

MIRA INFORM REPORT

Report No. :	538725
Report Date :	10.11.2018

IDENTIFICATION DETAILS

Name :	DIAMONDS DIRECT USA INC
Registered Office :	200 Bellevue Parkway Suite 210, Wilmington, Delaware, USA
Country :	United States
Financials (as on) :	2017 (Summarized)
Year of Establishment :	1995
Legal Form :	Corporation
Line of Business :	Subject operates as a retailer of diamond jewelry.
No. of Employees :	12

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
B	Medium Risk	Business dealings permissible on a regular monitoring basis

Status :	Moderate
Payment Behaviour :	Slow but Correct
Litigation :	Exist

NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

ECGC Country Risk Classification List

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Country Name	Previous Rating (30.06.2018)	Current Rating (30.09.2018)
United States	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

UNITED STATES - ECONOMIC OVERVIEW

The US has the most technologically powerful economy in the world, with a per capita GDP of \$59,500. US firms are at or near the forefront in technological advances, especially in computers, pharmaceuticals, and medical, aerospace, and military equipment; however, their advantage has narrowed since the end of World War II. Based on a comparison of GDP measured at purchasing power parity conversion rates, the US economy in 2014, having stood as the largest in the world for more than a century, slipped into second place behind China, which has more than tripled the US growth rate for each year of the past four decades.

In the US, private individuals and business firms make most of the decisions, and the federal and state governments buy needed goods and services predominantly in the private marketplace. US business firms enjoy greater flexibility than their counterparts in Western Europe and Japan in decisions to expand capital plant, to lay off surplus workers, and to develop new products. At the same time, businesses face higher barriers to enter their rivals' home markets than foreign firms face entering US markets.

Long-term problems for the US include stagnation of wages for lower-income families, inadequate investment in deteriorating infrastructure, rapidly rising medical and pension costs of an aging population, energy shortages, and sizable current account and budget deficits.

The onrush of technology has been a driving factor in the gradual development of a "two-tier" labor market in which those at the bottom lack the education and the professional/technical skills of those at the top and, more and more, fail to get comparable pay raises, health insurance coverage, and other benefits. But the globalization of trade, and especially the rise of low-wage producers such as China, has put additional downward pressure on wages and upward pressure on the return to capital. Since 1975, practically all the gains in household income have gone to the top 20% of households. Since 1996, dividends and capital gains have grown faster than wages or any other category of after-tax income.

Imported oil accounts for more than 50% of US consumption and oil has a major impact on the overall health of the economy. Crude oil prices doubled between 2001 and 2006, the year home prices peaked; higher gasoline prices ate into consumers' budgets and many individuals fell behind in their mortgage payments. Oil prices climbed another 50% between 2006 and 2008, and bank foreclosures more than doubled in the same period. Besides dampening the housing market, soaring oil prices caused a drop in the value of the dollar and a deterioration in the US merchandise trade deficit, which peaked at \$840 billion in 2008. Because the US economy is energy-intensive, falling oil prices since 2013 have alleviated many of the problems the earlier increases had created.

The sub-prime mortgage crisis, falling home prices, investment bank failures, tight credit, and the global economic downturn pushed the US into a recession by mid-2008. GDP contracted until the third quarter of 2009, the deepest and longest downturn since the Great Depression. To help stabilize financial markets, the US Congress established a \$700 billion Troubled Asset Relief Program in October 2008. The government used some of these funds to purchase equity in US banks and industrial corporations, much of which had been returned to the government by early 2011. In January 2009, Congress passed and former President Barack OBAMA signed a bill providing an additional \$787 billion fiscal stimulus to be used over 10 years - two-thirds on additional spending and one-third on tax cuts - to create jobs and to help the economy recover. In 2010 and 2011, the federal budget deficit reached nearly 9% of GDP. In 2012, the Federal Government reduced the growth of spending and the deficit shrank to 7.6% of GDP. US revenues from taxes and other sources are lower, as a percentage of GDP, than those of most other countries.

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Wars in Iraq and Afghanistan required major shifts in national resources from civilian to military purposes and contributed to the growth of the budget deficit and public debt. Through FY 2018, the direct costs of the wars will have totaled more than \$1.9 trillion, according to US Government figures.

In March 2010, former President OBAMA signed into law the Patient Protection and Affordable Care Act (ACA), a health insurance reform that was designed to extend coverage to an additional 32 million Americans by 2016, through private health insurance for the general population and Medicaid for the impoverished. Total spending on healthcare - public plus private - rose from 9.0% of GDP in 1980 to 17.9% in 2010.

In July 2010, the former president signed the DODD-FRANK Wall Street Reform and Consumer Protection Act, a law designed to promote financial stability by protecting consumers from financial abuses, ending taxpayer bailouts of financial firms, dealing with troubled banks that are "too big to fail," and improving accountability and transparency in the financial system - in particular, by requiring certain financial derivatives to be traded in markets that are subject to government regulation and oversight.

The Federal Reserve Board (Fed) announced plans in December 2012 to purchase \$85 billion per month of mortgage-backed and Treasury securities in an effort to hold down long-term interest rates, and to keep short-term rates near zero until unemployment dropped below 6.5% or inflation rose above 2.5%. The Fed ended its purchases during the summer of 2014, after the unemployment rate dropped to 6.2%, inflation stood at 1.7%, and public debt fell below 74% of GDP. In December 2015, the Fed raised its target for the benchmark federal funds rate by 0.25%, the first increase since the recession began. With continued low growth, the Fed opted to raise rates several times since then, and in December 2017, the target rate stood at 1.5%.

In December 2017, Congress passed and President Donald TRUMP signed the Tax Cuts and Jobs Act, which, among its various provisions, reduces the corporate tax rate from 35% to 21%; lowers the individual tax rate for those with the highest incomes from 39.6% to 37%, and by lesser percentages for those at lower income levels; changes many deductions and credits used to calculate taxable income; and eliminates in 2019 the penalty imposed on taxpayers who do not obtain the minimum amount of health insurance required under the ACA. The new taxes took effect on 1 January 2018; the tax cut for corporations are permanent, but those for individuals are scheduled to expire after 2025. The Joint Committee on Taxation (JCT) under the Congressional Budget Office estimates that the new law will reduce tax revenues and increase the federal deficit by about \$1.45 trillion over the 2018-2027 period. This amount would decline if economic growth were to exceed the JCT's estimate.

Source : CIA

STATUTORY INFORMATION

Legal Name	DIAMONDS DIRECT USA INC.
Trade Name	DIAMONDS DIRECT
ID	ID
ID Details	5872529
Creation Date	1995
Incorporation Date	11/9/2015
Legal Address	200 BELLEVUE PARKWAY SUITE 210, Wllmington, Delaware, USA
Operative Address	4521 SHARON RD STE 101 CHARLOTTE, NC, 28211-3445 United States
Telephone	704-532-9041
Fax	NA
Legal Form	CORPORATION
E-Mail	NA
Registered In	DELAWARE
Website	www.diamondsdirect.com
Contact	Italy Berger - President
Staff	12
Activity	SIC Code: 5944, Jewelry Stores NAICS Code: 448310, Jewelry Stores

BANKS

Name of Bank	Reported Amount
F.J. KASHI INC.	
SES CREATIONS, INC.	
AnDiamond LLC	
CHRISTOPHER DESIGNS, INC.	

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Description -

HISTORY

History	Diamonds Direct USA Inc was founded in 1995.
Key Developments	NA
Parent Company	NA

PRINCIPAL ACTIVITY

General Description	Diamonds Direct USA Inc. operates as a retailer of diamond jewelry.
Service/Product Description	It provides engagement rings and wedding bands.
Sales	Retail
Operations Area	National
Imports From	Diamonds are mostly shipped via air. In the USA, Customs only releases the ocean freight data.
Employees	12 employees
Payments With Suppliers	Slow but Correct

Brands	Comments
Brand	

Diamonds Direct -

Clients	Country	Comments
Name of Client		

There are not informed clients

Comments The company offers its products to private customers.

Suppliers	Country	Comments
Supplier Name		

There are not informed suppliers

Comments -

LOCATION

Headquarters	4521 SHARON RD STE 101 CHARLOTTE, NC, 28211-3445 United States
Branches	4401 Glenwood Avenue Raleigh, NC 27612, USA 4452 Virginia Beach Blvd Virginia Beach, VA 23462, USA 11131 West Broad Street Glen Allen, VA 23060, USA 4870 Big Island Dr, Ste 1 Jacksonville, FL 32246, USA

GROUP STRUCTURE AND SUBDIARY COMPANIES

Listed at the stock exchange	NO
Capital	NA
Shareholders (%)	The company does not disclose information on shareholders. We were not able to confirm major holders for this company.
Management	Italy Berger - President
Subsidiary Companies	No subsidiary companies were found.
Related Companies	No related comapnies were found.

FINANCIAL INFORMATION

General Description	The company does not make its financial statements public. The following information has been provided by private sources:
Year/Currency	2017 USD
Sales	80.000
Money Flow	Normal

LEGAL FILINGS

Lawsuits

Diamonds Direct USA, Inc. v. Diamonds Direct, Inc.
Plaintiff: Diamonds Direct USA, Inc.
Defendant: Diamonds Direct, Inc.
Case Number: 8:2017cv01324
Filed: June 5, 2017
Court: Florida Middle District Court
Office: Tampa Office
County: Pinellas
Presiding Judge: Virginia M. Hernandez Covington
Referring Judge: Thomas B. McCoun
Nature of Suit: Trademark
Cause of Action: 15:1051
Jury Demanded By: None

BFJ Holding, Inc. v. Diamonds Direct USA, Inc. et al
Plaintiff: BFJ Holding, Inc.
Defendant: Italy Berger and Diamonds Direct USA, Inc.
Case Number: 3:2012cv00681
Filed: September 21, 2012
Court: Virginia Eastern District Court
Office: Richmond Office
County: Accomack
Presiding Judge: Henry E. Hudson
Referring Judge: David J. Novak
Nature of Suit: Trademark
Cause of Action: 15:1125 Trademark Infringement
(Lanham Act)
Jury Demanded By: Plaintiff

Diamonds Direct USA, Inc. et al v. BFJ Holdings, Inc.
Plaintiff: Diamonds Direct USA, Inc. and Diamonds
Direct USA of Richmond, LLC
Defendant: BFJ Holdings, Inc.
Case Number: 3:2012cv00303
Filed: April 20, 2012
Court: Virginia Eastern District Court
Office: Richmond Office
County: Out of State
Presiding Judge: Henry E. Hudson
Nature of Suit: Trademark
Cause of Action: 15:1125
Jury Demanded By: Plaintiff
DIAMONDS DIRECT USA
Diamonds and jewelry sold at retail
Owned by: Diamonds Direct USA Inc.
Serial Number: 76199639

Trademarks

Patents Registered

Renewals

UCC (Uniform Commercial Code)

DIAMONDS DIRECT

On-line retail store services featuring jewelry; Retail jewelry stores

Owned by: Diamonds Direct USA Inc.

Serial Number: 85749676

TRU360

Providing online tool to view gemstones from all angles; related services

Owned by: Diamonds Direct USA Inc.

Serial Number: 86929559

DIAMONDS DIRECT

On-line retail store services featuring jewelry including diamond jewelry; retail jewelry stores featuring diamond jewelry...

Owned by: Diamonds Direct USA Inc.

Serial Number: 87299137

No found.

No records found.

File Number: 20080108480B

Filing Date: 12/11/2008

Filing Type: Initial

Lapse Date: 12/11/2018

Page Count: 2

Alt Type: UCC

Debtors:

DIAMONDS DIRECT USA INC.

4521 SHARON ROAD SUITE 101

CHARLOTTE, NC 28211 USA

Secured Parties:

F.J. KASHI INC.

98 CUTTERMILL ROAD SUITE 430-N

GREAT NECK, NY 11021 USA

File Number: 20090006393C

Filing Date: 1/23/2009

Filing Type: Initial

Lapse Date: 1/23/2019

Page Count: 2

Alt Type: UCC

Debtors:

DIAMONDS DIRECT USA INC.

4521 Sharon Road, Ste. 101

Charlotte, NC 28211 USA

Secured Parties:

SES CREATIONS, INC.
587 Fifth Avenue, 6th Floor
New York, NY 10017 USA

File Number: 20090008129B
Filing Date: 1/30/2009
Filing Type: Initial
Lapse Date: 1/30/2019
Page Count: 2
Alt Type: UCC
Debtors:
DIAMONDS DIRECT USA INC.
4521 Sharon Rd. Suite 101
Charlotte, NC 28211 USA
Secured Parties:
AnDiamond LLC
587 Fifth Avenue, 5th Floor
New York, NY 10017 USA

File Number: 20090031754B
Filing Date: 4/23/2009
Filing Type: Initial
Lapse Date: 4/23/2019
Page Count: 2
Alt Type: UCC
Debtors:
DIAMONDS DIRECT USA, INC.
4521 Sharon Road, Ste 101
CHARLOTTE, NC 28211 USA
Secured Parties:
CHRISTOPHER DESIGNS, INC.
42 West 48th Street
New York, NY 10036 USA
The company is not listed in the OFAC list.

OFAC Sanctions List Search

SUMMARY

Summary

Founded in 1995, Diamonds Direct USA Inc is an organization in the Jewelry Store Industry headquartered in Charlotte, NC. The company has 12 regular employees and generates an estimated \$80 thousand USD in annual revenue. It operates nationally. It is ACTIVE in business with no negative records.

RISK INFORMATION

Debts	Controlled
Payments	Slow but Correct
Cash Flow	Medium
State	Active

INTERVIEW

First Name	Cathy
Position	Sales
Comments	She confirmed the name of the company and the address of the headquarters. However, she was reluctant to provide any further information.

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 72.73
UK Pound	1	INR 94.87
Euro	1	INR 82.51
US Dollar	1	INR 72.48

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	VIV
Report Prepared by :	DNS

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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)