

MIRA INFORM REPORT

Report No. :	537534
Report Date :	02.11.2018

IDENTIFICATION DETAILS

Name :	GRAPHENE DIGITAL ANALYTICS PRIVATE LIMITED
Registered Office :	701, 7 th Floor, Dreamland Apartments, Opposite Lok Group Tower, 18, Ambedkar Road, Khar (West), Mumbai-400052, Maharashtra
Tel. No.:	91-22-66716130/ 66716132
Country :	India
Financials (as on) :	31.03.2018
Date of Incorporation :	30.08.2016
CIN No.: [Company Identification No.]	U74999MH2016PTC285336
Capital Investment / Paid-up Capital :	INR 0.100 Million
PAN No.: [Permanent Account No.]	AAGCG5202P
GSTN : [Goods & Service Tax Registration No.]	27AAGCG5202P1ZD
Legal Form :	Private Limited Liability Company
Line of Business :	Providing Advertising Service. (Registered Activity)
No. of Employees :	Information denied by the management

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :

B

Credit Rating	Explanation	Rating Comments
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GRAPHENE DIGITAL ANALYTICS PRIVATE LIMITED - 537534 MIRA PAGE NO. : 2

B	Medium Risk	Business dealings permissible on a regular monitoring basis
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Status :	Moderate
Payment Behaviour :	Slow
Litigation :	Clear
Comments :	<p>Subject is a relatively new company incorporated in August 2016 having moderate track record.</p> <p>For the financial ended 2018, the company has achieved modest revenue of INR 2.319 million and reported profit margin at 1.42% (approx.)</p> <p>Rating remains constrained on account of limited track record of business operation along with company's small scale of business operation.</p> <p>Payment terms are seems to be slow.</p> <p>The company can be considered for business dealings with some caution.</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

Rating Agency Name	Not Available
Rating	Not Available
Rating Explanation	Not Available
Date	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 01.11.2018

IBBI (Insolvency and Bankruptcy Board of India) LISTING STATUS

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Subject's name is not listed in the publicly available IBBI (Insolvency and Bankruptcy Board of India) list as of report date.

INFORMATION DENIED BY

Name :	Mr. Ajay More
Designation :	General Manager
Contact No.:	91-22-66716132
Date :	30.10.2018

LOCATIONS

Registered Office :	701, 7 th Floor, Dreamland Apartments, Opposite Lok Group Tower, 18, Ambedkar Road, Khar (West), Mumbai-400052, Maharashtra, India
Tel. No.:	91-22-66716130/ 66716132
Fax No.:	Not Available
E-Mail :	sanjoyc25@gmail.com service@graphenemedia.co.in
Website :	http://www.graphenedigitalanalytics.com
Corporate Office :	E/610 Crystal Plaza, New Andheri Link Rd., Opposite Infinity Mall, Andheri (West), Mumbai – 400053, Maharashtra, India

DIRECTORS

As on 31.03.2018

Name :	Mr. Sanjoykumar Chakrabarty
Designation :	Director
Address :	701, 7 th Floor, Dreamland Apartments, Opposite Lok Group Tower, 18, Ambedkar Road, Khar (West), Mumbai-400052, Maharashtra, India
Date of Birth/Age :	25.09.1962
Date of Appointment :	30.08.2016
DIN No:	06416668
Name :	Mr. Ashish Narender Lala
Designation :	Director
Address :	701, 7 th Floor, Dreamland Apartments, Opposite Lok Group Tower, 18, Ambedkar Road, Khar (West), Mumbai-400052, Maharashtra, India
Date of Birth/Age :	22.07.1984
Date of Appointment :	30.08.2016
DIN No:	06896661

KEY EXECUTIVES

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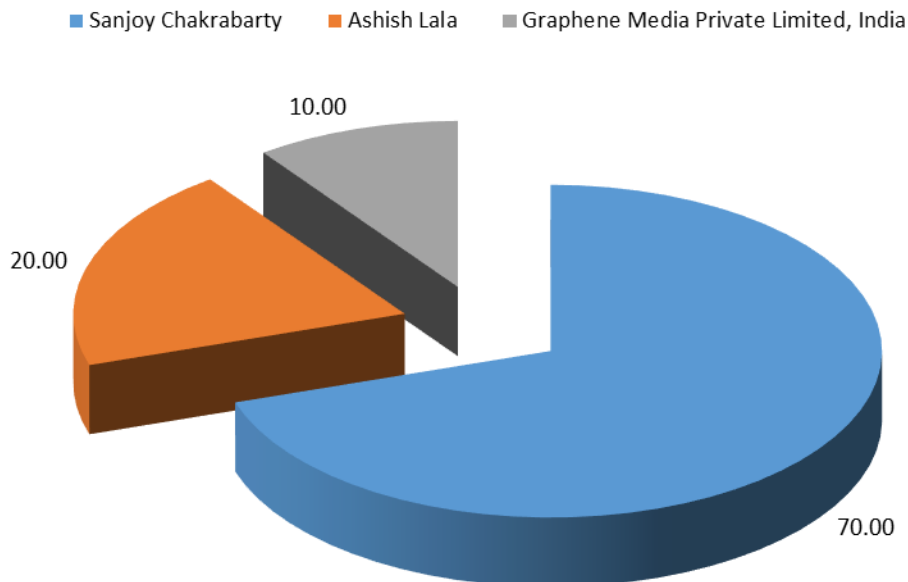
Name :	Mr. Ajay More
Designation :	General Manager

MAJOR SHAREHOLDERS

As on 31.03.2018

Names of Shareholders	No. of Shares	% of Holding
Sanjoy Chakrabarty	7000	70.00
Ashish Lala	2000	20.00
Graphene Media Private Limited, India	1000	10.00
Total	10000	100.00

Share holding pattern



Equity Share Break up (Percentage of Total Equity)

As on: 25.08.2018

Category	Percentage
Promoters (Individual/Hindu Undivided Family – Indian)	90.00
Promoters (Body corporate)	10.00

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Total	100.00
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BUSINESS DETAILS

Line of Business :	Providing Advertising Service. (Registered Activity)					
Services :	<table border="1" style="width: 100%;"> <thead> <tr> <th style="text-align: center;">ITC Code No.</th> <th style="text-align: center;">Services Description</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">99831690</td> <td>Advertising Service</td> </tr> </tbody> </table>		ITC Code No.	Services Description	99831690	Advertising Service
ITC Code No.	Services Description					
99831690	Advertising Service					
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 :	Not Divulged
	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 :	SARA and Associates Chartered Accountants
Address :	202, 2nd Floor, May Building, 297/299/301, Princess Street, Near Marine Lines Flyover, Mumbai – 400002, Maharashtra, India
Tel. No.:	91-22-49227200
Fax No.:	91-22-22091106
E-Mail :	info@sara-india.com
Income-tax PAN of auditor or auditor's firm :	AAPFS0971H
Membership No:	119509
Memberships :	Not Available
Collaborators :	Not Available
Related party:	Graphene Media Private Limited

CAPITAL STRUCTURE

AS ON: 31.03.2018

Authorised Capital :

No. of Shares	Type	Value	Amount
10,000	Equity Shares	INR 10/- each	INR 0.100 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
10,000	Equity Shares	INR 10/- each	INR 0.100 Million

FINANCIAL DATA
[all figures are INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS		31.03.2018	31.03.2017
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital		0.100	0.100
(b) Reserves & Surplus		0.086	0.054
(c) Money received against share warrants		0.000	0.000
(2) Share Application money pending allotment		0.000	0.000
Total Shareholders' Funds (1) + (2)		0.186	0.154
(3) Non-Current Liabilities			
(a) long-term borrowings		0.000	0.000
(b) Deferred tax liabilities (Net)		0.000	0.000
(c) Other long term liabilities		0.000	0.000
(d) long-term provisions		0.000	0.000
Total Non-current Liabilities (3)		0.000	0.000
(4) Current Liabilities			
(a) Short term borrowings		0.000	0.000
(b) Trade payables		1.214	0.037
(c) Other current liabilities		0.026	0.028
(d) Short-term provisions		0.000	0.000
Total Current Liabilities (4)		1.240	0.065
TOTAL		1.426	0.219
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets		0.000	0.000
(ii) Intangible Assets		0.000	0.000
(iii) Capital work-in-progress		0.000	0.000
(iv) Intangible assets under development		0.000	0.000
(b) Non-current Investments		0.000	0.000
(c) Deferred tax assets (net)		0.000	0.000
(d) Long-term Loan and Advances		0.000	0.000
(e) Other Non-current assets		0.000	0.000
Total Non-Current Assets		0.000	0.000

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(2) Current assets			
(a) Current investments		0.000	0.000
(b) Inventories		0.000	0.000
(c) Trade receivables		0.692	0.000
(d) Cash and cash equivalents		0.505	0.214
(e) Short-term loans and advances		0.000	0.000
(f) Other current assets		0.229	0.005
Total Current Assets		1.426	0.219
TOTAL		1.426	0.219

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2018	31.03.2017
	SALES		
	Income	2.319	0.868
	Other Income	0.000	0.000
	TOTAL	2.319	0.868
Less	EXPENSES		
	Operating Expenses	2.111	0.754
	Other expenses	0.162	0.035
	TOTAL	2.273	0.789
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	0.046	0.079
Less	FINANCIAL EXPENSES	0.000	0.000
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	0.046	0.079
Less	DEPRECIATION/ AMORTISATION	0.000	0.000
	PROFIT/ (LOSS) BEFORE TAX	0.046	0.079
Less	TAX	0.013	0.025
	PROFIT/ (LOSS) AFTER TAX	0.033	0.054
	Earnings / (Loss) Per Share (INR)	3.28	5.35

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CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars		31.03.2018	31.03.2017
Current Maturities of Long term debt		NA	NA
Cash generated from operations		NA	NA
Net cash flows from (used in) operations		NA	NA
Net cash flows from (used in) operating activity		NA	NA

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS		31.03.2018	31.03.2017
Average Collection Days (Sundry Debtors / Income * 365 Days)		108.92	0.00
Account Receivables Turnover (Income / Sundry Debtors)		3.35	0.00
Inventory Turnover (Operating Income / Inventories)		0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)		0.00	0.00

LEVERAGE RATIOS

PARTICULARS		31.03.2018	31.03.2017
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)		0.87	0.30
Debt Equity Ratio (Total Liability / Networth)		0.00	0.00
Current Liabilities to Networth (Current Liabilities / Net Worth)		6.67	0.42
Fixed Assets to Networth (Net Fixed Assets / Networth)		0.00	0.00
Interest Coverage Ratio (PBIT / Financial Charges)		0.00	0.00

PROFITABILITY RATIOS

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PARTICULARS			31.03.2018	31.03.2017
Net Profit Margin ((PAT / Sales) * 100)	%		1.42	6.22
Return on Total Assets ((PAT / Total Assets) * 100)	%		2.31	24.66
Return on Investment (ROI) ((PAT / Networth) * 100)	%		17.74	35.06

SOLVENCY RATIOS

PARTICULARS			31.03.2018	31.03.2017
Current Ratio (Current Assets / Current Liabilities)			1.15	3.37
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)			1.15	3.37
G-Score Ratio Financial (Networth / Total Assets)			0.13	0.70
G-Score Ratio Debt (Debts / Equity Capital)			0.00	0.00
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)			1.15	3.37

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

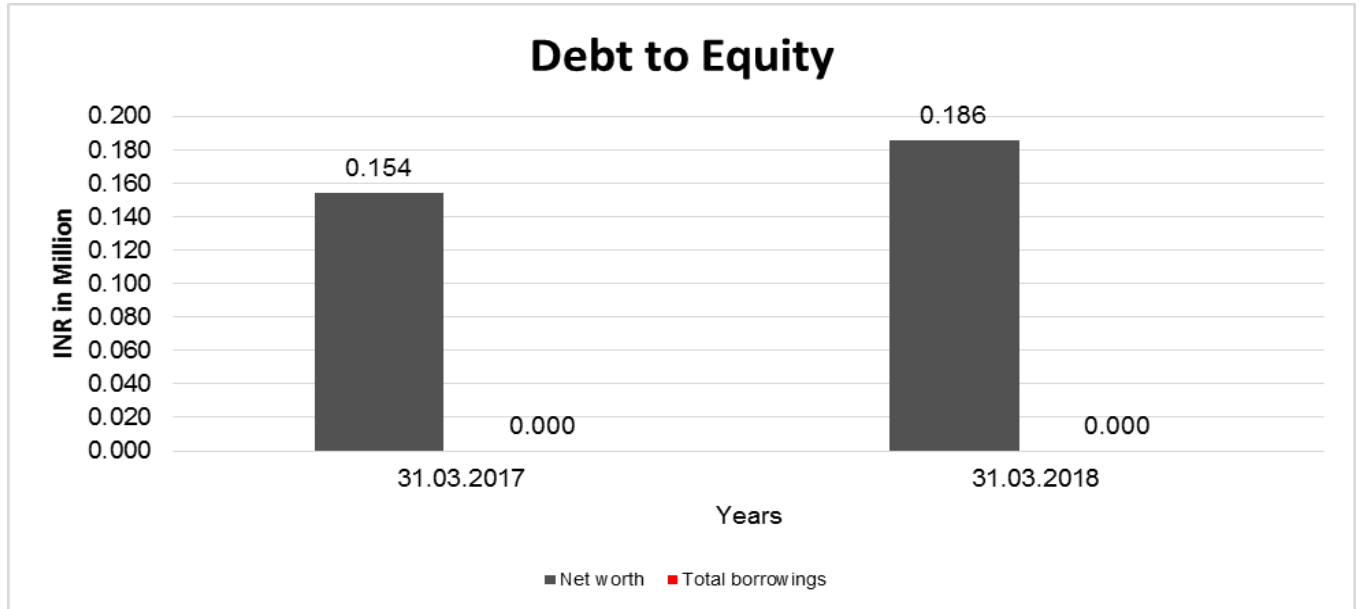
FINANCIAL ANALYSIS
[all figures are in INR Million]

DEBT EQUITY RATIO

Particular	31.03.2017	31.03.2018
	INR In Million	INR In Million
Share Capital	0.100	0.100
Reserves & Surplus	0.054	0.086
Net worth	0.154	0.186
long-term borrowings	0.000	0.000
Short term borrowings	0.000	0.000
Total borrowings	0.000	0.000

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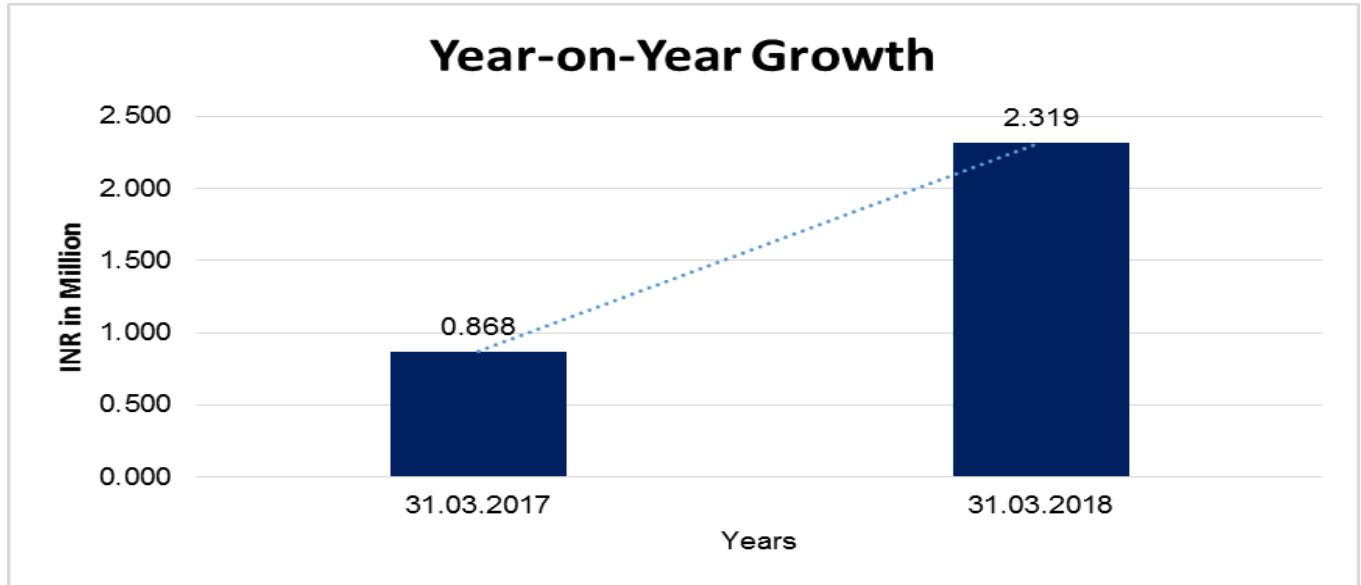
Debt/Equity ratio	0.000	0.000
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YEAR-ON-YEAR GROWTH

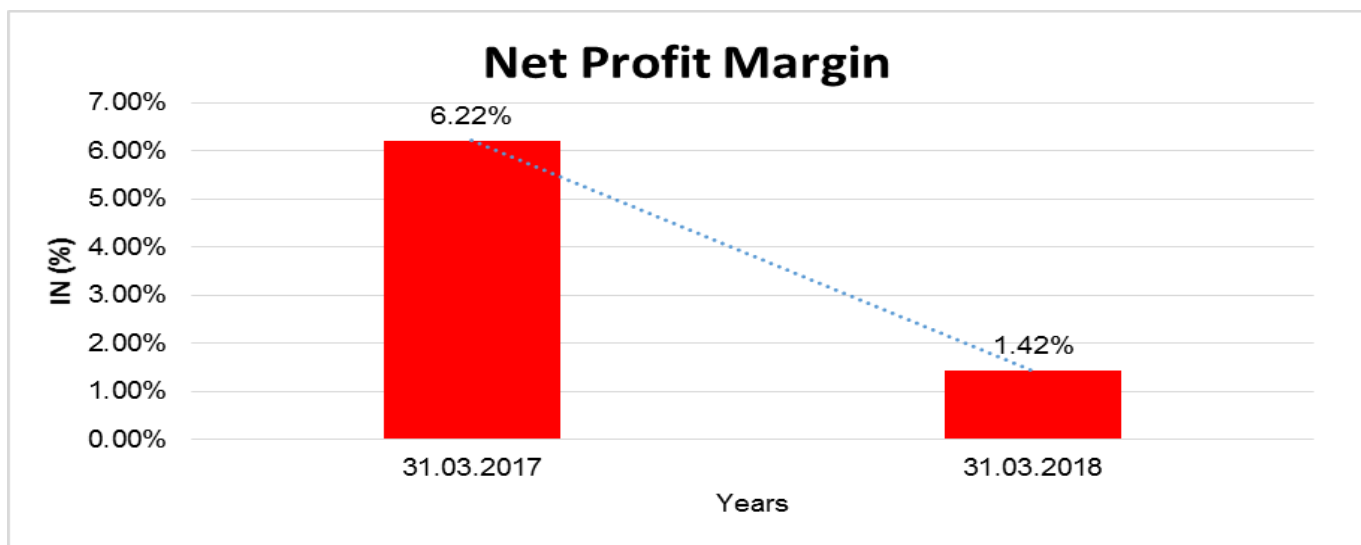
Year on Year Growth	31.03.2017	31.03.2018
	INR In Million	INR In Million
Sales	0.868	2.319
		167.166

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NET PROFIT MARGIN

Net Profit Margin	31.03.2017	31.03.2018
	INR In Million	INR In Million
Sales	0.868	2.319
Profit /(Loss)	0.054	0.033
	6.22%	1.42%



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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	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	Yes
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 one year and above 7 months	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for 1 year and above 7 months	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

OPERATIONS:

The total income for the year was INR 2.319 million as compared to INR 0.868 million in the previous year. The Company has incurred a Profit of INR 0.033 million in the current year as compared to a Profit of INR 0.054 million in the previous year.

INDEX OF CHARGES: NO CHARGES EXISTS FOR COMPANY

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 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 73.99
UK Pound	1	INR 94.10
Euro	1	INR 83.93

INFORMATION DETAILS

Information Gathered by :	SWT
Analysis Done by :	DIV
Report Prepared by :	MTN

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	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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