

MIRA INFORM REPORT

Report No. :	522694
Report Date :	28.07.2018

IDENTIFICATION DETAILS

Name :	S.D.C. DESIGNS, LLC
Registered Office :	529 Fifth Ave 16th Flr, New York, New York, 10017
Country :	United States
Financials (as on) :	2016 [Summarized]
Date of Incorporation :	29.01.2003
Legal Form :	Domestic Limited Liability Company
Line of Business :	Subject is a designer, manufacturer, and wholesaler of fine jewelry. Specializing in private label and designer brands.
No. of Employees :	24

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

Status :	Good
Payment Behaviour :	Regular
Litigation :	Exist

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)
United States	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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UNITED STATES - ECONOMIC OVERVIEW

The US has the most technologically powerful economy in the world, with a per capita GDP of \$57,300. US firms are at or near the forefront in technological advances, especially in computers, pharmaceuticals, and medical, aerospace, and military equipment; however, their advantage has narrowed since the end of World War II. Based on a comparison of GDP measured at purchasing power parity conversion rates, the US economy in 2014, having stood as the largest in the world for more than a century, slipped into second place behind China, which has more than tripled the US growth rate for each year of the past four decades.

In the US, private individuals and business firms make most of the decisions, and the federal and state governments buy needed goods and services predominantly in the private marketplace. US business firms enjoy greater flexibility than their counterparts in Western Europe and Japan in decisions to expand capital plant, to lay off surplus workers, and to develop new products. At the same time, businesses face higher barriers to enter their rivals' home markets than foreign firms face entering US markets.

Long-term problems for the US include stagnation of wages for lower-income families, inadequate investment in deteriorating infrastructure, rapidly rising medical and pension costs of an aging population, energy shortages, and sizable current account and budget deficits.

The onrush of technology has been a driving factor in the gradual development of a "two-tier" labor market in which those at the bottom lack the education and the professional/technical skills of those at the top and, more and more, fail to get comparable pay raises, health insurance coverage, and other benefits. But the globalization of trade, and especially the rise of low-wage producers such as China, has put additional downward pressure on wages and upward pressure on the return to capital. Since 1975, practically all the gains in household income have gone to the top 20% of households. Since 1996, dividends and capital gains have grown faster than wages or any other category of after-tax income.

Imported oil accounts for nearly 55% of US consumption and oil has a major impact on the overall health of the economy. Crude oil prices doubled between 2001 and 2006, the year home prices peaked; higher gasoline prices ate into consumers' budgets and many individuals fell behind in their mortgage payments. Oil prices climbed another 50% between 2006 and 2008, and bank foreclosures more than doubled in the same period. Besides dampening the housing market, soaring oil prices caused a drop in the value of the dollar and a deterioration in the US merchandise trade deficit, which peaked at \$840 billion in 2008. Because the US economy is energy-intensive, falling oil prices since 2013 have alleviated many of the problems the earlier increases had created.

The sub-prime mortgage crisis, falling home prices, investment bank failures, tight credit, and the global economic downturn pushed the US into a recession by mid-2008. GDP contracted until the third quarter of 2009, making this the deepest and longest downturn since the Great Depression. To help stabilize financial markets, the US Congress established a \$700 billion Troubled Asset Relief Program (TARP) in October 2008. The government used some of these funds to purchase equity in US banks and industrial corporations, much of which had been returned to the government by early 2011. In January 2009, Congress passed and President Barack OBAMA signed a bill providing an additional \$787 billion fiscal stimulus to be used over 10 years - two-thirds on additional spending and one-third on tax cuts - to create jobs and to help the economy recover. In 2010 and 2011, the federal budget deficit reached nearly 9% of GDP. In 2012, the Federal Government reduced the growth of spending and the deficit shrank to 7.6% of GDP. US revenues from taxes and other sources are lower, as a percentage of GDP, than those of most other countries.

Wars in Iraq and Afghanistan required major shifts in national resources from civilian to military purposes and contributed to the growth of the budget deficit and public debt. Through 2014, the direct costs of the wars totaled more than \$1.5 trillion, according to US Government figures.

In March 2010, President OBAMA signed into law the Patient Protection and Affordable Care Act, a health insurance reform that was designed to extend coverage to an additional 32 million Americans by 2016, through private health insurance for the general population and Medicaid for the impoverished. Total spending on healthcare - public plus private - rose from 9.0% of GDP in 1980 to 17.9% in 2010.

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In July 2010, the president signed the DODD-FRANK Wall Street Reform and Consumer Protection Act, a law designed to promote financial stability by protecting consumers from financial abuses, ending taxpayer bailouts of financial firms, dealing with troubled banks that are "too big to fail," and improving accountability and transparency in the financial system - in particular, by requiring certain financial derivatives to be traded in markets that are subject to government regulation and oversight.

In December 2012, the Federal Reserve Board (Fed) announced plans to purchase \$85 billion per month of mortgage-backed and Treasury securities in an effort to hold down long-term interest rates, and to keep short-term rates near zero until unemployment dropped below 6.5% or inflation rose above 2.5%. In late 2013, the Fed announced that it would begin scaling back long-term bond purchases to \$75 billion per month in January 2014 and further reduce them as conditions warranted; the Fed ended the purchases during the summer of 2014. In 2014, the unemployment rate dropped to 6.2%, and continued to fall to 5.5% by mid-2015, the lowest rate of joblessness since before the global recession began; inflation stood at 1.7%, and public debt as a share of GDP continued to decline, following several years of increases. In December 2015, the Fed raised its target for the benchmark federal funds rate by 0.25%, the first increase since the recession began. With US GDP growth below 2%, the Fed opted to raise rates three times since then, and in mid-June 2017, the range for the target rate stood at 1% to 1.25%.

Source : CIA

STATUTORY INFORMATION

Legal Name: S.D.C. DESIGNS, LLC
Trade Name: SDC DESIGNS/ SDC
ID: 2862766
Date Created: 2003
Date Incorporated: JANUARY 29, 2003
Legal Address: S.D.C. Designs, LLC
529 Fifth Ave 16th Flr
New York, New York, 10017
Operative Address: 6 East 45th Street
Suite 901
New York, NY 10017
United States
Telephone: 212 599 4240
Fax: (212) 599-4532
Legal Form: Domestic Limited Liability Company
Email: sridhar@sdcdesigns.com
Registered in: New York, USA
Website: www.sdcdesigns.com
Contact: Abhay D Javeri, President
Staff: 24 Employees
Activity: NAICS 1: Jewelry, Watch, Precious Stone, and Precious
Metal Merchant Wholesalers
NAICS 2: Jewelry Stores
SIC 1: Jewelry And Precious Stones
SIC 2: Jewelry Stores

BANKS

ISRAEL DISCOUNT BANK OF NEW YORK 511 FIFTH
AVENUE, NEW YORK, NY 10017, USA

ANTWERPSE DIAMANTBANK N.V. PELIKAANSTRAAT
54, ANTWERPEN 2018, BEL

HISTORY

S.D.C. DESIGNS, LLC was created and incorporated in
2003.

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 E-mail : mira@mirainform.com
 info@mirainform.com
 Website : http://www.mirainform.com
 http://www.miraglobalcheck.com
 http://www.miraglobalcollections.com

PRINCIPAL ACTIVITY

<p>Products/Services description: Brands: Sales are: Clients: Suppliers: Operations area: The subject employs Payments:</p>	<p>SDC Designs LLC is a designer, manufacturer, and wholesaler of fine jewelry. Specializing in private label and designer brands. Jewelry, Watches, Precious Stones, and Precious Metals Vera Wang LOVE Wholesale Retailers, General clientele NA National 24 Employees Regular</p>
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LOCATION

<p>Headquarters : Comments: Branches: Main Competitors</p>	<p>6 East 45th Street Suite 901 New York, NY 10017 United States NA No branches The Shape Of Lies Alex Kittay Inc. Lucky G&M Fashion Jewelry SHR Jewelry</p>
<p>Related Companies:</p>	

GROUP STRUCTURE AND SUBSIDIARY COMPANIES

<p>Listed at the stock exchange: Capital: Shareholders: Management:</p>	<p>NO NA This is a private company. We could not confirm major holders. Craig Race, Office Direct Abhay D Javeri, Principal Dinesh Javeri, Principal Sridhar Krishnan, Principal</p>
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FINANCIAL INFORMATION

USD 2016

Revenue

The company does not make its financial statements public. The following information has been provided by private sources:

7 800 000

Cash flow

Normal

LEGAL FILINGS

Trademarks:

PINK CHAMPAGNE

Jewelry

Owned by: S.D.C. Designs, LLC

Serial Number: 85947680

WHITE CHAMPAGNE

Jewelry

Owned by: S.D.C. Designs, LLC

Serial Number: 85947688

MIL ESTRELLAS COLLECTION

Jewelry

Owned by: S.D.C. Designs, LLC

Serial Number: 86654171

BELLA & BEA

Jewelry; Watches

Owned by: S.D.C. Designs, LLC

Serial Number: 87031801

BELLA & BEA

Eyewear accessories, namely, straps, neck cords and head straps which restrain eyewear from movement on a wearer; Eyewear...

Owned by: S.D.C. Designs, LLC

Serial Number: 87031815

BELLA & BEA

Bakeware; Bath accessories, namely, cup holders; Beverage glassware; Bowls; Butlers' trays; Cake pans; Cake stands; Canister...

Owned by: S.D.C. Designs, LLC

Serial Number: 87032469

BELLA & BEA

All-purpose athletic bags; all-purpose sports bags; athletic bags; attaché cases; baby backpacks; backpacks; beach bags...

Owned by: S.D.C. Designs, LLC

Serial Number: 87032472

BELLA & BEA

Address Books; Animation Cells; Anniversary Books; Announcement Cards; Decals and stickers for use as home decor; Appointment...

Owned by: S.D.C. Designs, LLC

Serial Number: 87032477

BELLA & BEA

Athletic shoes; bathing suits; beachwear; belts; blazers; blouses; body suits; boots; bras; brassieres; briefs; bustiers...

Owned by: S.D.C. Designs, LLC

Serial Number: 87032479

BELLA & BEA

Cosmetics; facial makeup; concealers; blush; facial powders; foundation makeup; eye makeup; eye pencils; eyebrow pencils...

Owned by: S.D.C. Designs, LLC

Serial Number: 87032487

BELLA & BEA

Retail store and on-line retail store services featuring apparel, fashion accessories, handbags, jewelry, leather goods,...

Owned by: S.D.C. Designs, LLC

Serial Number: 87032498

B

Jewelry; Watches

Owned by: S.D.C. Designs, LLC

Serial Number: 87074973

Lawsuits:

Color Image Apparel, Inc v. S.D.C. Designs, LLC

Plaintiff: Color Image Apparel, Inc

Defendant: S.D.C. Designs, LLC

Case Number: 2:2017cv02950

Filed: April 19, 2017

Court: California Central District Court

Presiding Judge: Fernando M. Olguin



MIRA INFORM PRIVATE LIMITED
605, Palmspring, Near D'Mart, Link Road,
Malad (West), Mumbai - 400 064. INDIA
Tel : 91-22-40448000 (44 lines)
Fax : 91-22-40448045 / 40448046
E-mail : mira@mirainform.com
info@mirainform.com
Website : <http://www.mirainform.com>
<http://www.miraglobalcheck.com>
<http://www.miraglobalcollections.com>

S.D.C. DESIGNS, LLC - 522694

PAGE NO. : 9

Referring Judge: Patrick J. Walsh
Nature of Suit: Trademark

UCC:

Debtor Names: S.D.C. DESIGNS INC. 6 EAST 45TH STREET, NEW YORK, NY 10017-0000, USA
Secured Party Names: ISRAEL DISCOUNT BANK OF NEW YORK 511 FIFTH AVENUE, NEW YORK, NY 10017-0000, USA
229981 10/09/2002 10/09/2007 Financing Statement
1200511025958990 11/02/2005 10/09/2007 Termination

Debtor Names: S.D.C. DESIGNS, INC.
6 EAST 45TH STREET, NEW YORK, NY 10017, USA
Secured Party Names: ISRAEL DISCOUNT BANK OF NEW YORK
511 FIFTH AVENUE, NEW YORK, NY 10017, USA
IDB LEASING, INC. 1001 DURHAM AVENUE, SOUTH PLAINFIELD, NJ 07080, USA
200311071830649 11/07/2003 11/07/2008 Financing Statement
200511025959360 11/02/2005 11/07/2008 Financing Statement Amendment

Debtor Names: SDC DESIGNS LLC
6 E. 45TH STREET, NEW YORK, NY 10017, USA
S.D.C. DESIGNS LLC 529 FIFTH AVENUE, NEW YORK, NY 10017, USA
Secured Party Names: ANTWERPSE DIAMANTBANK N.V.PELIKAANSTRAAT 54, ANTWERPEN 2018, BEL
200411228388540 11/22/2004 11/22/2009 Financing Statement
200903040123991 03/04/2009 11/22/2009 Financing Statement Amendment
200910010566885 10/01/2009 11/22/2014 Continuation
201409220530325 09/22/2014 11/22/2019 Continuation
201502200085487 02/20/2015 11/22/2019 Termination

Debtor Names: S.D.C. DESIGNS, LLC 529 FIFTH AVE 16TH FLOOR, NEW YORK, NY 10017, USA
Secured Party Names: ISRAEL DISCOUNT BANK OF NEW YORK
511 FIFTH AVENUE, NEW YORK, NY 10017, USA
201502045119924 02/04/2015 02/04/2020 Financing Statement

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Debtor Names: S.D.C. DESIGNS, LLC
529 5TH AVENUE, 16TH FLOOR, NEW YORK, NY 10017,
USA

Secured Party Names: IMANI BROS LLC
2 W 46TH STREET, #822, NEW YORK, NY 10036, USA
201607158285618 07/15/2016 07/15/2021
Financing Statement

OFAC
Sanctions List Search:

The company is not listed in the OFAC list.

SUMMARY

Founded in 2003, S.D.C. Designs, Llc is a small organization in the jewelry and precious stone company's industry located in New York, NY. It has 24 full time employees and generates an estimated \$7.8 million in annual revenue.

The company shows low commercial profile; with no import-export records.

It is ACTIVE in New York, USA; with no negative records.

RISK INFORMATION

DEBTS	Controlled
PAYMENTS	Regular
CASH FLOW	Normal
STATUS	ACTIVE

INTERVIEW

NAME	Craig Race
POSITION	Office Direct
COMMENTS	He confirmed name, contact, address, website and brands.

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 68.70
UK Pound	1	INR 89.99
Euro	1	INR 79.98
US Dollar	1	INR 68.62

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	NIY
Report Prepared by :	TPT

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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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