

MIRA INFORM REPORT

Report No. :	534949
Report Date :	14.11.2018

IDENTIFICATION DETAILS

Name :	IMI MOBILE PRIVATE LIMITED (w.e.f. 20.02.2007)
Formerly Known As :	IMI SOFTWARE PRIVATE LIMITED (w.e.f. 25.01.2007) IMI SOFTWARE LIMITED
Registered Office :	Plot No. 770, Road No. 44, Jubilee Hills, Hyderabad - 500033, Telangana
Mobile No.:	91-9849988469 (Mr. Sanjog Kumar Jain) 91-9440777466 (Mr. Sreenivasa Rao Thikkireddy)
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	08.07.1987
CIN No.: [Company Identification No.]	U72200TG1987PTC007601
Capital Investment / Paid-up Capital :	INR 159.679 Million
PAN No.: [Permanent Account No.]	AABC10546B
GSTN : [Goods & Service Tax Registration No.]	36AABC10546B1Z5
Legal Form :	Private Limited Liability Company
Line of Business :	Subject is engaged in designing and building mobile portals as well as mobile and tablet applications. The Company provides value added services, mobile billing and payment, bulk messaging, content management, mobile advertising, storefront, social media and digital music solutions. (Registered Activity and also Confirmed by management)
No. of Employees :	640 (Approximately)

RATING & COMMENTS

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

MIRA's Rating : A

Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

Maximum Credit Limit :	USD 3680000
Status :	Good
Payment Behaviour :	Usually 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	INDIA RATING
Rating	Long Term Rating (Withdrawn) = BBB-
Rating Explanation	Moderate degree of safety and moderate credit risk.
Date	23.08.2018

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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 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. Sanjog Kumar Jain
Designation :	Regional Controller-Accounts and Finance
Contact No.:	91-9849988469
Name :	Mr. Sreenivasa Rao Thikkireddy
Designation :	Finance Manager
Contact No.:	91-9440777466
Date :	14.11.2018

LOCATIONS

Registered Office :	Plot No. 770, Road No. 44, Jubilee Hills, Hyderabad - 500033, Telangana, India
Tel. No.:	91-40-23555945
Mobile No.:	91-9849988469 (Mr. Sanjog Kumar Jain) 91-9440777466 (Mr. Sreenivasa Rao Thikkireddy) 91-9819834514 (Mr. Avadhesh Chaturvedi) 91-9741061935/ 91-9845901283 (Ms. Amrita Rath)
Fax No.:	91-40-23555984
E-Mail :	accounts@imimobile.com enterprise.accounts@imimobile.com apac.sales@imimobile.com

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Website :	http://www.imimobile.com
Location :	Rented
Locality :	Commercial
Branch Office 1:	6th Floor, Quadrant B, Unit 8 The IL&FS Financial Centre, Plot C-22, G-Block Bandra-Kurla Complex, Bandra (East), Mumbai – 400 051, Maharashtra, India
Tel. No.:	91-22-40237274
Branch Office 2:	Office No. 4, Awfis Space Solutions Private Limited, Level 2, Augusta Point Sector 53, Golf Course Road, Gurugram – 122 002, Haryana, India
Tel. No.:	91-124-4058608
Branch Office 3:	1st Floor, Door No.22 (Old No.40), North Road, O.I.T. Nagar, Chennai-600035, Tamilnadu, India
Tel. No.:	91-44-45506370
Branch Office 4:	Level 4, Prestige Towers No.99 and 100, Residency Road, Bangalore – 560025, Karnataka, India

DIRECTORS

As on 31.03.2018

Name :	Mr. Viswanatha Reddy Alluri		
Designation :	Whole-time Director		
Address :	8-2-293/82/A/1237, Road No.62, Jubilee Hills, Hyderabad – 500033, Telangana, India		
Date of Birth/Age :	30.06.1953		
Qualification :	CA and Company Secretary		
Date of Appointment :	01.04.2018		
PAN No.:	ABQPA4119D		
DIN No.:	00236116		
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
U65993TG1989PTC010117	TARIMELA HOLDINGS PVT. LTD.	03/04/2006	-
U74110AP2013PTC087326	TARIMELA ADVISORS PRIVATE LIMITED	27/04/2013	-
U74900TG2014PTC094033	TARIMELA BUSINESS VENTURES PRIVATE LIMITED	30/09/2016	-
Name :	Mr. Shyamprasad Subramanya Bhat		
Designation :	Managing Director		
Address :	Villa No. 26, Phase 2, 2-26, Richmond Villas Hyderguda Village, Bandlaguda (Jagir), K.V. Rangareddy – 500030, Telangana, India		
Date of Birth/Age :	22.04.1960		
Qualification :	Bachelor of Engineering		

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Date of Appointment :	01.04.2018		
PAN No.:	AIRPS7839J		
DIN No.:	00236338		
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
U74900TG2014PTC094033	TARIMELA BUSINESS VENTURES PRIVATE LIMITED	30/09/2016	-
Name :	Mr. Jayesh Ramesh Patel		
Designation :	Director		
Address :	70 Priory Road, London, NW63RE, United Kingdom		
Date of Birth/Age :	29.07.1969		
Qualification :	M.B.A.		
Date of Appointment :	28.05.2005		
DIN No.:	02710661		

KEY EXECUTIVES

Name :	Mr. Viswanatha Reddy Alluri
Designation :	Company Secretary
Address :	8-2-293/82/A/1237, Road No.62, Jubilee Hills, Hyderabad – 500033, Telangana, India
Date of Birth/Age :	30.06.1953
Qualification :	Company Secretary
Date of Appointment :	01.03.2012
PAN No.:	ABQPA4119D
Name :	Mr. Sanjog Kumar Jain
Designation :	Regional Controller-Accounts and Finance
Name :	Mr. Sreenivasa Rao Thikkireddy
Designation :	Finance Manager
E-Mail :	Sreenivasarao.t@imimobile.com
Name :	Mr. Avadhesh Chaturvedi
Designation :	Key Operational Manager
E-Mail :	Avadhesh.c@imimobile.com
Name :	Ms. Amrita Rath
Designation :	Alternate Key Operational Manager
E-Mail :	Amrita.r@imimobile.com

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

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As on 31.03.2017

Names of Shareholders	No. of Shares
IMI Mobile PLC (Formally IMI Mobile Limited), HP	12367238
Tarimela Advisors Private Limited, India	3209384
Shyamprasad Bhat Subramanya	390004
Venkata Ramana Bethana Bhotla	1000
Salome Joseph	200
Total	15967826

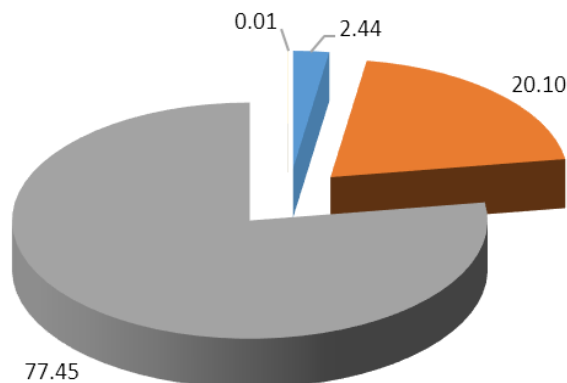
Equity Share Break up (Percentage of Total Equity)

As on 29.09.2017

Category	Percentage
Promoters (Individual/Hindu Undivided Family-Indian)	2.44
Promoters (Body corporate)	20.10
Promoters (Others-Foreign Body Corporates)	77.45
Public/Other than promoters (Individual/Hindu Undivided Family-Indian)	0.01
Total	100.00

Share holding pattern

- Promoters (Individual/Hindu Undivided Family-Indian)
- Promoters (Body corporate)
- Promoters (Others-Foreign Body Corporates)
- Public/Other than promoters (Individual/Hindu Undivided Family-Indian)



BUSINESS DETAILS

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Line of Business :	Subject is engaged in designing and building mobile portals as well as mobile and tablet applications. The Company provides value added services, mobile billing and payment, bulk messaging, content management, mobile advertising, storefront, social media and digital music solutions. (Registered Activity and also Confirmed by management)	
Products/ Services :	Item Code No.	Product/ Services Description
	99841310	Mobile value Added Services
Brand Names :	Not Available	
Agencies Held :	Not Available	
Exports :	Not Available	
Imports :	Not Available	
Terms :		
Selling :	Credit (30 Days)	
Purchasing :	Credit (30 Days)	

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 :	Emami	
	Name of the Person :	Mr. Abhijan Roy (Senior Manager)	
	Contact No.:	91-9874512228	
	E-Mail :	abhijan@ememigroup.com	
	Since How Long Known :	2 Years	
	Maximum Limit Dealt :	--	
	Experience :	Services Good	Overall Good
	Remark:	We spoke with Mr. Abhijan Roy (Senior Manager) who gave us positive response about subject company and the experience is good.	
	Reference :	Tata Sky Limited	
	Name of the Person :	Mr. Kannan Ramakrishnan (General Manager)	
Contact No.:	91-9892949929		
Since How Long Known :	3-4 Months		
Maximum Limit Dealt :	--		
Experience :	Services Good	Overall Good	
Remark:	We spoke with Mr. Kannan Ramakrishnan (General Manager) that they are satisfied with the subject services and they know from last 3-4 months overall experience is good.		
Reference :	Global Team Blue		
Name of the Person :	Mr. Swapnil Shukla (Client Service Director)		
Contact No.:	91-9999798174		
Since How Long Known :	4 Years		
Maximum Limit Dealt :	--		
Experience :	Services Good	Overall Good	
Remark:	We spoke with Mr. Swapnil Shukla (Client Service Director) that they know subject from last 4 years and they are satisfied with subject services and they vendor of subject company.		
	<ul style="list-style-type: none"> • Hindustan Unilever Limited • Abbott India Limited 		
No. of Employees :	640 (Approximately)		

Bankers :	Bank Name	ICICI Bank Limited
	Branch	Khairtabad, Hyderabad, Telangana, India
	Person Name (With Designation)	Ms. Rama (Branch Manager)
	Contact Number	91-7799111847
	Name of Account Holder	IMI MOBILE PRIVATE LIMITED
	Account Number	000805010317
	IFSC Code	ICIC0000008
	SWIFT Code	ICICINBBCTS
	SAC Code	9984
	Account Since (Date/Year of Account Opening)	Last 4 Years
	Average Balance Maintained (If Possible)	--
	Credit Facilities Enjoyed (If any)	Current Account
	Account Operation	Satisfactory
Remarks (If any)	We spoke with Ms. Rama (Branch Manager) who confirmed existence of current account of subject company and they satisfied with the banking transactions of subject.	

Auditors :	
Name :	Deloitte Haskins and Sells Chartered Accountants
Address :	1-8-384, 385, 3rd Floor, Gowra Grand, SP Road, Begumpet, Secunderabad-500003, Telangana, India
Income-tax PAN of auditor or auditor's firm :	AACFD3771D
Memberships :	Not Available
Collaborators :	Not Available
Ultimate Holding Company :	IMImobile PLC
Subsidiaries :	<ul style="list-style-type: none"> • IMIMobile Vas Limited, FZE, Dubai • IMIMobile VAS Latin America S.A • MIMobile Vas Limited, Bangladesh • I.M.I. Mobile Value Added Services Private Limited, Sri Lanka
Fellow Subsidiary Companies :	<ul style="list-style-type: none"> • IMIMobile Europe Limited • IMImobile Limited FZE

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CAPITAL STRUCTURE

As on 29.09.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
25000000	Equity Shares	INR 10/- each	INR 250.000 Million
6000000	Preference Shares	INR 10/- each	INR 60.000 Million
	Total		INR 310.000 Million

Issued Capital :

No. of Shares	Type	Value	Amount
15968126	Equity Shares	INR 10/- each	INR 159.681 Million

Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
15967826	Equity Shares	INR 10/- each	INR 159.678 Million
	Add: Forfeited Share		INR 0.001 Million
	Total		INR 159.679 Million

FINANCIAL DATA
[all figures are in INR Million]

ABRIDGED BALANCE SHEET (STANDALONE)

SOURCES OF FUNDS	31.03.2017	31.03.2016	31.03.2015
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital	159.679	159.679	159.678
(b) Reserves and Surplus	1128.633	1055.306	1078.084
(c) Money received against share warrants	0.000	0.000	0.000
(2) Share Application money pending allotment	0.000	0.000	0.000
Total Shareholders' Funds (1) + (2)	1288.312	1214.985	1237.762
(3) Non-Current Liabilities			
(a) long-term borrowings	210.126	246.919	241.166
(b) Deferred tax liabilities (Net)	0.000	0.000	0.000
(c) Other long-term liabilities	369.915	371.246	279.069
(d) long-term provisions	34.737	30.067	26.793
Total Non-current Liabilities (3)	614.778	648.232	547.028
(4) Current Liabilities			
(a) Short-term borrowings	0.000	0.000	0.000
(b) Trade payables	170.802	179.312	123.894
(c) Other current liabilities	108.602	65.526	38.760
(d) Short-term provisions	24.990	26.749	40.275
Total Current Liabilities (4)	304.394	271.587	202.929
TOTAL	2207.484	2134.804	1987.719
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	226.056	217.918	263.331
(ii) Intangible Assets	42.261	39.999	47.030
(iii) Tangible assets capital work-in-progress	0.000	20.285	5.352
(iv) Intangible assets under development	0.000	0.000	0.000
(b) Non-current Investments	957.359	957.353	957.353
(c) Deferred tax assets (net)	24.341	0.000	0.000
(d) Long-term loans and advances	162.437	268.014	251.425
(e) Other Non-current assets	0.000	0.000	0.000
Total Non-Current Assets	1412.454	1503.569	1524.491

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(2) Current assets			
(a) Current investments	0.000	0.000	0.000
(b) Inventories	0.000	0.000	2.322
(c) Trade receivables	286.946	291.834	250.700
(d) Cash and bank balances	118.200	45.427	83.424
(e) Short-term loans and advances	118.682	65.884	41.905
(f) Other current assets	271.202	228.090	84.877
Total Current Assets	795.030	631.235	463.228
TOTAL	2207.484	2134.804	1987.719

PROFIT & LOSS ACCOUNT (STANDALONE)

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	SALES			
	Total Revenue from operations	1467.148	1411.134	1008.743
	Other Income	86.626	17.931	265.703
	TOTAL	1553.774	1429.065	1274.446
Less	EXPENSES			
	Cost of Materials Consumed	410.412	454.056	442.883
	Purchases of Stock-in-Trade	15.886	16.826	23.048
	Changes in inventories of finished goods, work-in-progress and Stock-in-Trade	0.000	2.322	(1.126)
	Employee benefit expense	689.489	610.849	920.268
	Other expenses	270.449	260.351	281.123
	TOTAL	1386.236	1344.404	1666.196
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	167.538	84.661	(391.750)
Less	FINANCIAL EXPENSES	4.105	3.468	3.245
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	163.433	81.193	(394.995)
Less/ Add	DEPRECIATION/ AMORTISATION	88.927	102.762	134.631
	PROFIT/ (LOSS) BEFORE TAX	74.506	(21.569)	(529.626)
Less	TAX	1.179	1.208	47.313
	PROFIT/ (LOSS) AFTER TAX	73.327	(22.777)	(576.939)
	EARNINGS IN FOREIGN CURRENCY			

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F.O.B. Value of Exports	659.130	496.794	118.820
TOTAL EARNINGS	659.130	496.794	118.820
IMPORTS			
Capital Goods	27.324	13.939	0.000
TOTAL IMPORTS	27.324	13.939	0.000
Earnings / (Loss) Per Share (INR)	4.59	(1.43)	(38.83)

CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars	31.03.2017	31.03.2016	31.03.2015
Current Maturities of Long term debt	NA	NA	NA
Cash generated from operations	NA	NA	NA
Net cash flows from (used in) operations	123.713	72.967	(958.949)
Net cash flows from (used in) operating activities	183.361	22.675	(885.920)

ADVERTISING AND SALES PROMOTION

Years	INR in Million
2016-2017	NA
2015-2016	NA
2014-2015	NA

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	71.39	75.48	90.71
Account Receivables Turnover (Income / Sundry Debtors)	5.11	4.84	4.02
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	146.24	138.99	97.06

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IMI MOBILE PRIVATE LIMITED - 534949

PAGE NO. : 14

Inventory Turnover (Operating Income / Inventories)	0.00	0.00	(168.71)
Asset Turnover (Operating Income / Net Fixed Assets)	0.62	0.30	(1.24)

LEVERAGE RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio (Borrowing + Current Liabilities) / Total Assets)	0.23	0.24	0.22
Debt Equity Ratio (Total Liability / Networth)	0.16	0.20	0.19
Current Liabilities to Networth (Current Liabilities / Net Worth)	0.24	0.22	0.16
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.21	0.23	0.26
Interest Coverage Ratio (PBIT / Financial Charges)	40.81	24.41	(120.72)

PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin [(PAT / Sales) * 100]	%	5.00	(1.61)	(57.19)
Return on Total Assets ((PAT / Total Assets) * 100)	%	3.32	(1.07)	(29.03)
Return on Investment (ROI) ((PAT / Networth) * 100)	%	5.69	(1.87)	(46.61)

SOLVENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)	2.61	2.32	2.28
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)	2.61	2.32	2.27
G-Score Ratio Financial (Networth / Total Assets)	0.58	0.57	0.62

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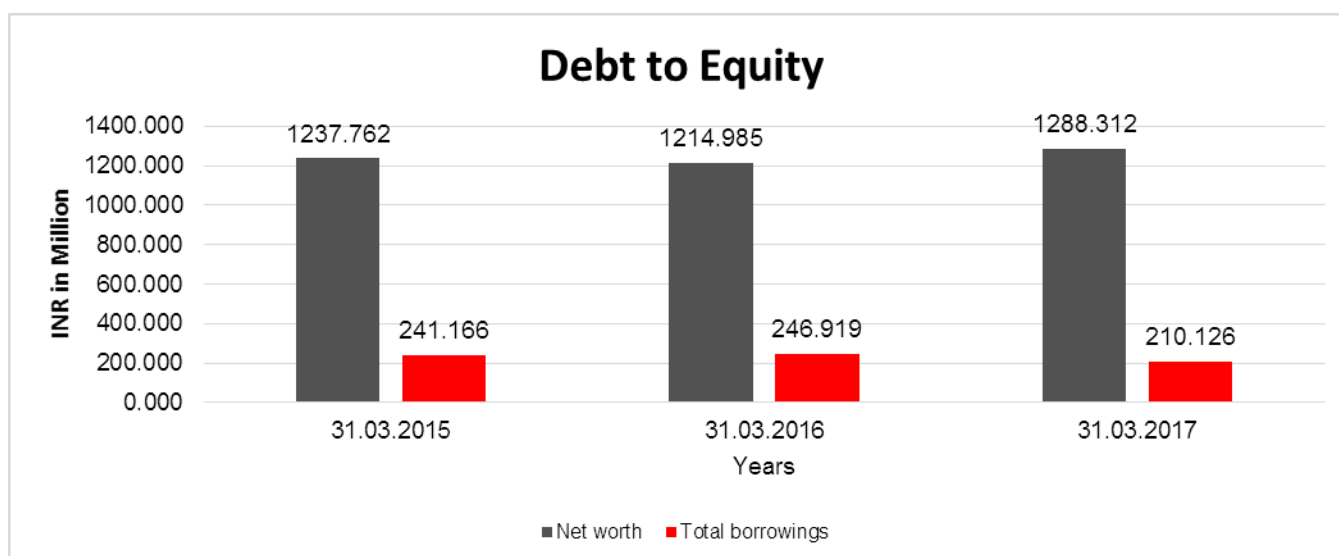
G-Score Ratio Debt (Debts / Equity Capital)	1.32	1.55	1.51
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)	2.61	2.32	2.28

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

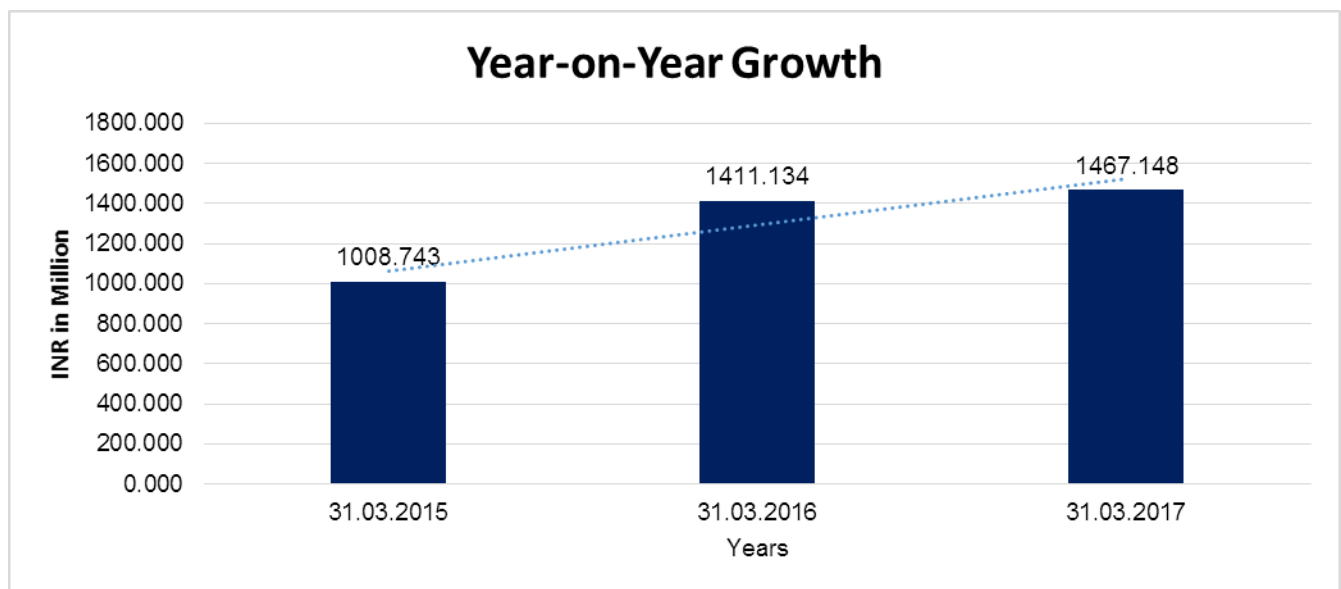
Particular	31.03.2015 (INR In Million)	31.03.2016 (INR In Million)	31.03.2017 (INR In Million)
Share Capital	159.678	159.679	159.679
Reserves & Surplus	1078.084	1055.306	1128.633
Money received against share warrants	0.000	0.000	0.000
Share Application money pending allotment	0.000	0.000	0.000
Net worth	1237.762	1214.985	1288.312
Long-term borrowings	241.166	246.919	210.126
Short term borrowings	0.000	0.000	0.000
Total borrowings	241.166	246.919	210.126
Debt/Equity ratio	0.195	0.203	0.163



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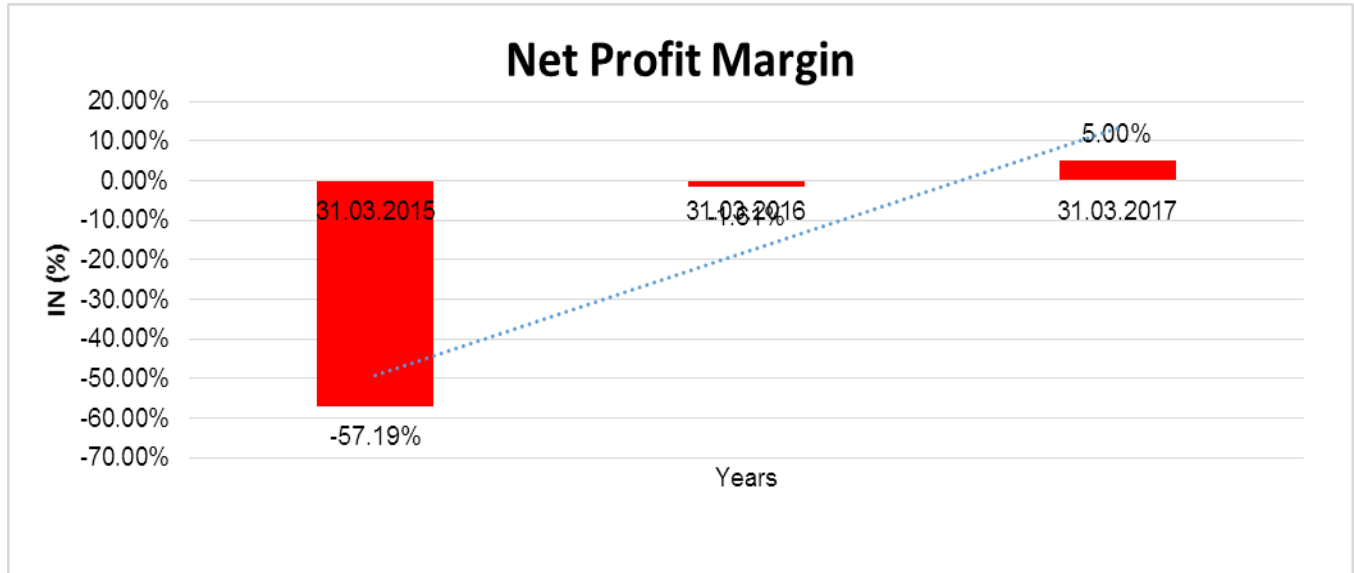
YEAR-ON-YEAR GROWTH

Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	(INR In Million)	(INR In Million)	(INR In Million)
Sales	1008.743	1411.134	1467.148
		39.890	3.969



NET PROFIT MARGIN

Net Profit Margin	31.03.2015	31.03.2016	31.03.2017
	(INR In Million)	(INR In Million)	(INR In Million)
Sales	1008.743	1411.134	1467.148
Profit/ (Loss)	(576.939)	(22.777)	73.327
	(57.19 %)	(1.61 %)	5.00 %



ABRIDGED BALANCE SHEET - CONSOLIDATED

SOURCES OF FUNDS	31.03.2017	31.03.2016
I. EQUITY AND LIABILITIES		
(1) Shareholders' Funds		
(a) Share Capital	159.679	159.679
(b) Reserves and Surplus	2601.212	3076.075
(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)	2760.891	3235.754
(3) Non-Current Liabilities		
(a) long-term borrowings	269.349	246.919
(b) Deferred tax liabilities (Net)	0.000	0.000
(c) Other long-term liabilities	426.093	427.910
(d) long-term provisions	49.647	42.536
Total Non-current Liabilities (3)	745.089	717.365
(4) Current Liabilities		
(a) Short-term borrowings	0.000	0.000
(b) Trade payables	300.822	316.453
(c) Other current liabilities	213.679	95.912
(d) Short-term provisions	37.923	40.271
Total Current Liabilities (4)	552.424	452.636

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TOTAL		4058.404	4405.755
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets		324.829	346.529
(ii) Intangible Assets		44.158	42.495
(iii) Tangible assets capital work-in-progress		0.000	20.285
(iv) Intangible assets under development		0.000	0.000
(b) Non-current Investments		0.000	0.000
(c) Deferred tax assets (net)		24.341	0.000
(d) Long-term loans and advances		1941.599	2354.637
(e) Other Non-current assets		0.000	0.000
Total Non-Current Assets		2334.927	2763.946
(2) Current assets			
(a) Current investments		0.000	0.000
(b) Inventories		0.000	0.000
(c) Trade receivables		374.041	424.399
(d) Cash and bank balances		569.469	650.061
(e) Short-term loans and advances		424.195	267.376
(f) Other current assets		355.772	299.973
Total Current Assets		1723.477	1641.809
TOTAL		4058.404	4405.755

PROFIT & LOSS ACCOUNT - CONSOLIDATED

	PARTICULARS	31.03.2017	31.03.2016
	SALES		
	Total Revenue from operations	1747.069	2172.564
	Other Income	16.597	18.736
	TOTAL	1763.666	2191.300
Less	EXPENSES		
	Cost of Materials Consumed	441.390	725.749
	Purchases of Stock-in-Trade	14.615	9.191
	Changes in inventories of finished goods, work-in-progress and Stock-in-Trade	0.000	2.322
	Employee benefit expense	761.574	707.381
	Other expenses	880.666	539.806
	TOTAL	2098.245	1984.449
	PROFIT/(LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	(334.579)	206.851

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Less	FINANCIAL EXPENSES		5.305	5.033
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION		(339.884)	201.818
Less/ Add	DEPRECIATION/ AMORTISATION		132.219	164.133
	PROFIT/ (LOSS) BEFORE TAX		(472.103)	37.685
Less	TAX		1.344	1.552
	PROFIT/ (LOSS) AFTER TAX		(473.447)	36.133
	Earnings / (Loss) Per Share (INR)		(29.65)	2.26

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	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	Yes
11	Pan Card No. of Proprietor / Partners	Yes
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	Yes
18	Major suppliers	No
19	Major customers	Yes
20	Banking Details	Yes
21	Banking facility details	Yes
22	Conduct of the banking account	--
23	Financials, if provided	Yes
24	Capital in the business	Yes

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IMI MOBILE PRIVATE LIMITED - 534949

PAGE NO. : 20

25	Last accounts filed at ROC, if applicable	Yes
26	Turnover of firm for last three years	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last three years	Yes
30	Major shareholders, if available	Yes
31	External Agency Rating, if available	Yes
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

CORPORATE INFORMATION

The Company provides mobile internet services, enterprise grade Customer Relationship Management (CRM) and Analytic solutions. It is engaged in designing and building mobile portals as well as mobile and tablet applications. The Company provides value added services, mobile billing and payment, bulk messaging, content management, mobile advertising, storefront, social media and digital music solutions. The Company has become a subsidiary of IMImobile PLC, United Kingdom. w.e.f. July 7,2014.

INDUSTRY SCENARIO & FUTURE PROSPECTS

The technological and digital revolution has altered the way in which they live, think and interact with one another and with businesses. There continues to be an overwhelming need for companies such as banks, mobile operators, retailers, utilities and major brands to invest in improving customer experience, predominantly through digital channels. A key part of delivering a better customer experience is for more relevant, contextual and personalised communications and this is what they help their clients achieve. Their strategy is to be at the heart of these digital interactions for their clients.

It is the usage of digital devices, as opposed to their penetration, that is now the most significant development within the market. It is estimated that consumers spend 90% of the time on mobile phones using email and messaging platforms, such as SMS, Facebook Messenger, and WhatsApp.

Their addressable market remains fragmented, highly competitive and rapidly changing, with IT and communication vendors of all sizes looking to offer services to accelerate mobile and digital transformation. A report published by Markets And Markets estimates that the digital transformation global market size is set to grow from \$148bn in 2015 to \$392bn by 2021. They believe that the agile and evolving nature of their product portfolio aligns well with these addressable markets.

UNSECURED LOAN

PARTICULARS	31.03.2017 (INR in Million)	31.03.2016 (INR in Million)
Long-term Borrowings		
Term loans from others	210.126	246.919

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Total	210.126	246.919
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INDEX OF CHARGES

Charges Registered								
SN o	SRN	Charge Id	Charge Holder Name	Date of Creation	Date of Modification	Date of Satisfaction	Amount	Address
1	G547953 23	102228 00	KOTAK MAHINDRA BANK LIMITED	11/05/2 010	07/09/2 017	-	150000000.0	27BKC, C 27, G Block Bandra Kurla Complex, Bandra (EAST), Mumbai MAHARASHT RA 400051 INDIA
2	A883001 81	102228 35	KOTAK MAHINDRA BANK LIMITED	11/05/2 010	-	30/06/201 0	400000000.0	CEEBROS CENTER39 - MONTIETH ROAD, EGMORE CHENNAI TAMILNADU 600008 INDIA
3	A880176 11	101150 37	Development Credit Bank Limited	09/07/2 008	-	22/06/201 0	26000000.0	9-1-125/3-1, Siddharth Plaza, 44S D Road, Secunderabad TELANAGANA 500003 INDIA
4	A880183 61	901162 69	DEVELOPEM ENT CREDIT BANK LTD.	08/04/2 003	31/01/2 005	22/06/201 0	4000000.0	SECUNDERA BAD BRANCH Secunderabad TELANAGANA INDIA
5	A880180 49	901142 32	Development Credit Bank Limited	08/04/2 003	13/10/2 009	22/06/201 0	110300000.0	9-1-125/3-1, Siddharth Plaza, 44S D Road, Secunderabad TELANAGANA 500003 INDIA
6	Y102101	901173	CANARA	10/09/1	03/10/1	27/05/200	3000000.0	KUNDANBAG

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	92	87	BANK	998	989	3		H BEGUMPET HYDERABAD TELANGNA 500016 INDIA
7	Y102080 07	901152 02	STATE BANK OF HYDERABAD	22/09/1 995	04/02/2 000	03/05/200 3	800000.0	OVERSEAS BRANCH SOMAJIGUDA HYDERABAD TELANGANA 500004 INDIA
8	Y102073 08	901145 03	EXPORT IMPORT BANK OF INDIA	16/05/1 988	01/08/1 988	21/04/200 3	2373000.0	MAKERS CHAMBER IV222 NARIMAN POINT MUMBAI MAHARASHT RA 400021 INDIA

FIXED ASSETS

- Furniture and fixtures
- Vehicles
- Office equipment
- Computer equipments

OBSERVATION POINTS

Company Name :	IMI MOBILE PRIVATE LIMITED
Address :	Plot No. 770, Road No. 44, Jubilee Hills, Hyderabad - 500033, Telangana, India
Person to whom we met :	Mr. Shankar (Security Guard)
Name Board :	Sighted
Location :	Easy
Landmark (If any) :	Near Park
Total floors of the building :	Ground + 4 Floors
Subject situated on :	Whole premises belongs to subject
Locality:	Commercial

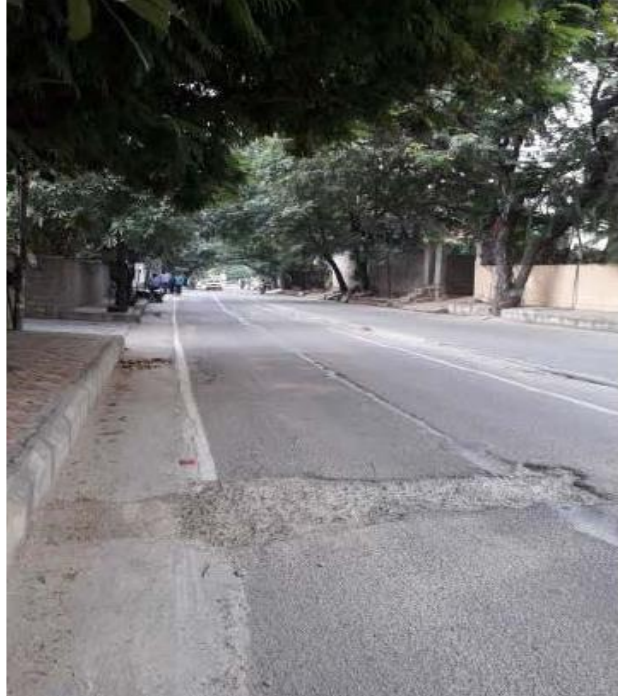
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Area :	Upmarket
No. of employees seen at premises :	10
Visibility Items :	<ul style="list-style-type: none"> • Telephone • Computers • Air Conditioner • Office Equipment
Furniture items sighted :	Yes (3 Sofas, 2 Tables)
Neighbour's Interview	
i.Name of company :	Yupp TV
Contact person name :	Ms. Fatima
Contact person name :	Ms. Seeta (Local Resident)
Neighbour's Overview :	Existence confirmed
Proof of visit :	Photographs

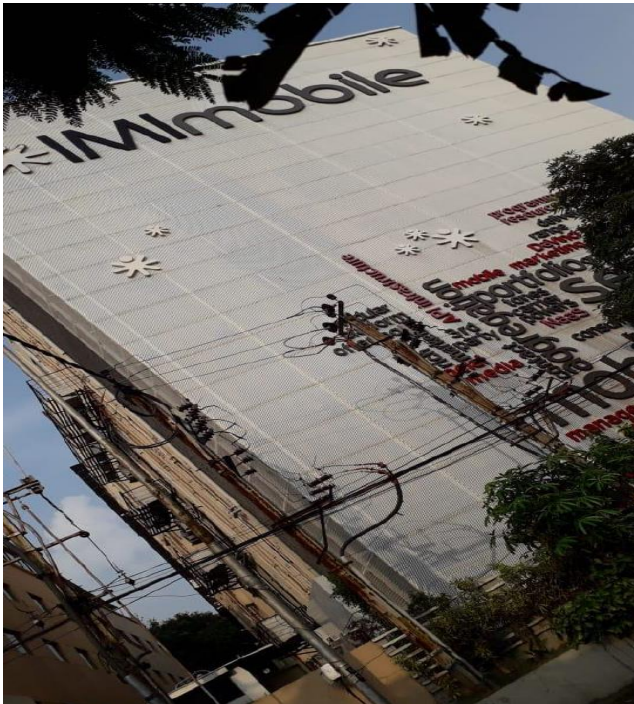
PHOTOGRAPHS



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NEIGHBOUR



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 72.16
UK Pound	1	INR 93.71
Euro	1	INR 81.46

INFORMATION DETAILS

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

SCORE FACTORS

DEMERIT POINTS		
--BANK CHARGES	YES/NO	YES
--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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