

MIRA INFORM REPORT

Report No. :	536965
Report Date :	01.11.2018

IDENTIFICATION DETAILS

Name :	PIVOTROOTS DIGITAL PRIVATE LIMITED
Registered Office :	102, 1st Floor, IVY Building, Sector R-12, Nahar Amrit Shakti ,Chandivali Powai, Mumbai – 400076, Maharashtra
Tel. No.:	91-22-49700337/ 49700688
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	25.01.2016
CIN No.: [Company Identification No.]	U74999MH2016PTC272352
Capital Investment / Paid-up Capital :	INR 0.100 Million
PAN No.: [Permanent Account No.]	AAICP4596P
GSTN : [Goods & Service Tax Registration No.]	27AAICP4596P1ZF
Legal Form :	Private Limited Liability Company
Line of Business :	Subject is engaged into Advertising and Market Research. (Registered Activity)
No. of Employees :	Information declined by the management

RATING & COMMENTS

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

MIRA's Rating :	B
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Credit Rating	Explanation	Rating Comments
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B	Medium Risk	Business dealings permissible on a regular monitoring basis
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Status :	Moderate
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Subject was incorporated in the year 2016.</p> <p>As per the financial of FY 2017, the company has achieved decent revenue from its operations along with fair profit margin of 16.98%.</p> <p>The moderate financial risk profile of the company is marked by average net worth base.</p> <p>Rating gets constrained on account of limited business track record.</p> <p>Payment seems to be slow but correct.</p> <p>In view of aforesaid, 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

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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

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 (Tel. No.: 91-22-49700337/ 49700688)

LOCATIONS

Registered Office :	102, 1st Floor, IVY Building, Sector R-12, Nahar Amrit Shakti ,Chandivali Powai, Mumbai – 400076, Maharashtra, India
Tel. No.:	91-22-49700337/ 49700688
Fax No.:	Not Available
E-Mail :	shibu.shivanandan@gmail.com hello@pivotroots.com hr@pivotroots.com
Website :	www.pivotroots.com
Corporate Office :	Windfall, Sahar Plaza Complex, Andh, Mumbai – 400059, Maharashtra, India

DIRECTORS

As on 31.03.2018

Name :	Mr. Shibu Shivanandan
Designation :	Director
Address :	12A, Vijay Niwas, J M Road, Bhandup (West), Mumbai – 400078, Maharashtra, India
Date of Appointment :	25.01.2016
DIN No.:	02155579
Name :	Ms. Hetal Kirit Parikh
Designation :	Director
Address :	D/63, Anant Nagar, S.V. Road Near N.L. High School, Malad (West), Mumbai – 400064, Maharashtra, India
Date of Appointment :	25.01.2016
DIN No.:	07392596

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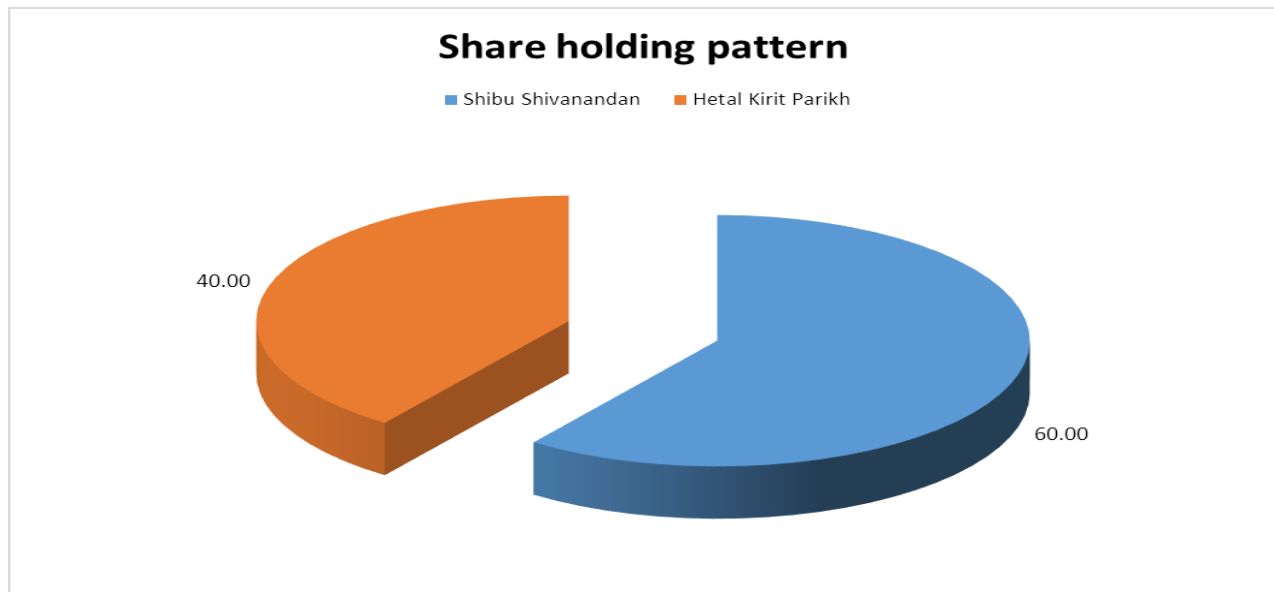
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Name :	Mr. Dhruvi Shibu
Designation :	Additional Director
Address :	Shibu, 102, IVY Building, Nahar Amrit Shakti Saki Vihar Road, Chandivali, Andheri (East), Mumbai – 400072, Maharashtra, India
Date of Appointment :	12.04.2017
DIN No.:	07786194
Name :	Mr. Kamal El Tayara
Designation :	Additional Director
Address :	AL Badaa-F, Block D, Villa No.183, 333.63 St Al Bada Premise No. 333061756, Al Bada, Dubai, U Ae Dubai 500717 Ae
Date of Appointment :	06.08.2018
DIN No.:	08193504

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

As on 31.03.2017

Names of Shareholders	No. of Shares	%age
Shibu Shivanandan	6000	60.00
Hetal Kirit Parikh	4000	40.00
Total	10000	100.00



As on 28.06.2018

Names of Allottee	No. of Shares
KCP Capital Limited, Dubai	1304

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Total		1304
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As on 20.07.2018

Names of Allottee		No. of Shares
KCP Capital Limited, Dubai		869
Total		869

Equity Share Break up (Percentage of Total Equity)

As on 30.09.2017

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

BUSINESS DETAILS

Line of Business :	Subject is engaged into Advertising and Market Research. (Registered Activity)	
Products/ Services :	Item Code No.	Product/ Services Description
	99831690	Other advertising services n.e.c.
	NIC Code No.	Product/ Services Description
	7310	Advertising and Market Research
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 :	--

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	Remark:	--
Customers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
No. of Employees :	Information declined by the management	
Bankers :	Bank Name	Not Divulged
	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 (If Possible)	--
	Credit Facilities Enjoyed (If any)	--
	Account Operation	--
	Remarks (If any)	--

Auditors :	
Name :	Sabharwal and Associates Chartered Accountants
Address :	F9/15, Hariniketan, Bangur Nagar, Goregaon West, Mumbai – 400104, Maharashtra, India
Tel. No.:	91-22-28773073
Mobile No.:	91-9820000804
E-Mail :	Ca.pravin@gmail.com
Income-tax PAN of auditor or auditor's firm :	ADFPS2547E
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

CAPITAL STRUCTURE

As on 30.09.2017

Authorised Capital : INR 0.500 Million

Issued, Subscribed & Paid-up Capital : INR 0.222 Million

As on 30.09.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
50000	Equity Shares	INR 10/- each	INR 0.500 Million

Issued, Subscribed & Paid-up Capital :

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

FINANCIAL DATA

[all figures are in INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2017	31.03.2016
I. EQUITY AND LIABILITIES		
(1) Shareholders' Funds		
(a) Share Capital	0.100	0.100
(b) Reserves & Surplus	4.030	(1.208)
(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)	4.130	(1.108)
(3) Non-Current Liabilities		
(a) Long-term borrowings	8.858	2.908
(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)	8.858	2.908
(4) Current Liabilities		

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(a) Short term borrowings		0.000	0.000
(b) Trade payables		17.174	0.432
(c) Other current liabilities		2.130	0.200
(d) Short-term provisions		1.900	0.000
Total Current Liabilities (4)		21.204	0.632
TOTAL		34.192	2.432
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets		1.037	0.406
(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	0.023
(d) Long-term Loan and Advances		0.615	0.000
(e) Other Non-current assets		0.000	0.000
Total Non-Current Assets		1.652	0.429
(2) Current assets			
(a) Current investments		0.000	0.000
(b) Inventories		0.000	0.000
(c) Trade receivables		17.803	0.307
(d) Cash and cash equivalents		7.650	1.676
(e) Short-term loans and advances		7.087	0.020
(f) Other current assets		0.000	0.000
Total Current Assets		32.540	2.003
TOTAL		34.192	2.432

PROFIT & LOSS ACCOUNT

	PARTICULARS		31.03.2017	31.03.2016
	SALES			
	Income		30.852	0.285
	Other Income		0.000	0.000
	TOTAL		30.852	0.285
Less	EXPENSES			
	Employees benefits expense		15.517	1.110
	Other expenses		7.280	0.360
	TOTAL		22.797	1.470

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	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION		8.055	(1.185)
Less	FINANCIAL EXPENSES		0.054	0.000
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION		8.001	(1.185)
Less/ Add	DEPRECIATION/ AMORTISATION		0.840	0.046
	PROFIT/ (LOSS) BEFORE TAX		7.161	(1.231)
Less	TAX		1.923	(0.023)
	PROFIT/ (LOSS) AFTER TAX		5.238	(1.208)
	Earnings / (Loss) Per Share (INR)		524.00	(121.00)

CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars		31.03.2017	31.03.2016
Current Maturities of Long term debt		NA	NA
Cash generated from operations		NA	NA
Net cash flow from operating activity		NA	NA

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS		31.03.2017	31.03.2016
Average Collection Days (Sundry Debtors / Income * 365 Days)		210.62	393.18
Account Receivables Turnover (Income / Sundry Debtors)		1.73	0.93
Inventory Turnover (Operating Income / Inventories)		0.00	0.00
Asset Turnover		7.77	(2.92)

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(Operating Income / Net Fixed Assets)			
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LEVERAGE RATIOS

PARTICULARS		31.03.2017	31.03.2016
Debt Ratio (Borrowing + Current Liabilities) / Total Assets		0.88	1.46
Debt Equity Ratio (Total Liability / Networth)		2.14	(2.62)
Current Liabilities to Networth (Current Liabilities / Net Worth)		5.13	(0.57)
Fixed Assets to Networth (Net Fixed Assets / Networth)		0.25	(0.37)
Interest Coverage Ratio (PBIT / Financial Charges)		149.17	0.00

PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016
Net Profit Margin [(PAT / Sales) * 100]	%	16.98	(423.86)
Return on Total Assets ((PAT / Total Assets) * 100)	%	15.32	(49.67)
Return on Investment (ROI) ((PAT / Networth) * 100)	%	126.83	109.03

SOLVENCY RATIOS

PARTICULARS		31.03.2017	31.03.2016
Current Ratio (Current Assets / Current Liabilities)		1.53	3.17
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		1.53	3.17
G-Score Ratio Financial (Networth / Total Assets)		0.12	(0.46)
G-Score Ratio Debt (Debts / Equity Capital)		88.58	29.08

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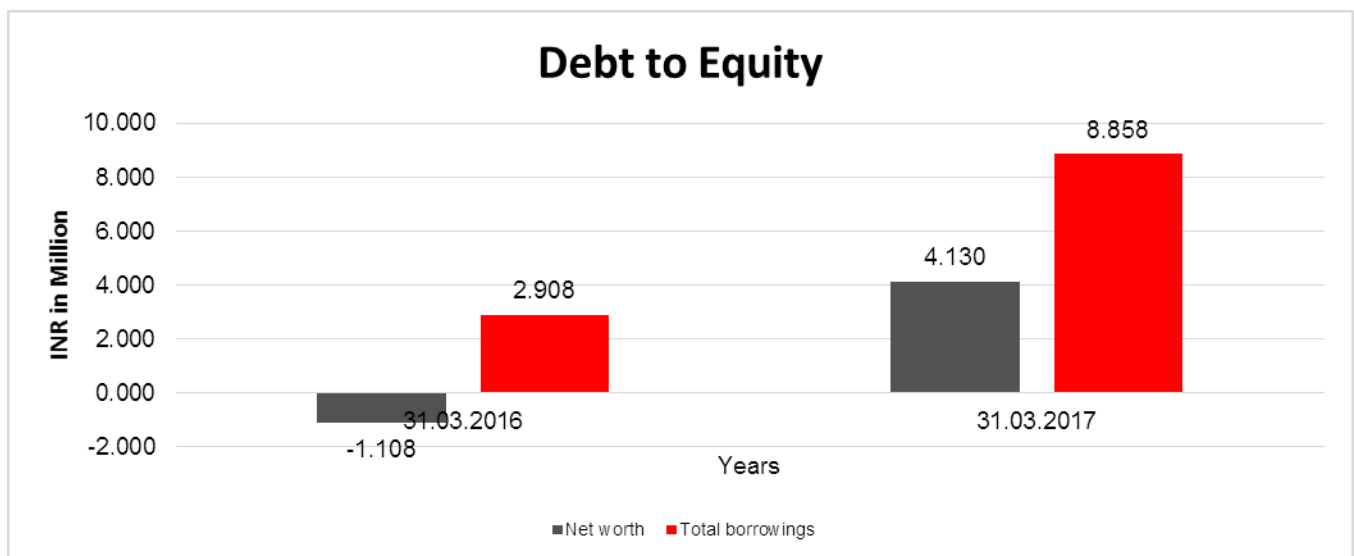
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		1.53	3.17
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Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

FINANCIAL ANALYSIS
[all figures are in INR Million]

DEBT EQUITY RATIO

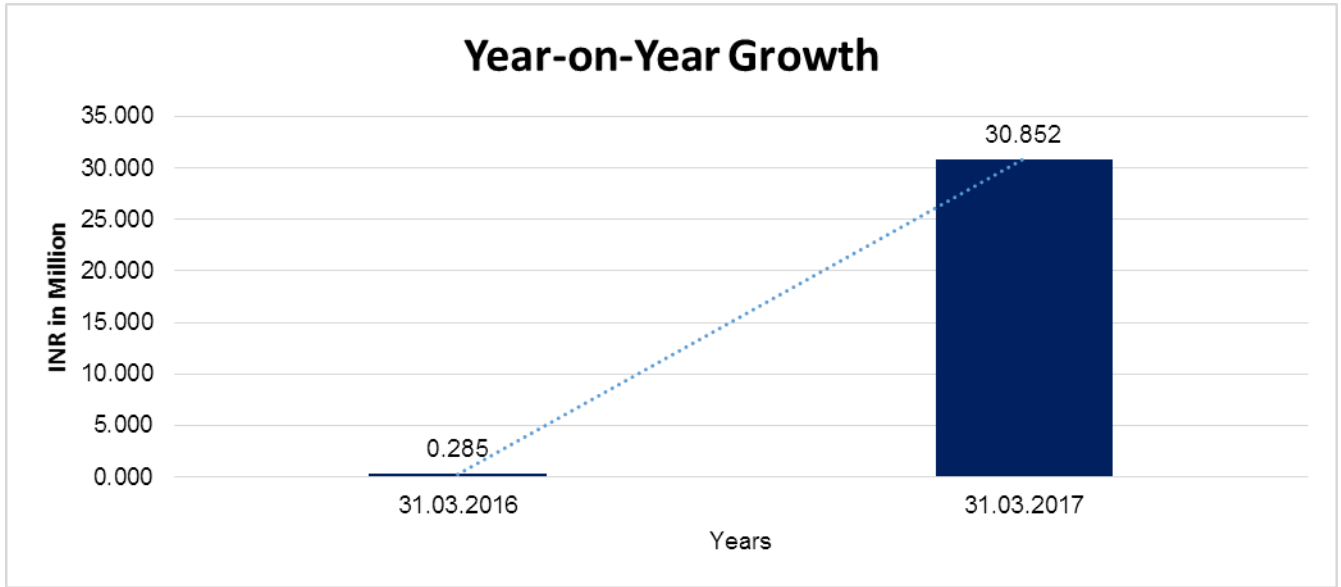
Particular	31.03.2016	31.03.2017
	INR In Million	INR In Million
Share Capital	0.100	0.100
Reserves & Surplus	(1.208)	4.030
Money received against share warrants	0.000	0.000
Share Application money pending allotment	0.000	0.000
Net worth	(1.108)	4.130
long-term borrowings	2.908	8.858
Short term borrowings	0.000	0.000
Total borrowings	2.908	8.858
Debt/Equity ratio	(2.625)	2.145



YEAR-ON-YEAR GROWTH

Year on Year Growth	31.03.2016	31.03.2017
	INR In Million	INR In Million
Sales	0.285	30.852

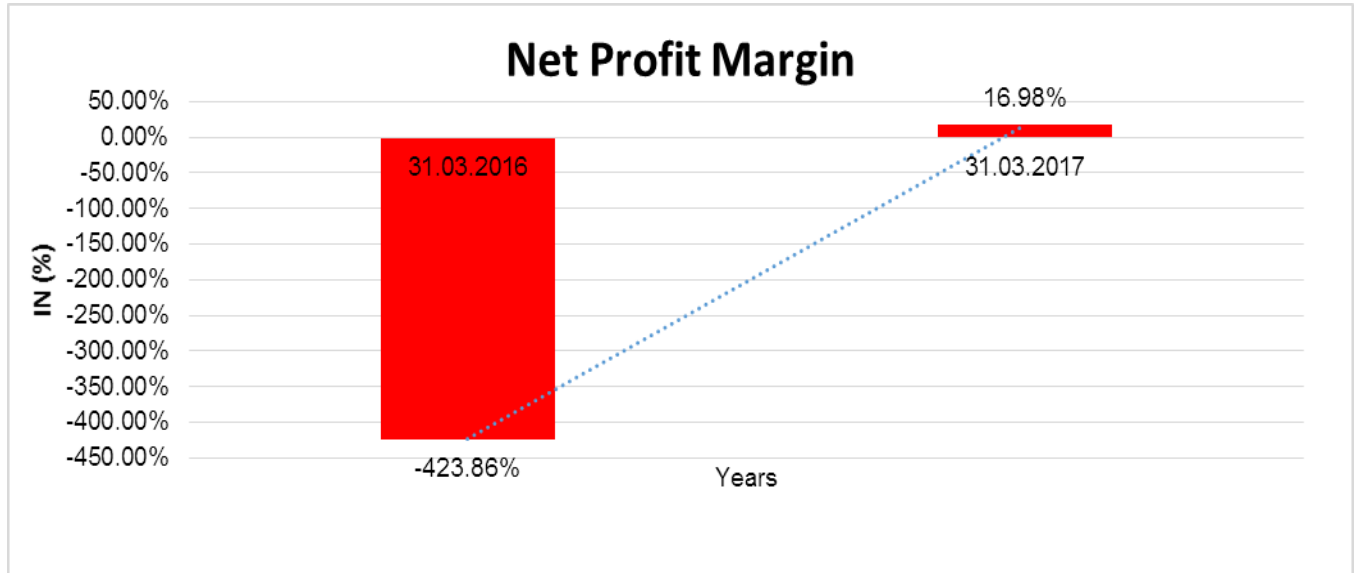
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NET PROFIT MARGIN

Net Profit Margin	31.03.2016	31.03.2017
	INR In Million	INR In Million
Sales	0.285	30.852
Profit/(Loss)	(1.208)	5.238
	(423.86%)	16.98%

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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	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	No
17	Details of sister concerns	No
18	Major suppliers	No
19	Major customers	No
20	Banking Details	No
21	Banking facility details	No

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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 about one year and two months	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last about one year and two 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

PERFORMANCE AND OUTLOOK

The company's revenue from operations during the year had profit of INR 5.238 Million. The company has continuously striving to increase its efficiency and productivity. The management hopes that this scenario will improve in the next year.

UNSECURED LOAN

PARTICULARS	31.03.2017 (INR in Million)	31.03.2016 (INR in Million)
Long-term Borrowings		
Loan from Direct and Relatives	8.588	2.908
Total	8.588	2.908

INDEX OF CHARGES

No Charges Exists for Company

FIXED ASSETS

- Computer
- Furniture and Fixtures
- Electrical Equipments

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WEBSITE DETAILS / PRESS RELEASES

DUBAI-BASED KCP CAPITAL INVESTS IN DIGITAL MARKETING FIRM PIVOTROOTS

07.08.2018

PivotRoots Digital Private Limited, a Mumbai-based digital marketing agency, has raised an undisclosed amount in its Series A investment round from Dubai-based advisory firm KCP Capital.

The startup will use the capital to build its proprietary tech and expand to Southeast Asia over the next 12-18 months, it said in a statement.

The startup provides data and technology-led digital marketing solutions to enterprises. Its services include strategic planning and consultation; search engine optimisation and marketing; social media, content, affiliate mobile and experimental marketing; data analytics and measurements; and app development.

Earlier this year, the startup expanded its operations to the Middle East and North Africa region.

The company was founded in 2016 by Shibu Shivanandan, Hetal Khalsa and Dhruvi Joshi. Shivanandan was the co-founder of performance marketing company Resultrix, which was acquired by Publicis Groupe; Khalsa was previously the creative head at Resultrix; and Joshi worked with Performics in the past.

The company's clients include Amazon Prime Video, Disney, ICICI Bank, Pidilite and Swiggy.

"Our growth has been exponential over the last two years and we believe that pioneering marketing technology is the way forward in the digital hemisphere. This fundraising will help us invest in a team who will build platforms and solutions attuned to help us grow faster. This team will also work on tools automation and machine learning-based solutions to achieve our vision," Shivanandan said.

Kamal Tayara, founder and managing partner at KCP Capital, said the PivotRoots team is "passionate" with a clear vision and a drive to grow.

KCP Capital is an advisory firm and investor focusing on assets in high-growth industries. It invests in emerging markets and also looks for impact investment opportunities. Its other direct investments include Mumzworld, JoeyCo and Gwynnie Bee.

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 73.76
UK Pound	1	INR 94.81
Euro	1	INR 83.70

INFORMATION DETAILS

Information Gathered by :	AKS
Analysis Done by :	PRY
Report Prepared by :	SUD

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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