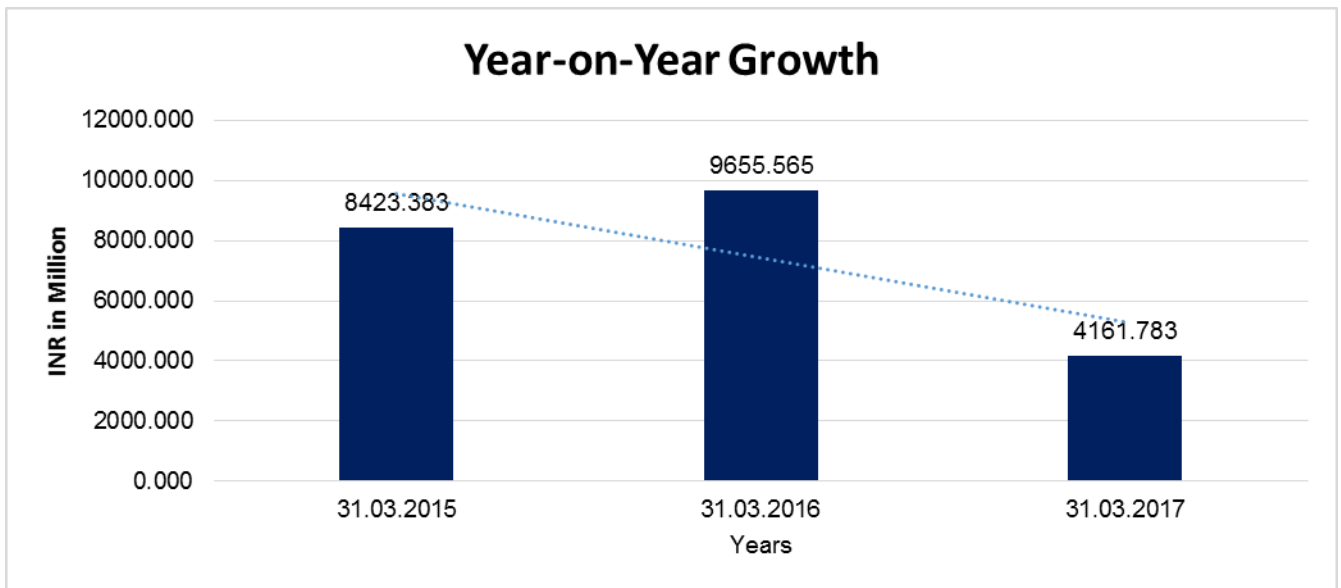
Particular	31.03.2015 (INR In Million)	31.03.2016 (INR In Million)	31.03.2017 (INR In Million)
Share Capital	1.858	1.858	1.858
Reserves & Surplus	213.805	272.820	286.735
Money received against share warrants	0.000	0.000	0.000
Share Application money pending allotment	0.000	0.000	0.000
Net worth	215.663	274.678	288.593
Long-term borrowings	3.455	0.054	22.988
Short term borrowings	0.000	7.395	0.000
Current maturities of long-term debts	0.519	2.593	10.055
Total borrowings	3.974	10.042	33.043
Debt/Equity ratio	0.018	0.037	0.114



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YEAR-ON-YEAR GROWTH

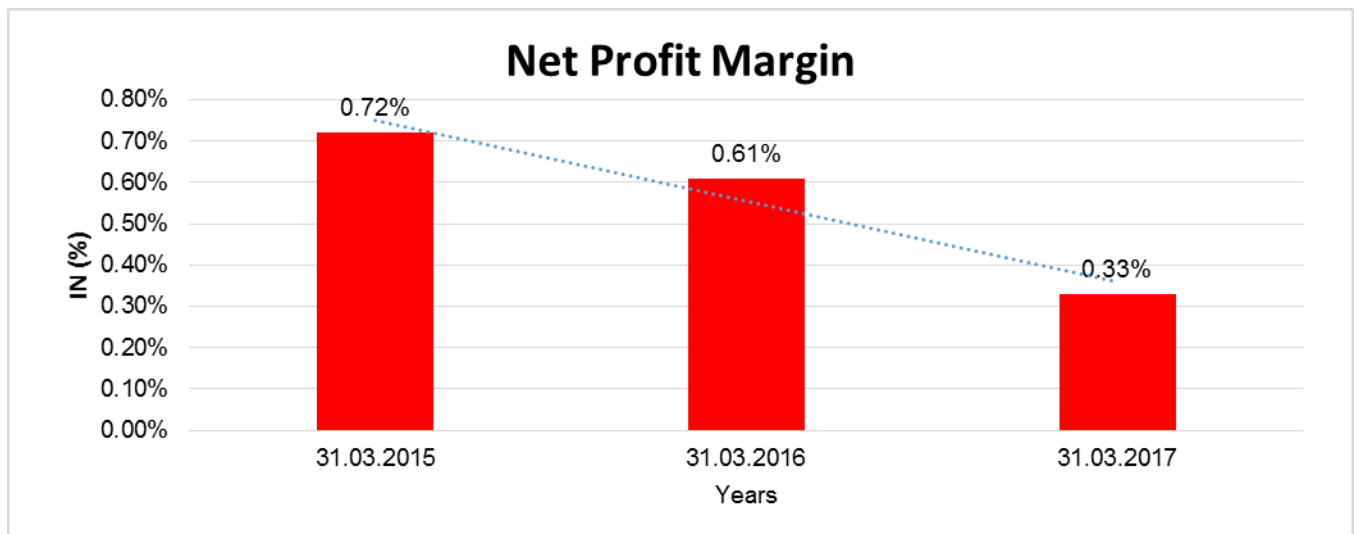
Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	(INR In Million)	(INR In Million)	(INR In Million)
Sales	8423.383	9655.565	4161.783
		14.628	(56.898)



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NET PROFIT MARGIN

Net Profit Margin	31.03.2015	31.03.2016	31.03.2017
	(INR In Million)	(INR In Million)	(INR In Million)
Sales	8423.383	9655.565	4161.783
Profit/ (Loss)	60.786	59.015	13.914
	0.72 %	0.61 %	0.33 %



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
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	Litigations that the firm/promoter involved in	--
32	Market information	--
33	Payments terms	No
34	Negative Reporting by Auditors in the Annual Report	No

INDEX OF CHARGES

S N O	SRN	CHA RGE ID	CHAR GE HOLDE R NAME	DATE OF CREATI ON	DATE OF MODI FICAT ION	DATE OF SATISFA CTION	AMOUNT	ADDRESS
1	G1833 9267	10005 6885	Indian Overse as Bank	06/10/2 016	-	-	1770000000.0	GARG NARONHA COMPLEXMALL ROAD BRANCHKANPURUP2 08001IN
2	G7207 1590	10484 652	ORIEN TAL BANK OF COMM ERCE	22/06/2 013	12/06/ 2017	-	525000000.0	THE MALLKANPURKANPU RUP208001IN
3	G8030 3936	10431 526	ALLAH ABD BANK	22/04/2 013	-	23/02/201 8	460000.0	MAIN BRANCH, THE MALL KANPURMAIN BRANCH, THE MALL KANPURKANPURUP2 08001IN
4	G8030 1898	10400 412	ALLAH ABD BANK	31/01/2 013	-	23/02/201 8	1450000.0	MAIN BRANCH, THE MALL KANPURMAIN BRANCH, THE MALL KANPURKANPURUP2 08001IN
5	G7214 1682	10546 967	HDFC BANK LIMITE D	01/11/2 014	-	13/12/201 7	3000000.0	HDFC BANK HOUSEENAPATI BAPAT MARGLOWER PAREL WMUMBAIMH400013I N
6	C7758 8259	10390 400	ALLAH ABD BANK	19/11/2 012	-	07/01/201 6	300000.0	MAIN BRANCH, THE MALL KANPURMAIN BRANCH, THE MALL KANPURKANPURUP2 08001IN

UNSECURED LOANS

PARTICULARS	31.03.2017 (INR In Million)	31.03.2016 (INR In Million)
LONG-TERM BORROWINGS		
Rupee term loans from others	20.200	0.000
Rupee term loans from banks	2.790	0.000

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SHORT TERM BORROWINGS		
Rupee term loans from others	0.000	7.395
Total	22.990	7.395

FIXED ASSETS:

Tangible Assets

- Plant and Equipment
- Furniture and Fixtures
- Vehicles
- Office Equipment
- Computer Equipments

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 68.70
UK Pound	1	INR 90.28
Euro	1	INR 80.56

INFORMATION DETAILS

Information Gathered by :	SHW
Analysis Done by :	DIV
Report Prepared by :	IND

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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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