

MIRA INFORM REPORT

Report No. :	521832
Report Date :	30.07.2018

IDENTIFICATION DETAILS

Name :	TIMES MARKETING PRIVATE LIMITED
Registered Office :	Sector-C, Pocket-9, Flat No.9455, Vasant Kunj, New Delhi - 110070
Tel. No.:	91-11-29942370
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	16.09.1988
CIN No.: [Company Identification No.]	U51909DL1988PTC033208
Capital Investment / Paid-up Capital :	INR 1.000 Million
PAN No.: [Permanent Account No.]	AAACT1199C
GSTN : [Goods & Service Tax Registration No.]	07AAACT1199C1ZJ
Legal Form :	Private Limited Liability Company
Line of Business :	Subject is engaged as Dealer, Importer and Exporter of Pumps and Spare Parts and Accessories thereof. [As per Memorandum of Association]
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

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Status :	Satisfactory
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Subject was established in the year 1988 and it is engaged as a dealer, importer and exporter of pumps and spare parts and accessories thereof.</p> <p>For the financial year 2017, the company has achieved decent growth in its revenue but it has reported thin profit margin during the year.</p> <p>Rating takes into consideration, the satisfactory financial risk profile marked by adequate net worth base and comfortable debt protection metrics.</p> <p>Rating continues to derive strength from its established track record of its business operations backed by extensive experience of its promoters.</p> <p>Payments seems to be slow but correct.</p> <p>In view of aforesaid the company can be considered for business dealings at usual trade terms and conditions.</p> <p>NOTE: Site visit report will be provided as a supplementary.</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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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

Subject's name is not listed as a Sick Unit in the publicly available BIFR (Board for Industrial & Financial Reconstruction) list as of 30.07.2018.

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

MANAGEMENT NON-COOPERATIVE [TEL. NO.: 91-11-29942371/ 370/ 91-9821496154]

[91-9810037639] not reachable

LOCATIONS

Registered Office :	Sector-C, Pocket-9, Flat No.9455, Vasant Kunj, New Delhi – 110070, India
Tel. No.:	91-11-29942370-73
Mobile No.:	91-9821496154 [Office]
Fax No.:	91-11-29942370, Extn: 28
E-Mail :	gjan.parkash@timesmarketing.com
Website :	http://www.timesmarketing.com
Warehouse:	Plot No.-2A, Gali No.-3, Road No.-7, Gurukul Industrial Area, Faridabad – 121003, Haryana, India

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DIRECTORS

AS ON: 31.03.2018

Name :	Mr. Gian Parkash		
Designation :	Director		
Address :	9456, Pocket-9, Sector-C, Vasant Kunj, New Delhi - 110070, India		
Date of Appointment :	20.01.2007		
DIN No.:	01288711		
Other Directorship :			
CIN/FCRN	Company Name	Begin Date	End Date
U51909DL2013PTC250716	TIMES ADVANCE-TECH PRODUCTS PRIVATE LIMITED	12/04/2013	-
U29150DL2014PTC263868	TIMES INDUSTRIAL ENGINEERS PRIVATE LIMITED	22/01/2014	-
Name :	Mr. Vicky Verma		
Designation :	Director		
Address :	Sector - C, Pocket - 9, 9456, Vasant Kunj, New Delhi - 110070, India		
Date of Appointment :	15.07.2010		
DIN No.:	03332939		
Other Directorship :			
CIN/FCRN	Company Name	Begin Date	End Date
U29150DL2014PTC263868	TIMES INDUSTRIAL ENGINEERS PRIVATE LIMITED	22/01/2014	-
U51909DL2013PTC250716	TIMES ADVANCE-TECH PRODUCTS PRIVATE LIMITED	12/04/2013	-

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

AS ON: 31.03.2017

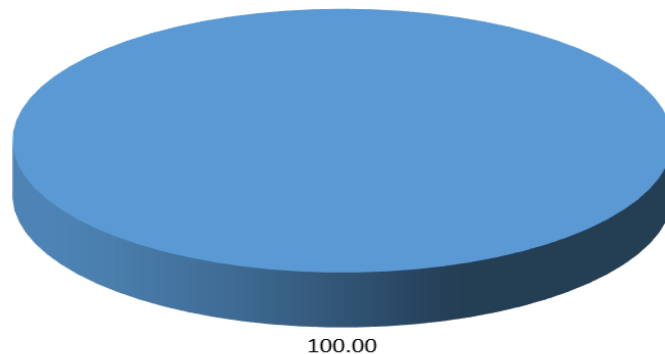
Names of Shareholders	No. of Shares	% age holding
Gian Parkash	9500	95.00
Vicky Verma	500	5.00
Total	10000	100.00

AS ON: 29.09.2017

Equity Share Breakup	Percentage of Holding
Category	
Promoters (Individual/Hindu Undivided Family - Indian)	100.00
Total	100.00

Share holding pattern

■ Promoters (Individual/Hindu Undivided Family - Indian)



BUSINESS DETAILS

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Line of Business :	Subject is engaged as Dealer, Importer and Exporter of Pumps and Spare Parts and Accessories thereof. [As per Memorandum of Association]	
Products :	ITC Code No.	Product Descriptions
	99611811	Motor vehicles, trailers & semi trailers , parts and accessories thereof
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 :	<ul style="list-style-type: none"> • ABB India Limited • Adani Logistics Limited • Advances Valves Private Limited • Afflatus Gravures Private Limited • Air India Limited • A K Lifters • Amar Ujala Publications Limited • Amtek Auto Limited, etc. 	
No. of Employees :	Not Divulged	

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Bankers :	Bank Name:	Corporation Bank	
	Branch:	Sarita Vihar, New Delhi - 110076, Delhi, India	
	Person Name (with Designation):	--	
	Contact Number:	--	
	Name of Account Holder:	--	
	Account Number:	--	
	Account Since (Date/ Year of A/c Opening):	--	
	Average Balance Maintained (Optional):	--	
	Credit Facilities Enjoyed (CC/OD/Term Loan):	--	
	Account Operation:	--	
Remarks:	--		
Facilities :	SECURED LOANS	31.03.2017 (INR In Million)	31.03.2016 (INR In Million)
	LONG-TERM BORROWINGS		
	From Corporation Bank car loan	0.100	0.379
	SHORT-TERM BORROWINGS		
	Repayable within one year	0.279	0.264
	Repayable on demand	4.240	13.869
	Total	4.619	14.512

Auditors :	
Name :	N.K. Goel and company Chartered Accountants
Address :	32 Regal Building, Sansad Marg, New Delhi – 110001, India
Tel. No.:	91-11-23347042/ 23361532
Fax No.:	91-11-23362586
E-Mail :	neerajfca@hotmail.com
Income-tax PAN of auditor or auditor's firm :	AAGPG7087D
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
10000	Equity Shares	INR 100/- each	INR 1.000 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
10000	Equity Shares	INR 100/- each	INR 1.000 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	1.000	1.000	1.000
(b) Reserves & Surplus	15.060	14.278	13.632
(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)	16.060	15.278	14.632
(3) Non-Current Liabilities			
(a) Long-term borrowings	7.571	5.913	2.124
(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	0.199
Total Non-current Liabilities (3)	7.571	5.913	2.323
(4) Current Liabilities			
(a) Short term borrowings	4.519	14.133	11.957
(b) Trade payables	49.874	35.907	36.056
(c) Other current liabilities	7.249	2.443	2.603
(d) Short-term provisions	0.980	1.092	0.604
Total Current Liabilities (4)	62.622	53.575	51.220
TOTAL	86.253	74.766	68.175
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	1.406	1.831	2.144
(ii) Intangible Assets	0.000	0.000	0.000
(iii) 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)	0.759	0.599	0.501
(d) Long-term Loan and Advances	0.000	0.000	0.000
(e) Other Non-current assets	0.000	0.000	0.000
Total Non-Current Assets	2.165	2.430	2.645

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(2) Current assets			
(a) Current investments	0.000	0.000	0.000
(b) Inventories	16.743	34.783	26.128
(c) Trade receivables	60.172	32.884	33.454
(d) Cash and cash equivalents	5.357	2.288	3.295
(e) Short-term loans and advances	1.816	2.381	2.653
(f) Other current assets	0.000	0.000	0.000
Total Current Assets	84.088	72.336	65.530
TOTAL	86.253	74.766	68.175

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	SALES			
	Revenue from Operations	249.761	206.059	132.474
	Other Income	19.713	7.095	9.698
	TOTAL	269.474	213.154	142.172
Less	EXPENSES			
	Purchases and direct expenses	211.633	187.415	113.675
	Changes in inventories of finished goods, work-in-progress and Stock-in-Trade	18.039	(8.655)	(2.623)
	Employees benefits expense	19.995	16.046	12.947
	Other expenses	15.574	14.916	14.788
	TOTAL	265.241	209.722	138.787
	PROFIT BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	4.233	3.432	3.385
Less	FINANCIAL EXPENSES	2.014	1.593	1.494
	PROFIT BEFORE TAX, DEPRECIATION AND AMORTISATION	2.219	1.839	1.891
Less/ Add	DEPRECIATION/ AMORTISATION	0.717	0.807	1.248
	PROFIT BEFORE TAX	1.502	1.032	0.643
Less	TAX	0.349	0.266	0.039
	PROVISION FOR GRATUITY	0.371	0.120	0.012

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	PROFIT AFTER TAX	0.782	0.646	0.592
	Earnings Per Share (INR)	78.23	64.56	19.20

CURRENT MATURITIES OF LONG TERM DEBT DETAILS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Current Maturities of Long term debt	NA	NA	NA
Cash (used in) operations	NA	NA	NA
Net Cash (used in) Operating Activities	1.487	(4.543)	0.688

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	87.94	58.25	92.17
Account Receivables Turnover (Income / Sundry Debtors)	4.15	6.27	3.96
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	86.02	69.93	115.77
Inventory Turnover (Operating Income / Inventories)	0.25	0.10	0.13
Asset Turnover (Operating Income / Net Fixed Assets)	3.01	1.87	1.58

LEVERAGE RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.81	0.80	0.78
Debt Equity Ratio (Total Liability / Networth)	0.75	1.31	0.96

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Current Liabilities to Networth (Current Liabilities / Net Worth)	3.90	3.51	3.50
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.09	0.12	0.15
Interest Coverage Ratio (PBIT / Financial Charges)	2.10	2.15	2.27

PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin ((PAT / Sales) * 100)	%	0.31	0.31	0.45
Return on Total Assets ((PAT / Total Assets) * 100)	%	0.91	0.86	0.87
Return on Investment (ROI) ((PAT / Networth) * 100)	%	4.87	4.23	4.05

SOLVENCY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)		1.34	1.35	1.28
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		1.08	0.70	0.77
G-Score Ratio Financial (Networth / Total Assets)		0.19	0.20	0.21
G-Score Ratio Debt (Debts / Equity Capital)		12.09	20.05	14.08
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		1.34	1.35	1.28

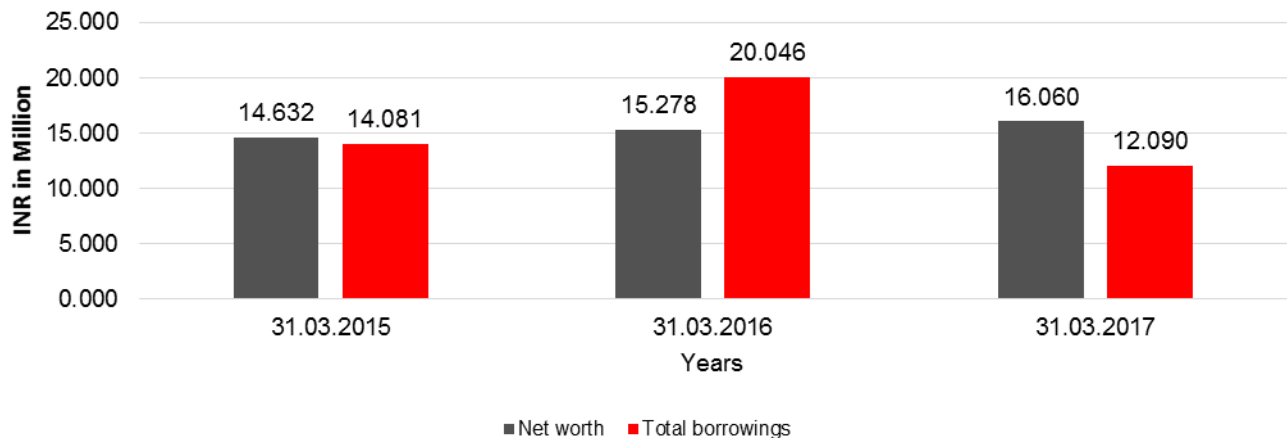
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

FINANCIAL ANALYSIS
[all figures are in INR Million]

DEBT EQUITY RATIO

Particular	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Share Capital	1.000	1.000	1.000
Reserves & Surplus	13.632	14.278	15.060
Money received against share warrants	0.000	0.000	0.000
Share Application money pending allotment	0.000	0.000	0.000
Net worth	14.632	15.278	16.060
long-term borrowings	2.124	5.913	7.571
Short term borrowings	11.957	14.133	4.519
Total borrowings	14.081	20.046	12.090
Debt/Equity ratio	0.962	1.312	0.753

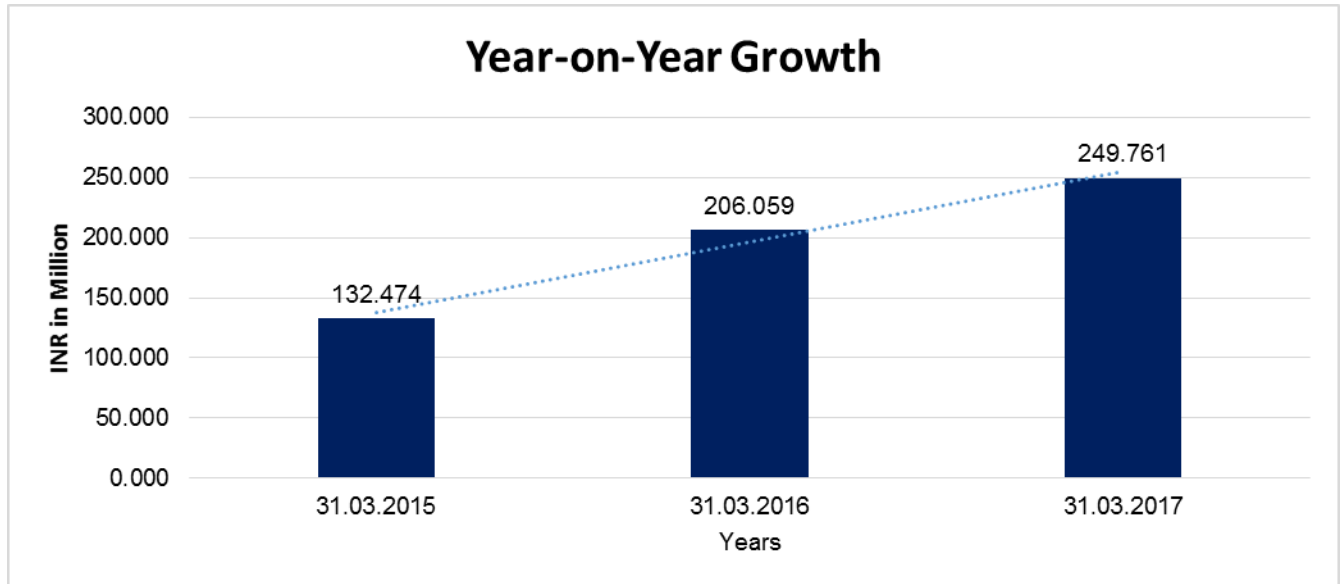
Debt to Equity



YEAR-ON-YEAR GROWTH

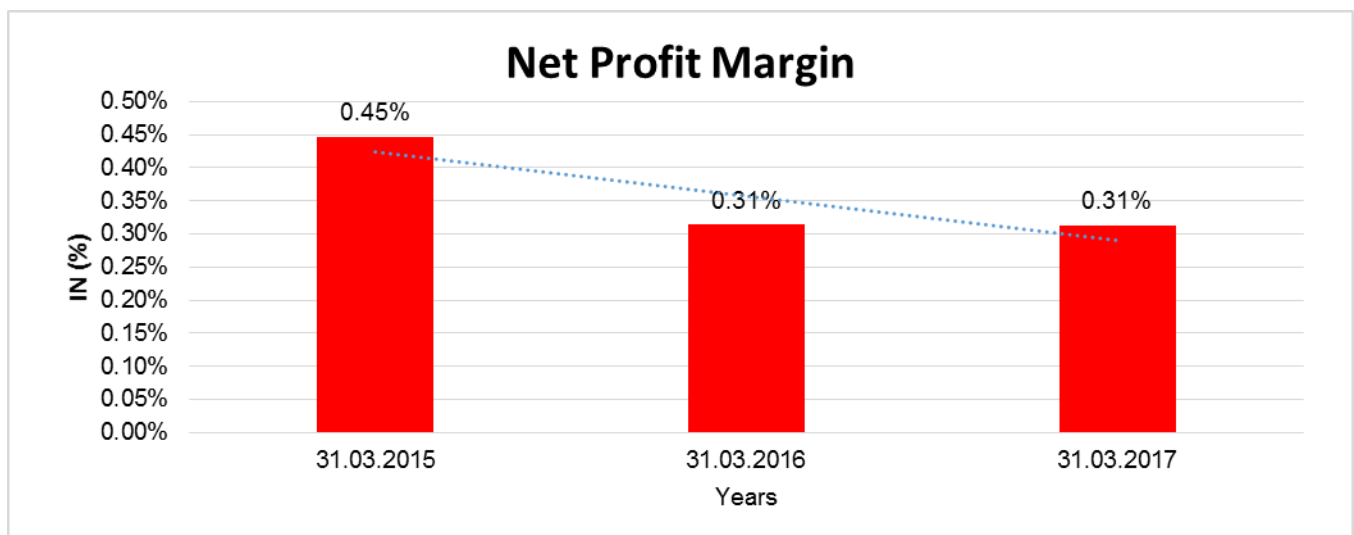
Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	132.474	206.059	249.761
		55.547	21.208

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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	132.474	206.059	249.761
Profit	0.592	0.646	0.782
	0.45%	0.31%	0.31%



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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	No
8	Designation of contact person	No
9	Promoter's background	Yes
10	Date of Birth of Proprietor / Partners / Directors	Yes
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	Yes
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	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

INDEX OF CHARGES

SN O	SRN	CHARGE ID	CHARGE HOLDER NAME	DATE OF CREATION	DATE OF MODIFICATION	DATE OF SATISFACTION	AMOUNT	ADDRESS
1	B27898 279	100505 09	CORPORATION BANK	10/04/2007	25/11/2011	-	12500000.0	SARITA VIHARNEW DELHIDL110076IN

UNSECURED LOANS

PARTICULARS	31.03.2017 (INR In Million)	31.03.2016 (INR In Million)
LONG-TERM BORROWINGS		
From directors	7.471	5.534
Total	7.471	5.534

OPERATIONS

The Company has reported total Income of INR 269.475 million for the current year as compared to INR 213.154 in the previous year. The Net Profit for the year amounted to INR 0.782 million in the current year as compared to Profit of INR 0.646 million in the previous year.

FIXED ASSETS:

- Motor Car
- Computers
- Plant and Machinery
- Furniture and Fittings

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 89.99
Euro	1	INR 79.98

INFORMATION DETAILS

Information Gathered by :	AKS
Analysis Done by :	NIS
Report Prepared by :	ARC

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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