

MIRA INFORM REPORT

Report No. :	534830
Report Date :	14.11.2018

IDENTIFICATION DETAILS

Name :	CEO LOUNGE PRIVATE LIMITED
Registered Office :	13/9, Old Railway Road, Colony Mord, Gurugram-122001, Haryana
Mobile No.:	91-9818706321 (Mr. Deepak Yadav)
Country :	India
Financials (as on) :	31.03.2018
Date of Incorporation :	08.03.2017
CIN No.: [Company Identification No.]	U74999HR2017PTC068059
Capital Investment / Paid-up Capital :	INR 0.100 million
IEC No.: [Import-Export Code No.]	Not Applicable (As informed by the management that firm does not have export and import)
PAN No.: [Permanent Account No.]	AAGCC8747B
GSTN : [Goods & Service Tax Registration No.]	06AAGCC8747B1ZQ
Legal Form :	Private Limited Liability Company
Line of Business :	Publication of Magazine also Providing Event Management Services for the same. (Registered activity and also Confirmed by management)
No. of Employees :	7 (Approximately)

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

Maximum Credit Limit :	USD 9300
Status :	Recently new business
Payment Behaviour :	Slow but correct
Litigation :	Clear

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

Country Name	Previous Rating (30.06.2018)	Current Rating (30.09.2018)
India	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

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.

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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 14.11.2018

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

Name :	Mr. Deepak Yadav
Designation :	Director
Contact No.:	91-9818706321
Date :	12.11.2018

LOCATIONS

Registered Office :	13/9, Old Railway Road, Colony Mord, Gurugram-122001, Haryana, India
Tel. No.:	Not Available
Mobile No.:	91-9818706321 (Mr. Deepak Yadav)
Fax No.:	Not Available
E-Mail :	deepak@ceolounge.net reynold@ceolounge.net
Website :	http://ceolounge.net
Location :	Owned
Locality :	Commercial
Branch Office :	C1-1071, Windmills of Your Mind, No.331, 5B Road, Shivaji Nagar, EPIP Zone, Whitefield, Bangalore – 560048, Karnataka, India
Location :	Commercial

DIRECTORS

As on 31.03.2018

Name :	Mr. Deepak Yadav
Designation :	Director
Address :	13/9, Old Railway Road Colony, Mord, Gurugram-122001, Haryana, India

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Date of Appointment :	08.03.2017		
DIN No.:	02665056		
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
U63040DL2007PTC164415	IMAGINE MEDIA & LIFESTYLE PRIVATE LIMITED	06/06/2007	-
U72900DL2011PTC224506	IMAGINE DIGITAL SOLUTIONS PRIVATE LIMITED	05/09/2011	-
U74999HR2013PTC051182	BIG BOYS LIFESTYLE PRIVATE LIMITED	05/12/2013	-
Name : Mrs. Preeti Yadav			
Designation : Director			
Address : 13/9, Old Railway Road Colony, Mord, Gurugram-122001, Haryana, India			
Date of Appointment : 08.03.2017			
DIN No.: 02665050			
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
U63040DL2007PTC164415	IMAGINE MEDIA & LIFESTYLE PRIVATE LIMITED	06/06/2007	-
U74999HR2013PTC051182	BIG BOYS LIFESTYLE PRIVATE LIMITED	05/12/2013	-

KEY EXECUTIVE

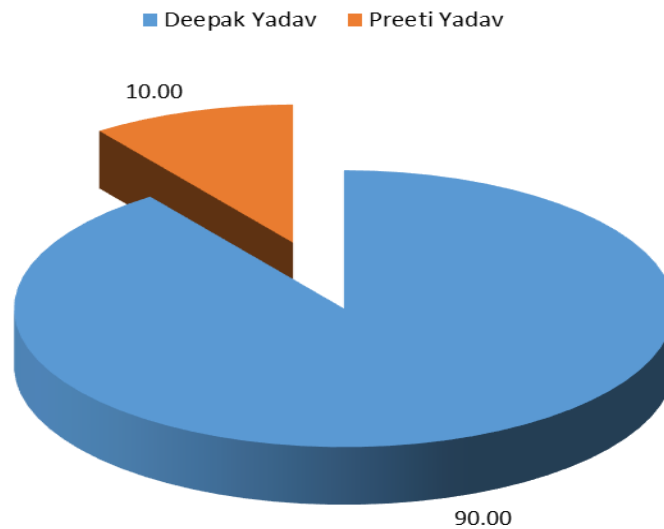
Name :	Mr. Reynold Sharma
Designation :	Business Manager, CEO Lounge
Mobile No.:	91-8377919198

MAJOR SHAREHOLDERS

As on 31.03.2018

Names of Shareholders	No. of Shares	% of Holding
Deepak Yadav	9000	90.00
Preeti Yadav	1000	10.00
Total	10000	100.00

Share holding pattern



Equity Share Break up (Percentage of Total Equity)

As on 29.12.2017

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

BUSINESS DETAILS

Line of Business :	Publication of Magazine also Providing Event Management Services for the same. (Registered activity and also Confirmed by management)	
Products / Services :	Item Code No.	Products/Services Description

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	99839900	Events or Sponsorship
Brand Names :	Not Available	
Agencies Held :	Not Available	
Exports :	Not Available	
Imports :	Not Available	
Terms :		
Selling :	Others (NEFT)	
Purchasing :	Others (NEFT)	

PRODUCTION STATUS – (NOT AVAILABLE)

GENERAL INFORMATION

Suppliers :	Reference 1 :	Anurag Sharma and Associates		
	Name of the Person :	Mr. Anurag Sharma (Partner)		
	Contact No.:	91-9810294623		
	Email :	sharma.anurag@sharmaanurag.com		
	Since How Long Known :	1 Year		
	Maximum Limit Dealt :	As per requirement		
	Experience :	Payment Behaviour	Market Goodwill	Overall
		Good	Good	Good
	Remark:	We Spoke to Mr. Anurag Sharma (Partner) who gave us positive response about subject company they are satisfied with their payment behaviour and market goodwill.		
	Reference 2 :	Benson Trophies Awards		
	Name of the Person :	Mr. Parag Anand (Proprietor)		
	Contact No.:	91-9312112224		
	Email :	trophyindia@gmail.com		
	Since How Long Known :	9 Months		
Maximum Limit Dealt :	--			
Experience :	Payment Behaviour	Market Goodwill	Overall	
	Excellent	Excellent	Excellent	
Remark:	Mr. Parag Anand claimed that the payment behaviour market goodwill is			

		excellent and overall performance is excellent.		
	Reference 3 :	EIH Press		
	Name of the Person :	Mr. Prem Miranda		
	Contact No.:	91-9811988332		
	Email :	prem.miranda@oberoi-press.com		
	Since How Long Known :	1 Year		
	Maximum Limit Dealt :	As per requirement		
	Experience :	Payment Behaviour	Market Goodwill	Overall
		Good	Good	Good
	Remark:	As claimed by Mr. Prem Miranda that the payment behaviour and market goodwill is good and overall business transaction is good.		
Customers :	End Users			
	Reference 1 :	SAP India		
	Name of the Person :	Mr. Rahul Singh (Senior Manager in Marketing Department)		
	Contact No.:	91-9899868666		
	Email :	rahul.singh01@sap.com		
	Since How Long Known :	More Than 1 Year		
	Maximum Limit Dealt :	--		
	Experience :	Product Quality	Delivery Behaviour	Overall
		Good	Good	Good
	Remark:	Spoke with Mr. Rahul Singh (Senior Manager in Marketing Department) who gave us positive response about subject company. The experience is good and there is no complaint. They are satisfied with their services.		
	Reference 2:	Volvo Auto India		
	Name of the Person :	Mr. Kunwar Pal Singh (Marketing Department)		
	Contact No.:	91-9205181190		
	Email :	kunwar.pal.singh@volvocars.com		
	Since How Long Known :	1 Year		
	Maximum Limit Dealt :	As per requirement		
	Experience :	Product Quality	Delivery Behaviour	Overall
		Good	Good	Good
	Remark:	We had a word with Mr. Kunwar Pal Singh (Marketing Department) who		

		confirmed that they know subject from last 1 year and they are satisfied with subject product quality and delivery behaviour.						
	Reference 3 :	Vodafone						
	Name of the Person :	Mr. Ketan Bharati						
	Contact No.:	91-9819818877						
	Since How Long Known :	1 Year						
	Maximum Limit Dealt :	--						
	Experience :	<table border="1"> <thead> <tr> <th>Product Quality</th> <th>Delivery Behaviour</th> <th>Overall</th> </tr> </thead> <tbody> <tr> <td>Good</td> <td>Good</td> <td>Good</td> </tr> </tbody> </table>	Product Quality	Delivery Behaviour	Overall	Good	Good	Good
Product Quality	Delivery Behaviour	Overall						
Good	Good	Good						
	Remark:	We spoke with Mr. Ketan Bharati who gave us positive response about subject company. They are satisfied with their product quality and delivery behaviour and there is no complaint.						
No. of Employees :	7 (Approximately)							
Bankers :	Banker Name :	IndusInd Bank Limited						
	Branch :	SCF61, Huda Market, Sector 17, Gurugram-122001, Haryana, India						
	Person Name (With Designation) :	Mr. Sumit Suri (Branch Manager)						
	Contact Number :	91-9891002324						
	Name of Account Holder :	CEO Lounge Private Limited						
	Account Number :	250021021978						
	IFSC Code :	INDB0000742						
	MICR Code :	110234074						
	SWIFT Code :	IIDBHINBBNDH						
	Account Since (Date/Year of Account Opening) :	03.05.2017						
	Average Balance Maintained :	--						
	Credit Facilities Enjoyed (CC/OD/Term Loan) :	No Facility						
	Account Operation :	Satisfactory						
	Remark :	Banker gave us positive response about subject company they are satisfied with their banking transaction.						
Auditors :								
	Name :	Sharma Anurag and Associates Chartered Accountants						
	Address :	818, 8 th Floor, Indraprakash Building, 21, Barakhamba Road, New Delhi – 110001, India						

Tel. No.:	91-11-43702474, 43720475
Fax No.:	91-11-43720475
E-Mail :	sharma.anurag@shanurag.com
Membership No.:	095651
Income-tax PAN of auditor or auditor's firm :	AAPFS6757H
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

CAPITAL STRUCTURE

As on 31.03.2018

Authorised Capital :

No. of Shares	Type	Value	Amount
10000	Equity Shares	INR 10/- each	INR 0.100 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 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		3.143	(0.025)
(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)		3.243	0.075
(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		0.343	0.034
(c) Other current liabilities		0.560	0.000
(d) Short-term provisions		0.000	0.000
Total Current Liabilities (4)		0.903	0.034
TOTAL		4.146	0.109
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)		0.011	0.009
(d) Long-term Loan and Advances		0.000	0.000
(e) Other Non-current assets		0.000	0.000
Total Non-Current Assets		0.011	0.009
(2) Current assets			

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(a) Current investments		0.000	0.000
(b) Inventories		0.000	0.000
(c) Trade receivables		0.098	0.000
(d) Cash and cash equivalents		0.807	0.100
(e) Short-term loans and advances		0.569	0.000
(f) Other current assets		2.661	0.000
Total Current Assets		4.135	0.100
TOTAL		4.146	0.109

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2018	31.03.2017
	SALES		
	Income	19.248	0.000
	Other Income	0.000	0.000
	TOTAL	19.248	0.000
Less	EXPENSES		
	Cost of Sales	8.597	0.000
	Employees benefits expense	2.642	0.000
	Other expenses	3.715	0.035
	TOTAL	14.954	0.035
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	4.294	(0.035)
Less	FINANCIAL EXPENSES	0.000	0.000
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	4.294	(0.035)
Less/ Add	DEPRECIATION/ AMORTISATION	0.000	0.000
	PROFIT/ (LOSS) BEFORE TAX	4.294	(0.035)
Less	TAX	1.126	(0.010)
	PROFIT/ (LOSS) AFTER TAX	3.168	(0.025)
	Earnings / (Loss) Per Share (INR)	316.81	(38.59)

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ADVERTISING PROMOTIONAL EXPENSES

Particulars		31.03.2018	31.03.2017
Business Promotions		0.503	0.000

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

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS		31.03.2018	31.03.2017
Average Collection Days (Sundry Debtors / Income * 365 Days)		1.86	0.00
Account Receivables Turnover (Income / Sundry Debtors)		196.41	0.00
Average Payment Days (Sundry Creditors / Purchases * 365 Days)		14.56	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)		0.22	0.31
Debt Equity Ratio (Total Liability / Networth)		0.00	0.00

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Current Liabilities to Networth (Current Liabilities / Net Worth)		0.28	0.45
Fixed Assets to Networth (Net Fixed Assets / Networth)		0.00	0.00
Interest Coverage Ratio (PBIT / Financial Charges)		0.00	0.00

PROFITABILITY RATIOS

PARTICULARS			31.03.2018	31.03.2017
Net Profit Margin ((PAT / Sales) * 100)	%		16.46	0.00
Return on Total Assets ((PAT / Total Assets) * 100)	%		76.41	(22.94)
Return on Investment (ROI) ((PAT / Networth) * 100)	%		97.69	(33.33)

SOLVENCY RATIOS

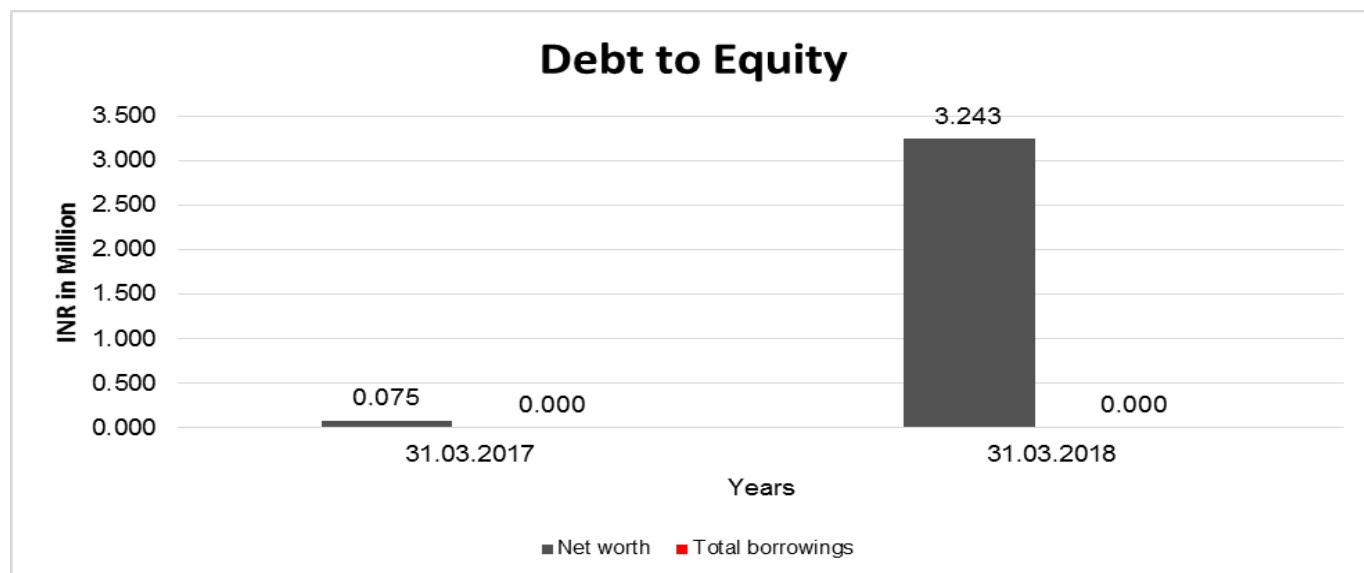
PARTICULARS			31.03.2018	31.03.2017
Current Ratio (Current Assets / Current Liabilities)			4.58	2.94
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)			4.58	2.94
G-Score Ratio Financial (Networth / Total Assets)			0.78	0.69
G-Score Ratio Debt (Debts / Equity Capital)			0.00	0.00
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)			4.58	2.94

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	(0.025)	3.143
Net worth	0.075	3.243
long-term borrowings	0.000	0.000
Short term borrowings	0.000	0.000
Total borrowings	0.000	0.000
Debt/Equity ratio	0.000	0.000



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

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4]	Premises details	Yes
5]	Buyer visit details	Yes
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	No
18]	Major suppliers	Yes
19]	Major customers	Yes
20]	Banking Details	Yes
21]	Banking facility details	No
22]	Conduct of the banking account	Yes
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 1 year 1 month	Yes
27]	Reasons for variation <> 20%	--
28]	Estimation for coming financial year	No
29]	Profitability for last about 1 year 1 month	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

BACKGROUND (As on 31.03.2017)

The company is incorporated in India on 8th March 2017 mainly to carry on the business of to carry on the business of conceptualizing, organizing and managing events, setting up website portals, Online marketing, and

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creating, digital platform, customized publishing, and print magazine, publishing, conceptualizing, organizing and managing exhibitions, digital magazine publishing, customized marketing, programs, and connecting people. Organizing and managing events, shows, exhibitions, seminars, meets. Publishing and designing books, magazines and other similar activities.

INDEX OF CHARGES: NO CHARGES EXISTS FOR COMPANY

FIXED ASSETS

- Furniture and Fixture
- Computer and Accessories
- Office Equipment

OBSERVATION POINTS

Name of Company :	CEO LOUNGE PRIVATE LIMITED
Address :	C1-1071, Windmills of Your Mind, No.331, 5B Road, Shivaji Nagar, EPIP Zone, Whitefield, Bangalore – 560048, Karnataka, India
Person to whom we met:	Mr. Purushottam Bhai (Security Guard)
Name Board :	Not Sighted
Location:	Easy
Landmark (If Any):	Near Seccon Tech Park
Total Floors of the building:	11 storey building
Subject situated at :	First Floor
Locality:	Commercial
Area :	Neutral
Neighbour Interview :	Name of Company : LTI Contact Person Name : Mr. Narayan (Security) Name of Company : Mindtree Contact Person Name : Mr. Aravind (Security) Neighbour Overview : Existence confirmed
Proof of visit:	Photographs

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PHOTOGRAPHS



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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 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 73.91
UK Pound	1	INR 93.99
Euro	1	INR 82.43

INFORMATION DETAILS

Information Gathered by :	SUP
Analysis Done by :	VIVR
Report Prepared by :	JYTK

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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