

## MIRA INFORM REPORT

Report No. :	537522
Report Date :	02.11.2018

### IDENTIFICATION DETAILS

<b>Name :</b>	LAW AND KENNETH SAATCHI AND SAATCHI PRIVATE LIMITED [DIGITAL LAW AND KENNETH SAATCHI AND SAATCHI (A DIVISION OF LAW AND KENNETH SAATCHI AND SAATCHI PRIVATE LIMITED)]
<b>Formerly Known As :</b>	KENNETH COMMUNICATIONS PRIVATE LIMITED ST. LIKE'S COMMUNICATIONS (INDIA) PRIVATE LIMITED
<b>Registered Office :</b>	22nd Floor, Tower A, Urmi Estate, Ganpatrao Kadam, Marg, Lower Parel, Mumbai-400013, Maharashtra
<b>Tel. No.:</b>	91-22-61460000/ 62286161
<b>Country :</b>	India
<b>Financials (as on) :</b>	31.03.2018
<b>Date of Incorporation :</b>	01.10.2002
<b>CIN No.:</b> [Company Identification No.]	U45200MH2002PTC137416
<b>Capital Investment / Paid-up Capital :</b>	INR 2.500 Million
<b>IEC No.:</b> [Import-Export Code No.]	Not Applicable (As informed by the management that firm does not have export and import)
<b>PAN No.:</b> [Permanent Account No.]	AAGCS7029C
<b>GSTN :</b> [Goods & Service Tax Registration No.]	27AAGCS7029C1ZF
<b>Legal Form :</b>	Private Limited Liability Company
<b>Line of Business :</b>	Providing Advertising and Digital Services. [Confirmed by Management]

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***DIGITAL LAW AND KENNETH SAATCHI AND SAATCHI (A DIVISION OF LAW AND KENNETH SAATCHI & SAATCHI PRIVATE LIMITED) – 537522\_MIRA*** **PAGE NO. : 2**

	The company is an advertising and marketing communication company that partners brands and corporates in their growth initiatives and helps archives their business objectives. The range of services includes mass media communications, designing, brand and corporate identity, marketing collaterals, digital and social media marketing on ground activation, brand launches, events and brand consultancy. [Registered Activity]
<b>No. of Employees :</b>	350 (Approximately)

**RATING & COMMENTS**  
(Mira Inform has adopted New Rating mechanism w.e.f. 23<sup>rd</sup> January 2017)

**MIRA's Rating :** **A+**

Credit Rating	Explanation	Rating Comments
A+	Low Risk	Business dealings permissible with low risk of default

<b>Status :</b>	Good
<b>Payment Behaviour :</b>	Regular
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>Subject operates as a subsidiary of "Publicis Groupe Holding B.V, Netherland. The company was incorporated in the year 2002. And has its base in Mumbai, Maharashtra. It is an established company having good track.</p> <p>For the financial year ended 2018, revenue and profit of the company has slightly decline. However, it has been able to achieved decent profit margin at 7.71% [Approx].</p> <p>The company possesses sound financial profile marked by string net worth position along with debt free balance sheet of the company.</p> <p>The company also derives strength from its holding entity and its experienced management team.</p> <p>Fundamentals of the company are strong and healthy.</p> <p>Trade relations are fair. Business is active. Payment terms are seems to be regular and s per commitment.</p> <p>In view of the aforesaid, the company can be considered for business dealings at usual trade terms and conditions.</p>

**NOTES :**

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***DIGITAL LAW AND KENNETH SAATCHI AND SAATCHI (A DIVISION OF LAW AND KENNETH SAATCHI & SAATCHI PRIVATE LIMITED) – 537522\_MIRA*** **PAGE NO. : 3**

Any query related to this report can be made on e-mail : [infodept@mirainform.com](mailto: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**

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 PARTED BY [GENERAL DETAILS]**

<b>Name :</b>	Mr. Harshad Chitale
<b>Designation :</b>	Financial Controller
<b>Contact No.:</b>	91-22-61460000
<b>Date :</b>	31.10.2018

**LOCATIONS**

<b>Registered Office :</b>	22nd Floor, Tower A, Urmi Estate, Ganpatrao Kadam, Marg, Lower Parel, Mumbai-400013, Maharashtra, India
<b>Tel. No.:</b>	91-22-61460000/ 62286161
<b>Fax No.:</b>	91-22-61460032
<b>E-Mail :</b>	<a href="mailto:venkatesh.bangera@resources-in.com">venkatesh.bangera@resources-in.com</a> <a href="mailto:hr@lksaatchi.com">hr@lksaatchi.com</a> <a href="mailto:info@lksaatchi.com">info@lksaatchi.com</a>
<b>Website :</b>	<a href="http://lksaatchi.com">http://lksaatchi.com</a>
<b>Branch Office 1:</b>	90 D, Udyog Vihar, Phase IV, Sector - 18, Gurugram, Haryana- 122015,

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***DIGITAL LAW AND KENNETH SAATCHI AND SAATCHI (A DIVISION OF LAW AND KENNETH SAATCHI & SAATCHI PRIVATE LIMITED) – 537522\_MIRA*** **PAGE NO. : 4**

	Haryana, India
<b>Branch Office 2:</b>	227, AJC Bose Road, Anandlok Building, 4th Floor, Block 'A', Kolkata-700020, Kolkata, India

**DIRECTORS**

**AS ON: 31.03.2018**

<b>Name :</b>	Loris Philippe Nold
<b>Designation :</b>	Director
<b>Address :</b>	136 Rue De La Tour 75116 Paris 75116 FR
<b>Date of Appointment :</b>	27.06.2016
<b>DIN No.:</b>	06515480
<b>Name :</b>	Mr. Saurabh Varma
<b>Designation :</b>	Director
<b>Address :</b>	801 Oberoi Woods Tower B Mohan Gokhale Road, Next To International Business Park, Goregaon (East), Mumbai-400063, Maharashtra, India
<b>Date of Appointment :</b>	12.10.2017
<b>DIN No.:</b>	06839898
<b>Name :</b>	Daniel Ian Spencer
<b>Designation :</b>	Director
<b>Address :</b>	C/O Saatchi And Saatchi 3d River Valley Road, 03-01 Clarke Quay Singapore 179023
<b>Date of Appointment :</b>	23.07.2014
<b>DIN No.:</b>	06930269
<b>Name :</b>	Teguh Pranoto Chen
<b>Designation :</b>	Director
<b>Address :</b>	47, Fulton Road Singapore 578930
<b>Date of Appointment :</b>	06.06.2017
<b>DIN No.:</b>	07783966

**KEY EXECUTIVES**

<b>Name :</b>	Mr. Harshad Chitale
<b>Designation :</b>	Financial Controller

**MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN**

**AS ON: 31.03.2018**

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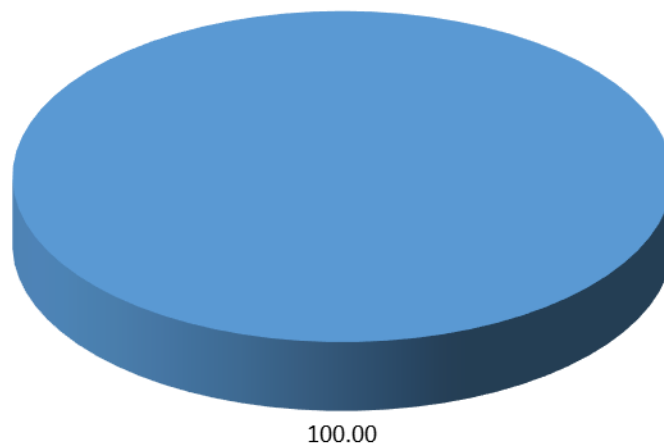
Names of Shareholders		No. of Shares
Publicis Groupe Holdings B.V.		249999
Arebu Holdings B.V		01
<b>Total</b>		<b>250000</b>

**AS ON: 29.06.2018**

Equity Share Breakup	Percentage of Holding
<b>Category</b>	
Public/Other than promoters - Body Corporate	100.00
<b>Total</b>	<b>100.00</b>

### Share holding pattern

■ Public/Other than promoters - Body Corporate



#### BUSINESS DETAILS

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***DIGITAL LAW AND KENNETH SAATCHI AND SAATCHI (A DIVISION OF LAW AND KENNETH SAATCHI & SAATCHI PRIVATE LIMITED) – 537522\_MIRA*** **PAGE NO. : 6**

<b>Line of Business :</b>	Providing Advertising and Digital Services. [Confirmed by Management]	
	The company is an advertising and marketing communication company that partners brands and corporates in their growth initiatives and helps archives their business objectives. The range of services includes mass media communications, designing, brand and corporate identity, marketing collaterals, digital and social media marketing on ground activation, brand launches, events and brand consultancy. [Registered Activity]	
<b>Products :</b>	<b>ITC Code No.</b>	<b>Product Descriptions</b>
	99838209	Advertising Services
<b>Brand Names :</b>	Not Available	
<b>Agencies Held :</b>	Not Available	
<b>Exports :</b>	Not Available	
<b>Imports :</b>	Not Available	
<b>Terms :</b>		
<b>Selling :</b>	Cheque and Others [NEFT]	
<b>Purchasing :</b>	Cheque and Others [NEFT]	

**PRODUCTION STATUS: NOT AVAILABLE**

**GENERAL INFORMATION**

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

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	<b>Since how long known:</b>	--																						
	<b>Maximum limit dealt:</b>	--																						
	<b>Experience:</b>	--																						
	<b>Remark</b>	--																						
<b>No. of Employees :</b>	350 (Approximately)																							
<b>Bankers :</b>	<table border="1"> <tr> <td><b>Bank Name:</b></td> <td>Citi Bank N. A.</td> </tr> <tr> <td><b>Branch:</b></td> <td>Trent House, 2nd Floor, G Block, Plot No.C60, Bandra Kurla Complex, Bandra (East), Mumbai - 400051, Maharashtra, India</td> </tr> <tr> <td><b>Person Name (with Designation):</b></td> <td>--</td> </tr> <tr> <td><b>Contact Number:</b></td> <td>--</td> </tr> <tr> <td><b>Name of Account Holder:</b></td> <td>--</td> </tr> <tr> <td><b>Account Number:</b></td> <td>--</td> </tr> <tr> <td><b>Account Since (Date/ Year of A/c Opening):</b></td> <td>--</td> </tr> <tr> <td><b>Average Balance Maintained (Optional):</b></td> <td>--</td> </tr> <tr> <td><b>Credit Facilities Enjoyed (CC/OD/Term Loan):</b></td> <td>--</td> </tr> <tr> <td><b>Account Operation:</b></td> <td>--</td> </tr> <tr> <td><b>Remarks:</b></td> <td>--</td> </tr> </table>		<b>Bank Name:</b>	Citi Bank N. A.	<b>Branch:</b>	Trent House, 2nd Floor, G Block, Plot No.C60, Bandra Kurla Complex, Bandra (East), Mumbai - 400051, Maharashtra, India	<b>Person Name (with Designation):</b>	--	<b>Contact Number:</b>	--	<b>Name of Account Holder:</b>	--	<b>Account Number:</b>	--	<b>Account Since (Date/ Year of A/c Opening):</b>	--	<b>Average Balance Maintained (Optional):</b>	--	<b>Credit Facilities Enjoyed (CC/OD/Term Loan):</b>	--	<b>Account Operation:</b>	--	<b>Remarks:</b>	--
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<b>Account Operation:</b>	--																							
<b>Remarks:</b>	--																							
<b>Facilities :</b>	<table border="1"> <thead> <tr> <th><b>SECURED LOANS</b></th> <th><b>31.03.2018 (INR In Million)</b></th> <th><b>31.03.2017 (INR In Million)</b></th> </tr> </thead> <tbody> <tr> <td><b>SHORT TERM BORROWINGS</b></td> <td></td> <td></td> </tr> <tr> <td>Cash Credit Facilities</td> <td>0.000</td> <td>18.222</td> </tr> <tr> <td><b>Total</b></td> <td><b>0.000</b></td> <td><b>18.222</b></td> </tr> </tbody> </table>		<b>SECURED LOANS</b>	<b>31.03.2018 (INR In Million)</b>	<b>31.03.2017 (INR In Million)</b>	<b>SHORT TERM BORROWINGS</b>			Cash Credit Facilities	0.000	18.222	<b>Total</b>	<b>0.000</b>	<b>18.222</b>										
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<b>SHORT TERM BORROWINGS</b>																								
Cash Credit Facilities	0.000	18.222																						
<b>Total</b>	<b>0.000</b>	<b>18.222</b>																						

<b>Auditors :</b>	
<b>Name :</b>	Kalyaniwalla and Mistry LLP Chartered Accountants
<b>Address :</b>	Esplanade House 29, Hazarimal Somani Marg, Fort, Mumbai-400001, Maharashtra, India
<b>Tel. No.:</b>	91-22-61586200/ 61587200
<b>Fax No.:</b>	91-22-61586275
<b>PAN No.:</b>	AAAFK7554R
<b>Memberships :</b>	Not Available
<b>Collaborators :</b>	Not Available

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<b>Ultimate Holding Company :</b>	Publicis Groupe S.A
<b>Holding Company :</b>	Publicis Groupe Holdings B.V., Netherlands
<b>Fellow Subsidiaries:</b>	<ul style="list-style-type: none"> <li>• MMS Communications Singapore Pte. Limited, Singapore</li> <li>• Publicis Conscil, France</li> <li>• TLG India Private Limited, India</li> <li>• Saatchi and Saatchi India Private Limited</li> <li>• Neev Information Technologies Private Limited</li> </ul>

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**CAPITAL STRUCTURE**

**AS ON: 31.03.2018**

**Authorised Capital :**

No. of Shares	Type	Value	Amount
250000	Equity Shares	INR 10/- each	INR 2.500 Million

**Issued, Subscribed & Paid-up Capital :**

No. of Shares	Type	Value	Amount
250000	Equity Shares	INR 10/- each	INR 2.500 Million

**FINANCIAL DATA**  
*[all figures are in INR Million]*

**ABRIDGED BALANCE SHEET**

SOURCES OF FUNDS	31.03.2018	31.03.2017	31.03.2016
<b>I. EQUITY AND LIABILITIES</b>			
<b>(1) Shareholders' Funds</b>			
(a) Share Capital	2.500	2.500	2.500
(b) Reserves & Surplus	255.931	199.658	108.588
(c) Money received against share warrants	0.000	0.000	0.000
(2) Share Application money pending allotment	0.000	0.000	0.000
<b>Total Shareholders' Funds (1) + (2)</b>	<b>258.431</b>	<b>202.158</b>	<b>111.088</b>
<b>(3) Non-Current Liabilities</b>			
(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	2.160	0.000	1.390
(d) long-term provisions	24.903	20.851	13.907
<b>Total Non-current Liabilities (3)</b>	<b>27.063</b>	<b>20.851</b>	<b>15.297</b>
<b>(4) Current Liabilities</b>			
(a) Short term borrowings	0.000	18.222	117.486
(b) Trade payables	35.439	29.291	95.871
(c) Other current liabilities	100.765	53.203	56.574
(d) Short-term provisions	6.695	5.853	8.233
<b>Total Current Liabilities (4)</b>	<b>142.899</b>	<b>106.569</b>	<b>278.164</b>
<b>TOTAL</b>	<b>428.393</b>	<b>329.578</b>	<b>404.549</b>
<b>II. ASSETS</b>			
<b>(1) Non-current assets</b>			
<b>(a) Fixed Assets</b>			
(i) Tangible assets	6.685	10.683	15.304
(ii) Intangible Assets	0.000	0.000	0.291
(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)	14.241	11.644	14.916
(d) Long-term Loan and Advances	79.649	61.253	76.168
(e) Other Non-current assets	0.000	0.000	0.000
<b>Total Non-Current Assets</b>	<b>100.575</b>	<b>83.580</b>	<b>106.679</b>

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**DIGITAL LAW AND KENNETH SAATCHI AND SAATCHI (A DIVISION OF LAW AND KENNETH SAATCHI & SAATCHI PRIVATE LIMITED) – 537522\_MIRA** **PAGE NO. : 11**

<b>(2) Current assets</b>			
(a) Current investments	0.000	0.000	0.000
(b) Inventories	2.761	0.163	0.561
(c) Trade receivables	189.413	170.541	208.561
(d) Cash and cash equivalents	40.550	0.000	0.000
(e) Short-term loans and advances	29.508	20.773	43.352
(f) Other current assets	65.586	54.521	45.396
<b>Total Current Assets</b>	<b>327.818</b>	<b>245.998</b>	<b>297.870</b>
<b>TOTAL</b>	<b>428.393</b>	<b>329.578</b>	<b>404.549</b>

**PROFIT & LOSS ACCOUNT**

	PARTICULARS	31.03.2018	31.03.2017	31.03.2016
	<b>SALES</b>			
	Revenue from Operations	729.527	829.695	662.554
	Other Income	4.843	6.666	4.068
	<b>TOTAL</b>	<b>734.370</b>	<b>836.361</b>	<b>666.622</b>
<b>Less</b>	<b>EXPENSES</b>			
	Cost of Materials Consumed	42.204	94.874	13.839
	Employees benefits expense	384.153	368.216	352.056
	Other expenses	208.968	213.752	243.857
	<b>TOTAL</b>	<b>635.325</b>	<b>676.842</b>	<b>609.752</b>
	<b>PROFIT BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>	99.045	159.519	56.870
<b>Less</b>	<b>FINANCIAL EXPENSES</b>	0.454	7.564	11.666
	<b>PROFIT/ (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>	98.591	151.955	45.204
<b>Less/ Add</b>	<b>DEPRECIATION/ AMORTISATION</b>	6.135	7.168	7.834
	<b>PROFIT/ (LOSS) BEFORE TAX</b>	<b>92.456</b>	<b>144.787</b>	<b>37.370</b>
<b>Less</b>	<b>TAX</b>	36.183	53.717	13.619
	<b>PROFIT/ (LOSS) AFTER TAX</b>	<b>56.273</b>	<b>91.070</b>	<b>23.751</b>
	<b>Earnings/ (Loss) Per Share (INR)</b>	<b>225.09</b>	<b>364.28</b>	<b>95.00</b>

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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
Cash generated from operations	117.616	139.431	61.056
Net Cash flow from (used in) Operating activities	60.439	105.968	17.484

**KEY RATIOS**

**EFFICIENCY RATIOS**

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Average Collection Days (Sundry Debtors / Income * 365 Days)	94.77	75.02	114.90
Account Receivables Turnover (Income / Sundry Debtors)	3.85	4.87	3.18
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	306.49	112.69	2528.57
Inventory Turnover (Operating Income / Inventories)	35.87	978.64	101.37
Asset Turnover (Operating Income / Net Fixed Assets)	14.82	14.93	3.65

**LEVERAGE RATIOS**

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.33	0.32	0.69
Debt Equity Ratio (Total Liability / Networth)	0.00	0.09	1.06
Current Liabilities to Networth (Current Liabilities / Net Worth)	0.55	0.53	2.50
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.03	0.05	0.14
Interest Coverage Ratio	218.16	21.09	4.87

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**DIGITAL LAW AND KENNETH SAATCHI AND SAATCHI (A DIVISION OF LAW AND KENNETH SAATCHI & SAATCHI PRIVATE LIMITED) – 537522\_MIRA** **PAGE NO. : 13**

(PBIT / Financial Charges)			
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**PROFITABILITY RATIOS**

PARTICULARS		31.03.2018	31.03.2017	31.03.2016
Net Profit Margin (PAT / Sales) * 100	%	7.71	10.98	3.58
Return on Total Assets (PAT / Total Assets) * 100	%	13.14	27.63	5.87
Return on Investment (ROI) (PAT / Networth) * 100	%	21.77	45.05	21.38

**SOLVENCY RATIOS**

PARTICULARS		31.03.2018	31.03.2017	31.03.2016
Current Ratio (Current Assets / Current Liabilities)		2.29	2.31	1.07
Quick Ratio (Current Assets – Inventories) / Current Liabilities)		2.27	2.31	1.07
G-Score Ratio Financial (Networth / Total Assets)		0.60	0.61	0.27
G-Score Ratio Debt (Debts / Equity Capital)		0.00	7.29	46.99
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		2.29	2.31	1.07

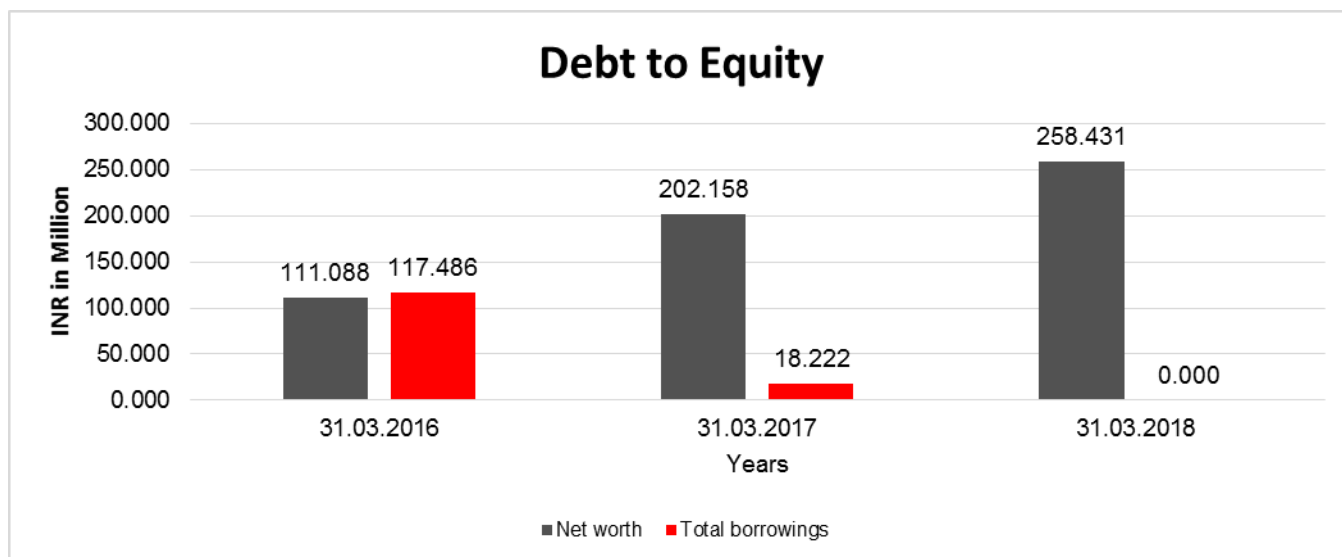
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

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**FINANCIAL ANALYSIS**  
*[all figures are in INR Million]*

**DEBT EQUITY RATIO**

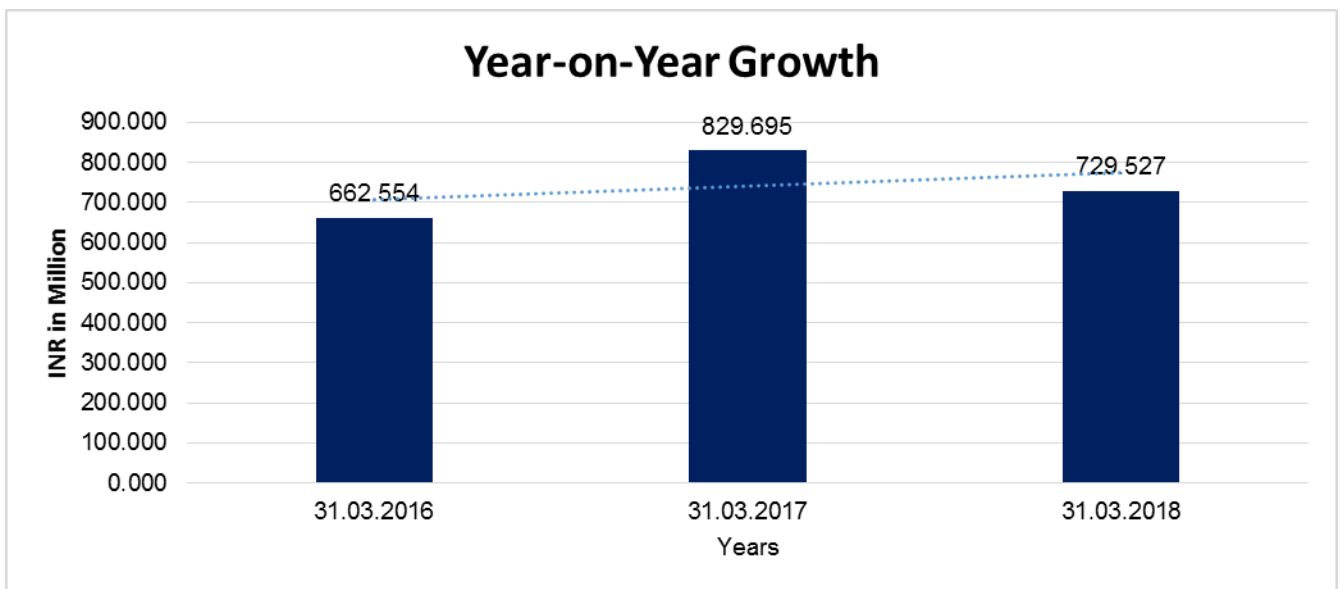
Particular	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Share Capital	2.500	2.500	2.500
Reserves & Surplus	108.588	199.658	255.931
Money received against share warrants	0.000	0.000	0.000
Share Application money pending allotment	0.000	0.000	0.000
<b>Net worth</b>	<b>111.088</b>	<b>202.158</b>	<b>258.431</b>
long-term borrowings	0.000	0.000	0.000
Short term borrowings	117.486	18.222	0.000
<b>Total borrowings</b>	<b>117.486</b>	<b>18.222</b>	<b>0.000</b>
<b>Debt/Equity ratio</b>	<b>1.058</b>	<b>0.090</b>	<b>0.000</b>



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**YEAR-ON-YEAR GROWTH**

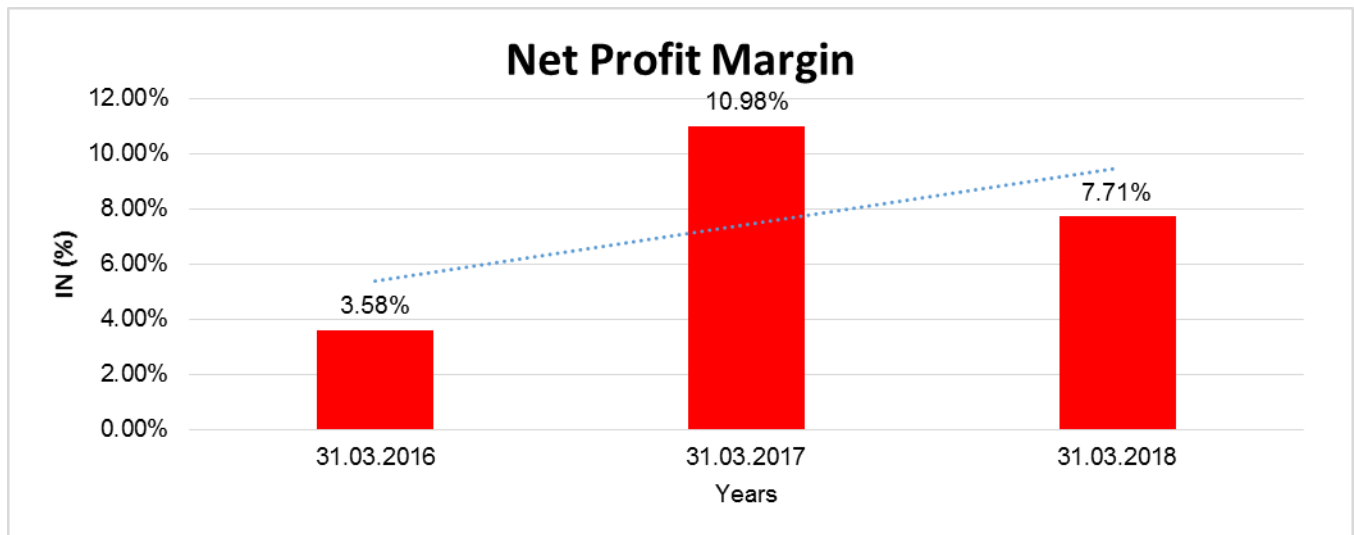
Year on Year Growth	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Sales	662.554	829.695	729.527
		<b>25.227</b>	<b>(12.073)</b>



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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	662.554	829.695	729.527
Profit/ (Loss)	23.751	91.070	56.273
	<b>3.58%</b>	<b>10.98%</b>	<b>7.71%</b>



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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	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	Yes
17	Details of sister concerns	Yes
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	External Agency Rating, if available	No
32	Litigations that the firm/promoter involved in	--
33	Market information	--
34	Payments terms	Yes
35	Negative Reporting by Auditors in the Annual Report	No

**INDEX OF CHARGES**

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***DIGITAL LAW AND KENNETH SAATCHI AND SAATCHI (A DIVISION OF LAW AND KENNETH SAATCHI & SAATCHI PRIVATE LIMITED) – 537522\_MIRA*** **PAGE NO. : 18**

CHARGES REGISTERED								
SN O	SR N	CHAR GE ID	CHAR GE HOLDE R NAME	DATE OF CREATI ON	DATE OF MODIFIC ATION	DATE OF SATISF ACTION	AMOUNT	ADDRESS
1	C4 503 601 9	102337 18	CITI BANK N.A.	30/07/20 10	27/09/20 11	23/02/2 015	47500000.0	TRENT HOUSE, 2ND FLOOR, G BLOCK, PLOT NO.C60BA NDRA KURLA COMPLEX , BANDRA (E)MUMBA IMH40005 1IN
2	A9 424 020 7	101960 12	KOTAK MAHIN DRA BANK LIMITE D	11/01/20 10	-	07/09/2 010	7500000.0	36-38A, NARIMAN BHAVAN, 227,D,NAR IMAN POINT,MU MBAIMH40 0021IN

**CONTINGENT LIABILITIES:**

Particulars	31.03.2017 (INR In Million)	31.03.2016 (INR In Million)
Guarantees given by the bank	1.470	0.600
<b>Total</b>	<b>1.470</b>	<b>0.600</b>

**CORPORATE INFORMATION:**

Subject was incorporated in India on October 1, 2002 as St. Like's Communications (India) Private Limited. The company is an advertising and marketing communication company that partners brands and corporates in their growth initiatives and helps archives their business objectives. The range of services includes mass media

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***DIGITAL LAW AND KENNETH SAATCHI AND SAATCHI (A DIVISION OF LAW AND KENNETH SAATCHI & SAATCHI PRIVATE LIMITED) – 537522\_MIRA*** ***PAGE NO. : 19***

communications, designing, brand and corporate identity, marketing collaterals, digital and social media marketing on ground activation, brand launches, events and brand consultancy. The company was acquired by Publicis Groupe Holdings B.V on January 28, 2014. The company has changed in name from “Law and Kenneth Communications India Private Limited” to “Law & Kenneth Saatchi & Saatchi Private Limited” from December 22, 2014. The Ultimate holding company is Publicis Groupe, S.A

**FIXED ASSETS:**

- Computer and Peripherals
- Office Equipments
- Furniture and Fixtures
- Leasehold Improvement
- 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 :**

***DIGITAL LAW AND KENNETH SAATCHI AND SAATCHI (A DIVISION OF LAW AND KENNETH SAATCHI & SAATCHI PRIVATE LIMITED) – 537522\_MIRA*** **PAGE NO. : 21**

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 73.83
UK Pound	1	INR 94.82
Euro	1	INR 83.73

**INFORMATION DETAILS**

<b>Information Gathered by :</b>	SHWT
<b>Analysis Done by :</b>	DIV
<b>Report Prepared by :</b>	RUP

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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	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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