

MIRA INFORM REPORT

Report No. :	537519
Report Date :	02.11.2018

IDENTIFICATION DETAILS

Name :	DIGITAL AGE RETAIL PRIVATE LIMITED
Registered Office :	Rajashree Business Park, 3rd Floor, Survey No. 338 Next to Sohrabh Hall, Tadiwala Road, Pune – 411001, Maharashtra
Tel. No.:	91-20-30556677
Country :	India
Financials (as on) :	31.03.2018
Date of Incorporation :	15.04.2011
Capital Investment / Paid-up Capital :	INR 0.100 Million
CIN No.: [Company Identification No.]	U52100PN2011PTC139221
PAN No.: [Permanent Account No.]	AADCD8136E
GSTN : [Goods & Service Tax Registration No.]	03AADCD8136E1Z1 (Punjab) 27AADCD8136E1ZR (Maharashtra) 09AADCD8136E1ZP (Uttar Pradesh) 20AADCD8136E1Z5 (Jharkhand) 23AADCD8136E1ZZ (Madhya Pradesh) 27AADCD8136E2ZQ (Maharashtra) 29AADCD8136E1ZN (Karnataka) 07AADCD8136E1ZT (Delhi) 33AADCD8136E1ZY (Tamilnadu) 32AADCD8136E2ZZ (Kerala) 36AADCD8136E1ZS (Telangana)
Legal Form :	Private Limited Liability Company
Line of Business :	The Subject is engaged in the business of Buying, Selling and Dealing in Baby and Kids Products. [Registered Activity]

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No. of Employees :	Information denied by the management
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RATING & COMMENTS
(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

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 was incorporated in the year 2011. The company is engaged in the business of selling and dealing in baby and kids products on a retail basis.</p> <p>As per the financial of 2018, the company has achieved a decent growth in its revenue as compared to the previous year and has reported a minimal net profit margin of 0.04%.</p> <p>The weak financial position of the company is marked by eroded network base.</p> <p>Business is active. Payment seems to be slow.</p> <p>In view of aforesaid, the company can be considered for business dealings on fully safe and secured trade terms and condition.</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

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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 02.11.2018

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 (91-20-30556677)

LOCATIONS

Registered Office :	Rajashree Business Park, 3rd Floor, Survey No. 338 Next to Sohrabh Hall, Tadiwala Road, Pune – 411001, Maharashtra, India
Tel. No.:	91-20-30556677
Fax No.:	Not Available
E-Mail :	sagar@firstcry.com

DIRECTORS

AS ON 31.03.2018

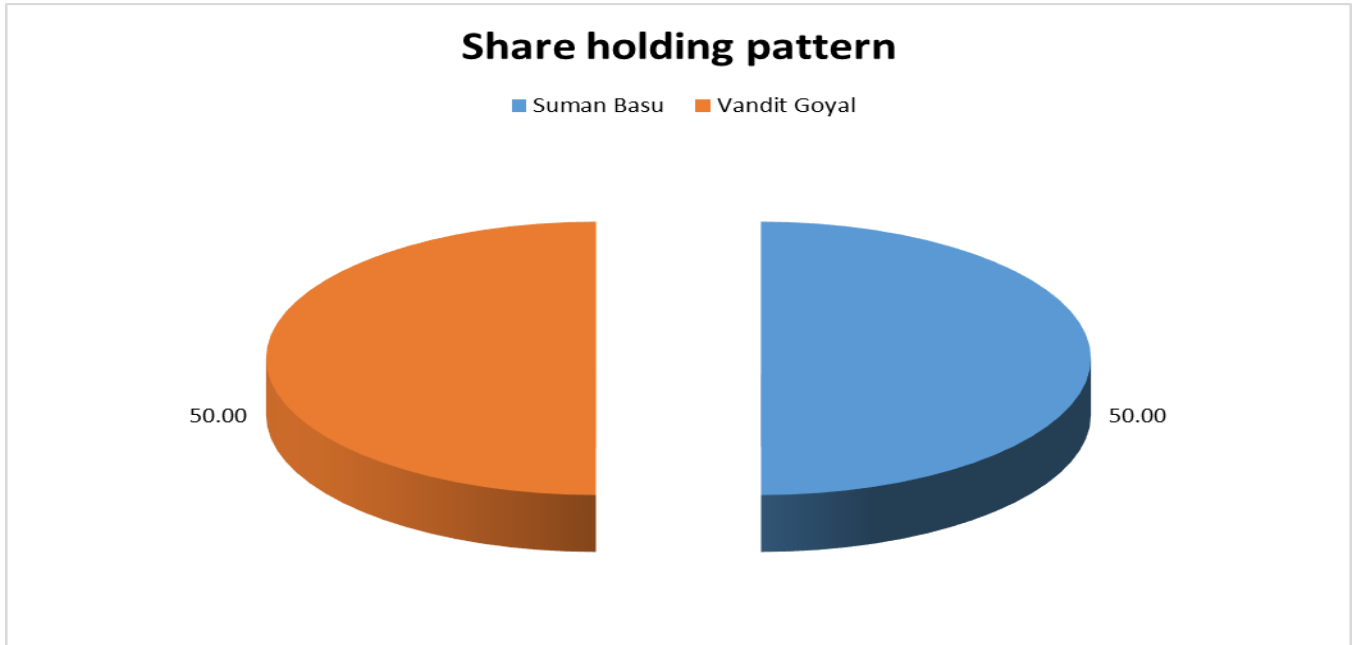
Name :	Mr. Suman Basu
Designation :	Director
Address :	Row House No A - 20 Pink City Near Kaveri Police Lines Wakad Pune City Pune – 411057, Maharashtra, India
Date of Birth/Age :	22.12.1976
Qualification :	MBA
Date of Appointment :	15.04.2011
DIN No.:	03414188
Name :	Mr. Vandit Goyal
Designation :	Director
Address :	A 401, Vista, The Woods, Near Kalewadi Phata, Wakad, Pune City, Pune - 411057, Maharashtra, India
Date of Birth/Age :	05.03.1978
Qualification :	MBA
Date of Appointment :	15.04.2011
DIN No.:	03440844
Name :	Mr. Peeyush Bushan Mujoo
Designation :	Director
Address :	C-03 / Lane - E Vascon Orchids, North Main Road, Koregaon Park, Pune – 411001, Maharashtra, India
Date of Birth/Age :	11.11.1981
Qualification :	MBA
Date of Appointment :	30.05.2013
DIN No.:	06588008

MAJOR SHAREHOLDERS

AS ON 31.03.2017

Names of Shareholders	No. of Shares	%age
Suman Basu	5000	50.00
Vandit Goyal	5000	50.00
Total	10000	100.00

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Equity Share Break up (Percentage of Total Equity)

AS ON 02.08.2018

Category	Percentage
Promoters [Individual/Hindu Undivided Family (Indian)]	100.00
Total	100.00

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BUSINESS DETAILS

Line of Business :	The Subject is engaged in the business of Buying, Selling and Dealing in Baby and Kids Products. [Registered Activity]	
Products / Services :	Name and Description of main products / services	ITC Code
	Baby and kids products on a retail basis	99622590
Brand Names :	Not Available	
Agencies Held :	Not Available	
Exports :	Not Divulged	
Imports :	Not Divulged	
Terms :	Not Divulged	

PRODUCTION STATUS – (NOT AVAILABLE)

GENERAL INFORMATION

Suppliers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark :	--
Customers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark :	--
No. of Employees :	Information denied by the management	
Bankers :	Banker Name :	Not Divulged

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	Branch :	--
	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 :	BSR and Company LLP Chartered Accountants
Address :	707 & 703 7th Floor Godrej Castlemaine Next to Ruby Hall Clinic Bund Garden Road Pune – 411001, Maharashtra, India
PAN No.:	AAAFB9852F
Memberships No :	062343
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

CAPITAL STRUCTURE

AS ON 02.08.2018

Authorised Capital :

No. of Shares	Type	Value	Amount
10000	Equity Shares	INR 10/- each	INR 0.100 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
10000	Equity Shares	INR 10/- each	INR 0.100 Million

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FINANCIAL DATA
[all figures are in INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2018	31.03.2017	31.03.2016
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital	0.100	0.100	0.100
(b) Reserves & Surplus	(299.776)	(301.545)	(297.080)
(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)	(299.676)	(301.445)	(296.980)
(3) Non(Current Liabilities			
(a) long(term borrowings	0.000	0.000	0.000
(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	6.121	5.009	3.210
Total Non(current Liabilities (3)	6.121	5.009	3.210
(4) Current Liabilities			
(a) Short term borrowings	0.000	0.000	0.000
(b) Trade payables	517.685	382.679	440.339
(c) Other current liabilities	128.077	92.526	61.497
(d) Short(term provisions	0.370	0.252	0.140
Total Current Liabilities (4)	646.132	475.457	501.976
TOTAL	352.577	179.021	208.206
II. ASSETS			
(1) Non(current assets			
(a) Fixed Assets			
(i) Tangible assets	3.269	3.774	6.704
(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)	0.000	0.000	0.000
(d) Long(term Loan and Advances	9.970	6.392	16.062
(e) Other Non(current assets	1.475	2.925	1.275
Total Non(Current Assets	14.714	13.091	24.041
(2) Current assets			

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(a) Current investments	0.000	0.000	0.000
(b) Inventories	57.631	42.931	22.944
(c) Trade receivables	144.239	71.288	81.502
(d) Cash and cash equivalents	66.652	42.218	56.878
(e) Short(term loans and advances	67.686	9.308	22.813
(f) Other current assets	1.655	0.185	0.028
Total Current Assets	337.863	165.930	184.165
TOTAL	352.577	179.021	208.206

PROFIT & LOSS ACCOUNT

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
SALES			
Income	4698.948	3094.868	2810.672
Other Income	20.047	7.763	3.425
TOTAL	4718.995	3102.631	2814.097
Less EXPENSES			
Purchases of Stock(in(Trade	3754.044	2340.193	1965.505
Changes in inventories of finished goods, work(in(progress and Stock(in(Trade	(14.699)	(19.987)	(11.195)
Employees benefits expense	83.417	71.556	111.762
Other expenses	892.066	711.496	931.140
Exceptional Item	0.000	(4.872)	0.000
TOTAL	4714.828	3098.386	2997.212
PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	4.167	4.245	(183.115)
Less FINANCIAL EXPENSES	0.005	0.059	0.197
PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	4.162	4.186	(183.312)
Less/ Add DEPRECIATION/ AMORTISATION	2.392	3.779	8.939
PROFIT/ (LOSS) BEFORE TAX	1.770	0.407	(192.251)
Profit And Loss From Discontinuing Operation	0.000	(4.873)	0.000
Less TAX	0.000	0.000	0.000
PROFIT/ (LOSS) AFTER TAX	1.770	(4.466)	(192.251)

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Earnings / (Loss) Per Share (INR)	176.99	(446.57)	(19225.1)
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CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars	31.03.2018	31.03.2017	31.03.2016
Current Maturities of Long term debt	NA	NA	NA
Net cash flows from (used in) operations	21.502	(19.393)	27.719
Net cash flows from (used in) operating activities	17.584	(10.706)	21.985

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Average Collection Days (Sundry Debtors / Income * 365 Days)	11.20	8.41	10.58
Account Receivables Turnover (Income / Sundry Debtors)	32.58	43.41	34.49
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	50.33	59.69	81.77
Inventory Turnover (Operating Income / Inventories)	0.07	0.10	(7.98)
Asset Turnover (Operating Income / Net Fixed Assets)	1.27	1.12	(27.31)

LEVERAGE RATIOS

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	1.83	2.66	2.41
Debt Equity Ratio (Total Liability / Networth)	0.00	0.00	0.00
Current Liabilities to Network (Current Liabilities / Net Worth)	(2.16)	(1.58)	(1.69)
Fixed Assets to Network (Net Fixed Assets / Network)	(0.01)	(0.01)	(0.02)

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Interest Coverage Ratio (<i>PBIT / Financial Charges</i>)	833.40	71.95	(929.52)
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PROFITABILITY RATIOS

PARTICULARS		31.03.2018	31.03.2017	31.03.2016
PAT to Sales (<i>(PAT / Sales) * 100</i>)	%	0.04	(0.14)	(6.84)
Return on Total Assets (<i>(PAT / Total Assets) * 100</i>)	%	0.50	(2.49)	(92.34)
Return on Investment (ROI) (<i>(PAT / Networth) * 100</i>)	%	(0.59)	1.48	64.74

SOLVENCY RATIOS

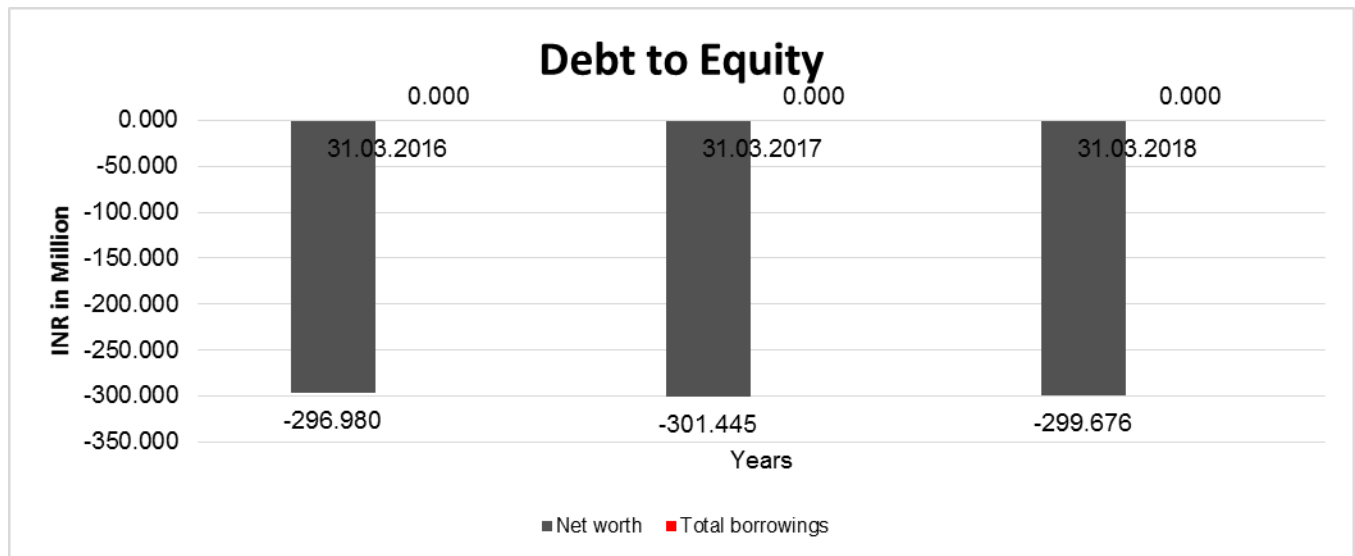
PARTICULARS		31.03.2018	31.03.2017	31.03.2016
Current Ratio (<i>Current Assets / Current Liabilities</i>)		0.52	0.35	0.37
Quick Ratio (<i>(Current Assets – Inventories) / Current Liabilities</i>)		0.43	0.26	0.32
G(Score Ratio Financial (<i>Networth / Total Assets</i>))		(0.85)	(1.68)	(1.43)
G(Score Ratio Debt (<i>Debts / Equity Capital</i>))		0.00	0.00	0.00
G(Score Ratio Liquidity (<i>Total Current Assets / Total Current Liabilities</i>))		0.52	0.35	0.37

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

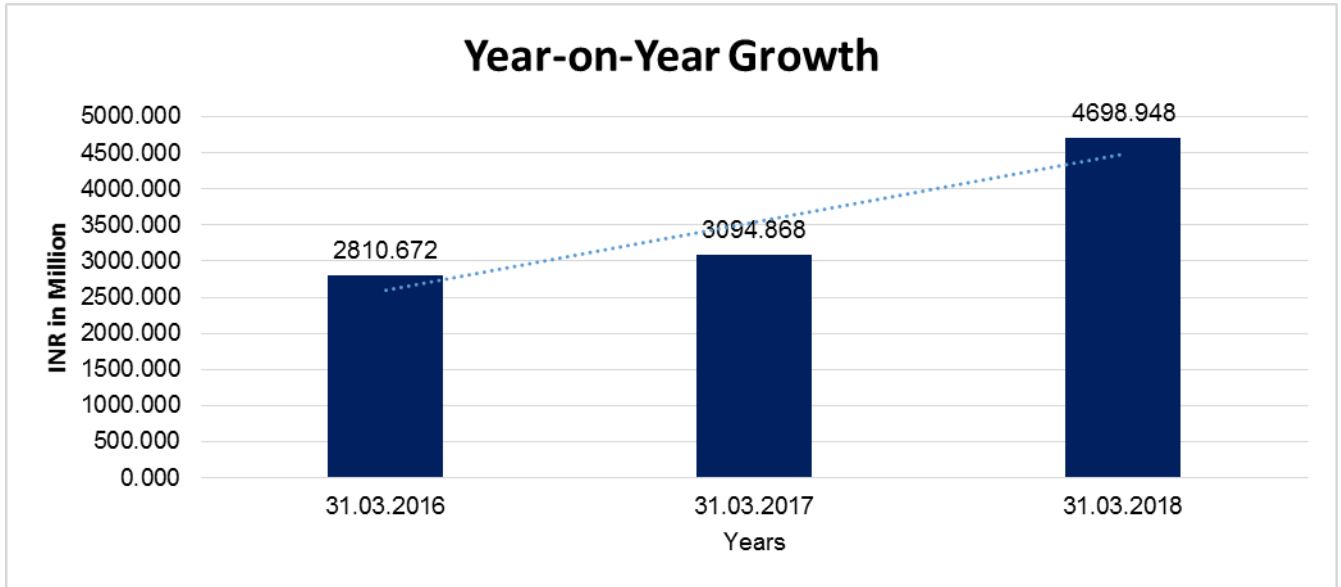
Particular	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Share Capital	0.100	0.100	0.100
Reserves & Surplus	(297.080)	(301.545)	(299.776)
Share Application money pending allotment	0.000	0.000	0.000
Net worth	(296.980)	(301.445)	(299.676)
long(term borrowings	0.000	0.000	0.000
Short term borrowings	0.000	0.000	0.000
Total borrowings	0.000	0.000	0.000
Debt/Equity ratio	0.000	0.000	0.000



YEAR-ON-YEAR GROWTH

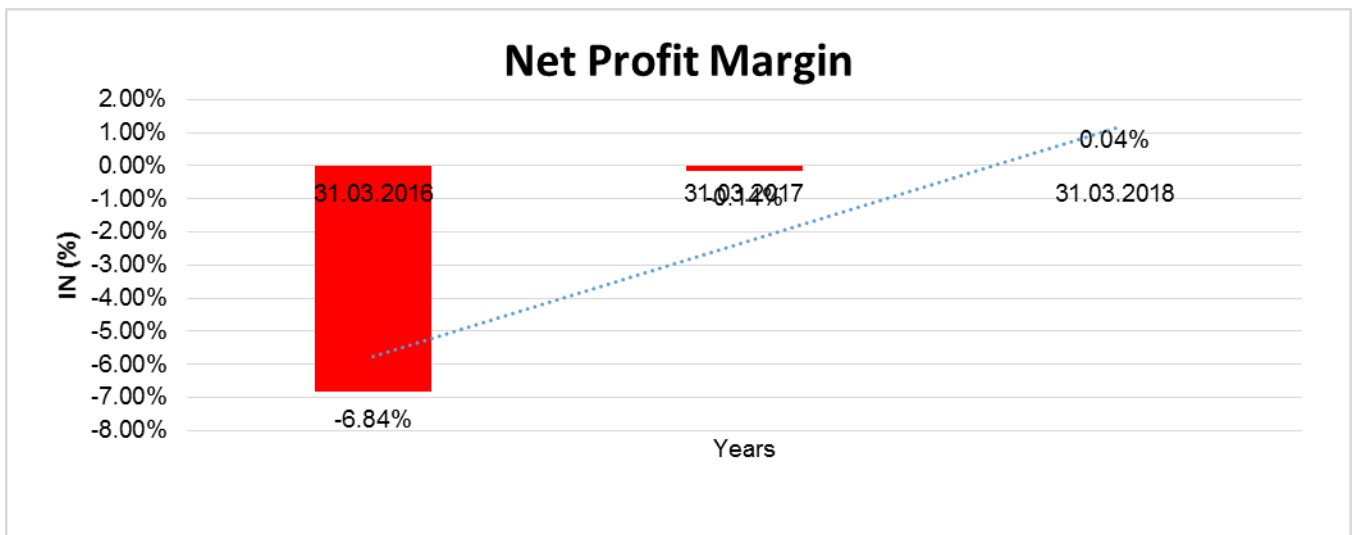
Year on Year Growth	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Sales	2810.672	3094.868	4698.948
		10.111	51.830

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NET PROFIT MARGIN

Net Profit Margin	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Sales	2810.672	3094.868	4698.948
Profit/(Loss)	(192.251)	(4.466)	1.770
	(6.84)%	(0.14)%	0.04%



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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	No
20	Banking Details	No
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 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

COMPANY BACKGROUND

NATURE OF OPERATIONS

Digital Age Retail Private Limited ("the Company") was incorporated on 15 April 2011. The Company is engaged in the business of buying, selling, and dealing in baby and kids products.

STATE OF COMPANIES AFFAIR

The Company is engaged in the business of buying, selling and dealing in baby and kids products on a retail basis. The revenue from operations of the Company increased from INR 3094.800 Million in the year ended 31st March, 2017 to INR 4698.900 Million in the year ended 31st March, 2018. The Company showed improvement during the year and had a net profit of INR 1.769 Million in the year ended 31st March, 2018 while the losses in the year ended 31st March, 2017 were INR 4.465 Million.

INDEX OF CHARGES: NO CHARGES EXISTS FOR COMPANY

FIXED ASSETS:

- Land
- Building
- Plant and Machinery
- Furniture and Fixture
- Office Equipment
- Computer
- Vehicles

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 73.09
UK Pound	1	INR 94.94
Euro	1	INR 83.29

INFORMATION DETAILS

Information Gathered by :	SUP
Analysis Done by :	NIY
Report Prepared by :	RNA

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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