

## MIRA INFORM REPORT

Report No. :	538069
Report Date :	02.11.2018

### IDENTIFICATION DETAILS

Name :	THE ADVERTISING CLUB
Registered Office :	504, Radhe Vallabh Society, Old Modi Chambers, French Bridge Corner, Opera House, Mumbai-400 004, Maharashtra
Mobile No.:	91-9867138115 (Mr. Gopal)
Country :	India
Financials (as on) :	Not Divulged
Year of Establishment :	1954
Capital Investment / Paid-up Capital :	Not Divulged
PAN No.: [Permanent Account No.]	Not Divulged
GSTN : [Goods & Service Tax Registration No.]	Not Divulged
Legal Form :	Trust
Line of Business :	Providing Event Management Services. (Confirmed by management)
No. of Employees :	07 (Approximately)

### RATING & COMMENTS

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

<b>MIRA's Rating :</b>	<b>A</b>
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Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

<b>Status :</b>	Satisfactory
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<b>Payment Behaviour :</b>	Usually correct
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>Subject was established in the year 1954 and it is engaged in management services.</p> <p>It provides an opportunity to interact with the best known professionals from the Advertising, Marketing, Media, Research and Communication fraternity.</p> <p>It is the organizer of the some of the pre-eminent events of the industry like ABBYs, EFFIEs, EMVIEs and the annual Ad Review and also hosts the M.Ad QUIZ, Screening of Cannes and Clio awards and conducts various educational workshops.</p> <p>It has over 1600 active members from the fields of advertising, marketing, public relations, media and research fields, from across the country.</p> <p>Solus magazine was started by the Club around 40 years ago and it has an uninterrupted run for the last four decades. The Solus covers the club events as well as articles by experts.</p> <p>Rating takes into consideration the trust's long established track record of business operations and its presence all whole the country.</p> <p>Payment seems to be usually correct.</p> <p>In view of aforesaid, the trust can be considered for business dealings at usual trade terms and conditions.</p>

**NOTES:**

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**

<b>Rating Agency Name</b>	Not Available
<b>Rating</b>	Not Available
<b>Rating Explanation</b>	Not Available
<b>Date</b>	Not Available

**RBI DEFAULTERS' LIST STATUS**

Subject's name is not enlisted as a defaulter in the publicly available RBI Defaulters' list.

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**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. Gopal
<b>Designation :</b>	Junior Executive
<b>Contact No.:</b>	91-9867138115
<b>Date :</b>	01.11.2018

**LOCATIONS**

<b>Registered Office :</b>	504, Radhe Vallabh Society, Old Modi Chambers, French Bridge Corner, Opera House, Mumbai-400 004, Maharashtra, India
<b>Tel. No.:</b>	91-22-23810213/ 23894091/23813034
<b>Mobile No.:</b>	91-9867138115 (Mr. Gopal)
<b>Fax No.:</b>	91-22-23892067
<b>E-Mail :</b>	<a href="mailto:adclub@vsnl.com">adclub@vsnl.com</a>
<b>Website :</b>	<a href="https://www.theadvertisingclub.net">https://www.theadvertisingclub.net</a>
<b>Area :</b>	850 Sq. Ft.
<b>Location :</b>	Owned
<b>Locality :</b>	Residential

**MEMBER**

<b>Name :</b>	Mr. Vikram Shakuja
<b>Designation :</b>	President
<b>Name :</b>	Mr. Ajay Kakkar
<b>Designation :</b>	Vice President

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**KEY EXECUTIVES**

<b>Name :</b>	Mr. Gopal
<b>Designation :</b>	Junior Executive

**BUSINESS DETAILS**

<b>Line of Business :</b>	Providing Event Management Services. (Confirmed by management)
<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
<b>Purchasing :</b>	Cheque

**GENERAL INFORMATION**

<b>Suppliers :</b>	<b>Reference :</b>	Not Divulged
	<b>Name of the Person :</b>	--
	<b>Contact No.:</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 :</b>	--
	<b>Contact No.:</b>	--
	<b>Since How Long Known :</b>	--
	<b>Maximum Limit Dealt :</b>	--
	<b>Experience :</b>	--
<b>Remark:</b>	--	
<b>No. of Employees :</b>	07 (Approximately)	

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<b>Bankers :</b>	<b>Banker Name :</b>	Standard Chartered Bank
	<b>Branch :</b>	Chowpatty Branch, Mumbai, Maharashtra, 400007
	<b>Person Name (With Designation) :</b>	--
	<b>Contact Number :</b>	91-22-23642168
	<b>Name of Account Holder :</b>	--
	<b>Account Number :</b>	--
	<b>Account Since (Date/Year of Account Opening) :</b>	--
	<b>Average Balance Maintained :</b>	--
	<b>Credit Facilities Enjoyed (CC/OD/Term Loan) :</b>	--
	<b>Account Operation :</b>	--
<b>Remark :</b>	Denied to provide information	

<b>Auditors :</b>	
<b>Name :</b>	R. Devarajan and Company Chartered Accountants
<b>Collaborators :</b>	Not Available
<b>Membership :</b>	Not Available
<b>Sister Concern :</b>	Not Available

**CAPITAL STRUCTURE**

<b>Capital Investment :</b>	
<b>Owned :</b>	Not Divulged
<b>Borrowed :</b>	--
<b>Total :</b>	<b>Not Divulged</b>

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

**NOT DIVULGED**

The above information has been denied by Mr. Gopal (Junior Executive)

**Note:** Sole Proprietary and Partnership concerns are exempted from filing their financials with the Government Authorities or Registry.

**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	Yes
3	Locality of the entity	Yes
4	Premises details	Yes
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	No
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	No
18	Major suppliers	No
19	Major customers	No
20	Banking Details	Yes
21	Banking facility details	No
22	Conduct of the banking account	--
23	Financials, if provided	No
24	Capital in the business	No
25	Last accounts filed at ROC, if applicable	No
26	Turnover of firm for last two/ three years	No
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No

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29	Profitability for last three years	No
30	Major shareholders, if available	No
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

**WEBSITE:**

**HISTORY:**

The winds of inspiration for the formation of The Advertising Club in Bombay blew from the east – the Advertising Club of Calcutta, to be precise. That's not surprising if you knew that, in the pre-independence days, it was not Bombay but Calcutta that enjoyed the enviable position of being the country's business centre. The foundations of the Advertising Club were laid in 1954, when Soli Talyerkhan to join Voltas got in touch with Bobby Sista, having arrived in Bombay from Calcutta.

Having formed a small but determined group of like-minded individuals, Adi Patel, Bal Mundkar, Rudi Von Leyden, Bobby Sista, Hardcastle and Khurshid Dhondy met at what was to be the Advertising Club's first meeting. The settings may have been informal, but the focus was clear: it was established to bring agencies and advertisers together. These popular afternoon gatherings every month centred on training, made possible through prominent guest speakers holding forth on key topics.

The Solus magazine became the voice of the Advertising Club and with the arrival of Wally Ovins as president, the Advertising Club revved up on the excitement. The Advertising Club Ball, an annual extravaganza, came to be one of the most talked about events and during the rest of the year, skits performed by eminent ad cum theatre personalities kept the social clock ticking. Membership swelled from 60 to 500.

Interestingly, the media side of the business never featured in the plans because the media was not considered a part of mainstream advertising in those days. Even though the Advertising Club was then considered elitist, since membership was restricted, amateurs saw it as an opportunity to increase social contacts and actively supported it. So did the veterans, whose exalted positions in the industry gave them the satisfaction of dispensing advice to upcoming talent.

Things have changed over the years, most of them for the better. The signs are all there -- 33 per cent Asia-Pacific profits, a growth rate that's three times the nation's GDP, global partnerships with the world leaders, and an acceptance of Indian professionals as amongst the best. Besides the Abbys, so far its public face, the Advertising Club is involved in a number of other activities.

Over the years, it has become a catalyst in developing the industry by organising seminars, workshops and events enabling professionals and students to interact. Solus, the Advertising Club's house journal, was recently awarded the best house journal by the Journal of India Public Relations, Hyderabad. To those for whom size matters, the Advertising Club is currently the largest such body in the world.

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**THE ADVERTISING CLUB - 538069 MIRA**

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And with over 1600 active members from the fields of advertising, marketing, public relations, media and research fields, from across the country, it is arguably the busiest.

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**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 73.83
UK Pound	1	INR 94.82
Euro	1	INR 83.73

**INFORMATION DETAILS**

<b>Information Gathered by :</b>	DLY
<b>Analysis Done by :</b>	VVK
<b>Report Prepared by :</b>	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	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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