

**MIRA INFORM REPORT**

Report No. :	539637
Report Date :	27.11.2018

**IDENTIFICATION DETAILS**

Name :	OUTLIER INNOVATIONS PRIVATE LIMITED
Registered Office :	Office No. 21 and 22, Reena Complex, Ramdev Nagar Road, Kirol Village, Vidyavihar (West), Mumbai – 400086, Maharashtra
Mobile No.:	91-9004213787 (Mr. Sanil Jain)
Country :	India
Financials (as on) :	31.03.2018
Date of Incorporation :	14.08.2017
CIN No.: [Company Identification No.]	U74999MH2017PTC298566
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.]	AACCO5516G
GSTN : [Goods & Service Tax Registration No.]	27AACCO5516G1ZJ
Legal Form :	Private Limited Liability Company
Line of Business :	Subject is engaged in providing advertisement services. (Registered Activity and also Confirmed by management)
No. of Employees :	28 (Approximately) (In Office-10 + In Branch-18)

**RATING & COMMENTS**

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

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<b>MIRA's Rating :</b>	B
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Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

<b>Maximum Credit Limit :</b>	USD 3200
<b>Status :</b>	Moderate
<b>Payment Behaviour :</b>	Slow but correct
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>Subject was incorporated during August 2017 and it is engaged in providing advertisement services.</p> <p>Mr. Sanil Jain (Director) has claimed that the company was incorporated to take over its partnership firm "CupShup" business and it was taken over in October 2017.</p> <p>As per financials of March 2018, the company has achieved a revenue of INR 13.130 million from its operations and has reported good profit margin.</p> <p>Rating is constrained on account of company's short track record of business operations along with small capital base and below average liquidity position.</p> <p>However, rating weakness gets partially offset by customers (Times Internet Dineout, SBI Life Insurance Co Limited and Cashify) and banker (Yes Bank) positive feedback.</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> <p><b>Note:</b> Site visit was conducted on the registered address of the company. Our executive has successfully traced the subject at the given address.</p> <p>At the premises, our executive met with Mr. Sanil Jain (Director) and he provided with contact details (09004213787) and email-id (<a href="mailto:contact@cupshup.co.in">contact@cupshup.co.in</a>).</p> <p>As per our executive's observation, it is a ground + 7 storey building and subject is situated on ground floor. Area of the premises is 500 SQ FT and 12 employees were sighted at the premises. Location was easy to find and locality seems to be commercial. Area seems to be upmarket.  Landmark- Neelkanth Business Park.</p>

**OUTLIER INNOVATIONS PRIVATE LIMITED - 539637**

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	Name board of its brand name was sighted at the premises.
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**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.

**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**

<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.

**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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**OUTLIER INNOVATIONS PRIVATE LIMITED - 539637**

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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 27.11.2018

**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**

<b>Name :</b>	Mr. Sanil Jain
<b>Designation :</b>	Director
<b>Contact No.:</b>	91-9004213787
<b>Date :</b>	27.11.2018

**LOCATIONS**

<b>Registered Office :</b>	Office No. 21 and 22, Reena Complex, Ramdev Nagar Road, Kirol Village, Vidyavihar (West), Mumbai – 400086, Maharashtra, India
<b>Tel. No.:</b>	Not Available
<b>Mobile No.:</b>	91-9004213787/8655004071 (Mr. Sanil Jain) 91-9148324888 (Office) 91-8383020369 (Ms. Swati Kejriwal) 91-9004212489 (Sidharth Singh)
<b>Fax No.:</b>	Not Available
<b>E-Mail :</b>	<a href="mailto:saniljain@cupshup.co.in">saniljain@cupshup.co.in</a>
<b>Website :</b>	<a href="http://www.cupshup.co.in">www.cupshup.co.in</a>
<b>Area :</b>	500 sq. ft.
<b>Location :</b>	Rented
<b>Locality :</b>	Commercial
<b>Branch Office 1:</b>	C 1660, Basement, Near Queens Plaza, Sushant Lok 1, Gurugram, Haryana, India
<b>E-Mail :</b>	<a href="mailto:contact@cupshup.co.in">contact@cupshup.co.in</a>
<b>Area :</b>	500 sq. ft.
<b>Location :</b>	Rented
<b>Branch Office 2:</b>	#440, 2nd Cross, Sapthagiri Layout, SGR Dental College Road, Munne Kolala, Marathalli, Bangalore – 560037, Karnataka, India
<b>Area :</b>	500 sq. ft.
<b>Location :</b>	Rented

**DIRECTORS**

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**OUTLIER INNOVATIONS PRIVATE LIMITED - 539637**

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As on 31.03.2018

<b>Name :</b>	Mr. Sanil Jain
<b>Designation :</b>	Director
<b>Address :</b>	H I G D-4, Vidya Nagar, Hoshangabad Road, Huzur, Bhopal University, Bhopal – 462026, Madhya Pradesh, India
<b>Date of Birth/Age :</b>	01.01.1987
<b>Qualification :</b>	MBA, BE
<b>Experience :</b>	4 Years
<b>Date of Appointment :</b>	14.08.2017
<b>DIN No.:</b>	07802766
<b>Name :</b>	Mr. Sidharth Singh
<b>Designation :</b>	Director
<b>Address :</b>	Lane No -3, Adarsh Nagar, Khabra, Muzaffarnagar – 843146, Bihar, India
<b>Date of Birth/Age :</b>	08.09.1984
<b>Qualification :</b>	MBA, BE
<b>Experience :</b>	6 Years
<b>Date of Appointment :</b>	14.08.2017
<b>DIN No.:</b>	07802774

**KEY EXECUTIVES**

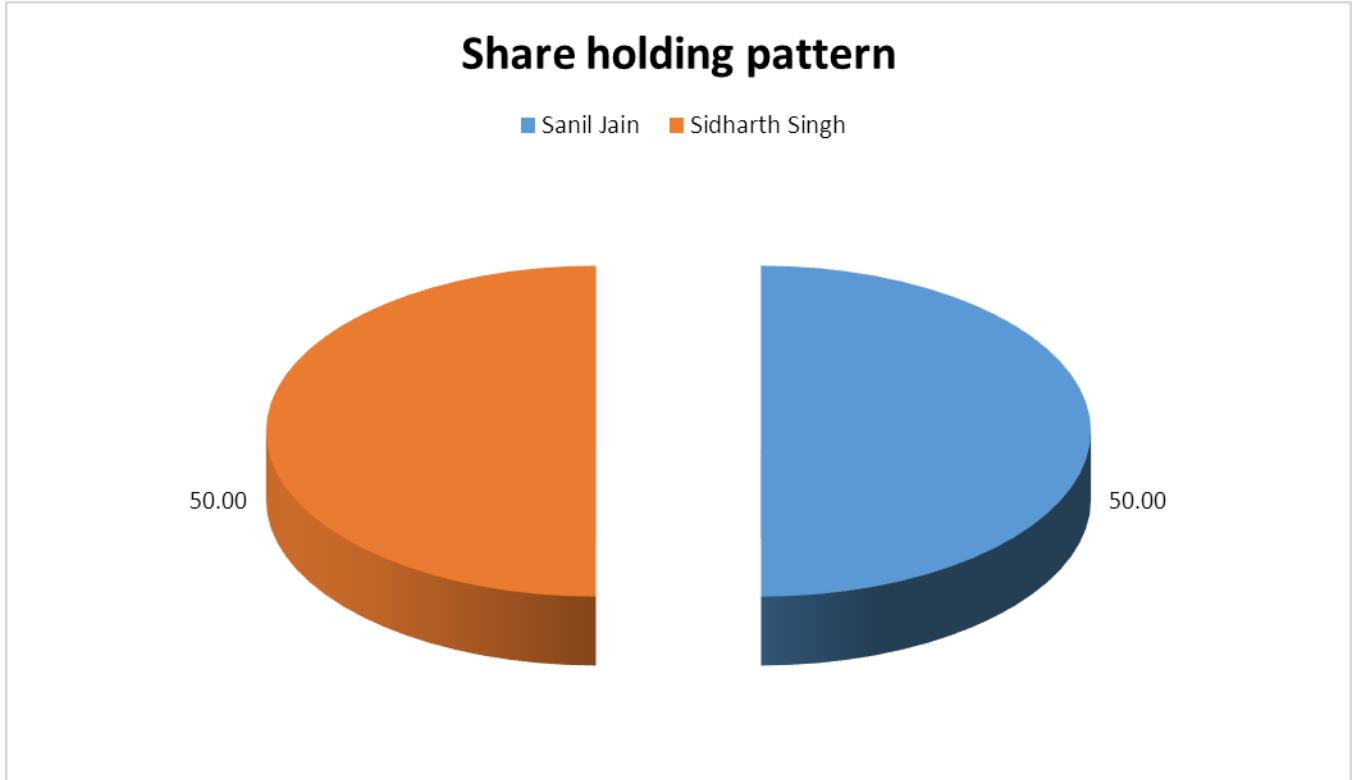
<b>Name :</b>	Ms. Swati Kejriwal
<b>Designation :</b>	Chief Executive Officer

**MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN**

As on 31.03.2018

<b>Names of Shareholders</b>	<b>No. of Shares</b>	<b>%age</b>
Sanil Jain	5000	50.00
Sidharth Singh	5000	50.00
<b>Total</b>	<b>10000</b>	<b>100.00</b>

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**BUSINESS DETAILS**

<b>Line of Business :</b>	Subject is engaged in providing advertisement services. (Registered Activity and also Confirmed by management)
<b>Products/ Services :</b>	Advertisement Services
<b>Brand Names :</b>	"CupShup"
<b>Agencies Held :</b>	Not Available
<b>Exports :</b>	Not Available
<b>Imports :</b>	Not Available
<b>Terms :</b>	
<b>Selling :</b>	Cash and Credit (30 Days)
<b>Purchasing :</b>	Cash and Credit (30 Days)

**PRODUCTION STATUS NOT AVAILABLE**

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**GENERAL INFORMATION**

<b>Suppliers :</b>	Not Applicable  (Since subject is service provider, supplier details not available)																									
<b>Customers :</b>	End Users and Others (Agencies)																									
	<table border="1"> <tr> <td><b>Reference :</b></td> <td colspan="2">Times Internet Dineout</td> </tr> <tr> <td><b>Name of the Person :</b></td> <td colspan="2">Mr. Gagan Singh (Marketing Head)</td> </tr> <tr> <td><b>Contact No.:</b></td> <td colspan="2">91-9811483373</td> </tr> <tr> <td><b>Since How Long Known :</b></td> <td colspan="2">Since January 2018</td> </tr> <tr> <td><b>Maximum Limit Dealt :</b></td> <td colspan="2">--</td> </tr> <tr> <td><b>Experience :</b></td> <td><b>Service</b></td> <td><b>Overall</b></td> </tr> <tr> <td></td> <td>Good</td> <td>Good</td> </tr> <tr> <td><b>Remark:</b></td> <td colspan="2">They are satisfied with the subject company's services. Overall experience is good.</td> </tr> </table>		<b>Reference :</b>	Times Internet Dineout		<b>Name of the Person :</b>	Mr. Gagan Singh (Marketing Head)		<b>Contact No.:</b>	91-9811483373		<b>Since How Long Known :</b>	Since January 2018		<b>Maximum Limit Dealt :</b>	--		<b>Experience :</b>	<b>Service</b>	<b>Overall</b>		Good	Good	<b>Remark:</b>	They are satisfied with the subject company's services. Overall experience is good.	
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	<table border="1"> <tr> <td><b>Reference :</b></td> <td colspan="2">Cashify</td> </tr> <tr> <td><b>Name of the Person :</b></td> <td colspan="2">Mr. Rathika Mishra (Marketing Manager)</td> </tr> <tr> <td><b>Contact No.:</b></td> <td colspan="2">91-9990746534</td> </tr> <tr> <td><b>Since How Long Known :</b></td> <td colspan="2">3 Months</td> </tr> <tr> <td><b>Maximum Limit Dealt :</b></td> <td colspan="2">--</td> </tr> <tr> <td><b>Experience :</b></td> <td><b>Service</b></td> <td><b>Overall</b></td> </tr> <tr> <td></td> <td>Excellent</td> <td>Excellent</td> </tr> <tr> <td><b>Remark:</b></td> <td colspan="2">They gave a positive response about the subject company. The experience was good and there's no complaint.</td> </tr> </table>		<b>Reference :</b>	Cashify		<b>Name of the Person :</b>	Mr. Rathika Mishra (Marketing Manager)		<b>Contact No.:</b>	91-9990746534		<b>Since How Long Known :</b>	3 Months		<b>Maximum Limit Dealt :</b>	--		<b>Experience :</b>	<b>Service</b>	<b>Overall</b>		Excellent	Excellent	<b>Remark:</b>	They gave a positive response about the subject company. The experience was good and there's no complaint.	
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	<ul style="list-style-type: none"> <li>• Kotak Securities</li> <li>• Ola Cabs</li> <li>• IIFL</li> </ul>																									

	<ul style="list-style-type: none"> <li>HUL</li> </ul>																												
<b>No. of Employees :</b>	28 (Approximately) (In Office-10 + In Branch-18)																												
<b>Bankers :</b>	<table border="1"> <tr> <td><b>Bank Name</b></td> <td>Yes Bank Limited</td> </tr> <tr> <td><b>Branch</b></td> <td>Powai, Mumbai, Maharashtra, India</td> </tr> <tr> <td><b>Person Name (With Designation)</b></td> <td>Mr. Santosh (Senior Manager)</td> </tr> <tr> <td><b>Contact Number</b></td> <td>91-8451005434</td> </tr> <tr> <td><b>Name of Account Holder</b></td> <td>Outlier Innovations Private Limited</td> </tr> <tr> <td><b>Account Number</b></td> <td>019661900000848</td> </tr> <tr> <td><b>IFSC Code</b></td> <td>YESB0000196</td> </tr> <tr> <td><b>Swift Code</b></td> <td>YESBINBB</td> </tr> <tr> <td><b>HSN/ SAC Code</b></td> <td>998361</td> </tr> <tr> <td><b>Account Since (Date/Year of Account Opening)</b></td> <td>13.09.2017</td> </tr> <tr> <td><b>Average Balance Maintained (If Possible)</b></td> <td>--</td> </tr> <tr> <td><b>Credit Facilities Enjoyed (If any)</b></td> <td>--</td> </tr> <tr> <td><b>Account Operation</b></td> <td>--</td> </tr> <tr> <td><b>Remarks (If any)</b></td> <td>Banker gave us positive response. They are satisfied by their banking transactions.</td> </tr> </table>	<b>Bank Name</b>	Yes Bank Limited	<b>Branch</b>	Powai, Mumbai, Maharashtra, India	<b>Person Name (With Designation)</b>	Mr. Santosh (Senior Manager)	<b>Contact Number</b>	91-8451005434	<b>Name of Account Holder</b>	Outlier Innovations Private Limited	<b>Account Number</b>	019661900000848	<b>IFSC Code</b>	YESB0000196	<b>Swift Code</b>	YESBINBB	<b>HSN/ SAC Code</b>	998361	<b>Account Since (Date/Year of Account Opening)</b>	13.09.2017	<b>Average Balance Maintained (If Possible)</b>	--	<b>Credit Facilities Enjoyed (If any)</b>	--	<b>Account Operation</b>	--	<b>Remarks (If any)</b>	Banker gave us positive response. They are satisfied by their banking transactions.
<b>Bank Name</b>	Yes Bank Limited																												
<b>Branch</b>	Powai, Mumbai, Maharashtra, India																												
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<b>Remarks (If any)</b>	Banker gave us positive response. They are satisfied by their banking transactions.																												

<b>Auditors :</b>	
<b>Name :</b>	Patel Senghani and Parvadiya Chartered Accountants
<b>Address :</b>	Ghatkopar (West), Mumbai, Maharashtra, India
<b>Mobile No.:</b>	91-9820226506
<b>E-Mail :</b>	<a href="mailto:jaydeep@savagepalmer.com">jaydeep@savagepalmer.com</a>
<b>Memberships :</b>	Not Available
<b>Collaborators :</b>	Not Available

<b>Associates/Subsidiaries :</b>	Not Available
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**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 in INR Million]*

**ABRIDGED BALANCE SHEET**

<b>SOURCES OF FUNDS</b>			<b>31.03.2018</b>
<b>I. EQUITY AND LIABILITIES</b>			
(1) Shareholders' Funds			
(a) Share Capital			0.100
(b) Reserves & Surplus			1.029
(c) Money received against share warrants			0.000
(2) Share Application money pending allotment			0.000
<b>Total Shareholders' Funds (1) + (2)</b>			<b>1.129</b>
(3) Non-Current Liabilities			
(a) Long-term borrowings			0.000
(b) Deferred tax liabilities (Net)			0.000
(c) Other long term liabilities			0.000
(d) Long-term provisions			0.000
<b>Total Non-current Liabilities (3)</b>			<b>0.000</b>
(4) Current Liabilities			
(a) Short term borrowings			0.370
(b) Trade payables			1.619
(c) Other current liabilities			8.866
(d) Short-term provisions			0.000
<b>Total Current Liabilities (4)</b>			<b>10.855</b>
<b>TOTAL</b>			<b>11.984</b>
<b>II. ASSETS</b>			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets			0.006
(ii) Intangible Assets			0.000
(iii) Capital work-in-progress			0.000
(iv) Intangible assets under development			0.000
(b) Non-current Investments			0.000
(c) Deferred tax assets (net)			0.000
(d) Long-term Loan and Advances			0.000
(e) Other Non-current assets			0.000
<b>Total Non-Current Assets</b>			<b>0.006</b>

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**OUTLIER INNOVATIONS PRIVATE LIMITED - 539637**

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(2) Current assets			
(a) Current investments			0.000
(b) Inventories			0.000
(c) Trade receivables			11.709
(d) Cash and cash equivalents			0.038
(e) Short-term loans and advances			0.000
(f) Other current assets			0.231
<b>Total Current Assets</b>			<b>11.978</b>
<b>TOTAL</b>			<b>11.984</b>

**PROFIT & LOSS ACCOUNT**

	PARTICULARS		31.03.2018
	<b>SALES</b>		
	Income		13.127
	Other Income		0.008
	<b>TOTAL</b>		<b>13.135</b>
<b>Less</b>	<b>EXPENSES</b>		
	Cost of Materials Consumed		4.388
	Purchases of Stock-in-Trade		0.000
	Employees benefits expense		2.131
	Other expenses		5.229
	<b>TOTAL</b>		<b>11.748</b>
	<b>PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>		<b>1.387</b>
<b>Less</b>	<b>FINANCIAL EXPENSES</b>		0.000
	<b>PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>		<b>1.387</b>
<b>Less/ Add</b>	<b>DEPRECIATION/ AMORTISATION</b>		0.000
	<b>PROFIT/ (LOSS) BEFORE TAX</b>		<b>1.387</b>
<b>Less</b>	<b>TAX</b>		0.358
	<b>PROFIT/ (LOSS) AFTER TAX</b>		<b>1.029</b>
	<b>Earnings / (Loss) Per Share (INR)</b>		<b>102.87</b>

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**CURRENT MATURITIES OF LONG TERM DEBT DETAILS**

Particulars			31.03.2018
Current Maturities of Long term debt			NA
Cash generated from operations			0.302
Net cash flow from operating activities			(0.056)

**PROMOTION AND EVENT ACTIVITY EXPENSES**

Years	INR in Million
2016-2018	0.258
2016-2017	NA
2015-2016	NA

**KEY RATIOS**

**EFFICIENCY RATIOS**

PARTICULARS			31.03.2018
Average Collection Days (Sundry Debtors / Income * 365 Days)			325.57
Account Receivables Turnover (Income / Sundry Debtors)			1.12
Average Payment Days (Sundry Creditors / Purchases * 365 Days)			134.67
Inventory Turnover (Operating Income / Inventories)			0.00
Asset Turnover (Operating Income / Net Fixed Assets)			231.17

**LEVERAGE RATIOS**

PARTICULARS			31.03.2018
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)			0.91

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Debt Equity Ratio (Total Liability / Networth)			0.33
Current Liabilities to Networth (Current Liabilities / Net Worth)			9.61
Fixed Assets to Networth (Net Fixed Assets / Networth)			0.01
Interest Coverage Ratio (PBIT / Financial Charges)			0.00

**PROFITABILITY RATIOS**

PARTICULARS				31.03.2018
Net Profit Margin [(PAT / Sales) * 100]	%			7.84
Return on Total Assets ((PAT / Total Assets) * 100)	%			8.59
Return on Investment (ROI) ((PAT / Networth) * 100)	%			91.14

**SOLVENCY RATIOS**

PARTICULARS				31.03.2018
Current Ratio (Current Assets / Current Liabilities)				1.10
Quick Ratio ((Current Assets - Inventories) / Current Liabilities)				1.10
G-Score Ratio Financial (Networth / Total Assets)				0.09
G-Score Ratio Debt (Debts / Equity Capital)				3.70
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)				1.10

Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

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**ABRIDGED BALANCE SHEET**

**CUPSHUP**

<b>SOURCES OF FUNDS</b>	<b>31.03.2018</b>	<b>31.03.2017</b>	<b>31.03.2016</b>
<b>SHAREHOLDERS FUNDS</b>			
1] Partner's Capital	0.322	0.318	0.307
2] Share Application Money	0.000	0.000	0.000
3] Reserves & Surplus	0.000	0.000	0.000
4] (Accumulated Losses)	0.000	0.000	0.000
<b>NETWORTH</b>	<b>0.322</b>	<b>0.318</b>	<b>0.307</b>
<b>LOAN FUNDS</b>			
1] Secured Loans	0.000	0.000	0.000
2] Unsecured Loans	0.100	0.150	0.264
<b>TOTAL BORROWING</b>	<b>0.100</b>	<b>0.150</b>	<b>0.264</b>
<b>DEFERRED TAX LIABILITIES</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>
<b>TOTAL</b>	<b>0.422</b>	<b>0.468</b>	<b>0.571</b>
<b>APPLICATION OF FUNDS</b>			
<b>FIXED ASSETS [Net Block]</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>
Capital work-in-progress	0.000	0.000	0.000
<b>INVESTMENT</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>
<b>DEFERRED TAX ASSETS</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>
<b>CURRENT ASSETS, LOANS &amp; ADVANCES</b>			
Inventories	0.000	0.000	0.000
Sundry Debtors	0.000	0.883	0.328
Cash & Bank Balances	0.001	0.018	0.506
Other Current Assets	0.423	0.439	0.239
Loans, Advances and Deposits	0.000	0.470	0.000
<b>Total Current Assets</b>	<b>0.424</b>	<b>1.810</b>	<b>1.073</b>
<b>Less : CURRENT LIABILITIES &amp; PROVISIONS</b>			
Sundry Creditors	0.000	0.638	0.217
Other Current Liabilities	0.000	0.699	0.285
Provisions	0.002	0.005	0.000
<b>Total Current Liabilities</b>	<b>0.002</b>	<b>1.342</b>	<b>0.502</b>
<b>Net Current Assets</b>	<b>0.422</b>	<b>0.468</b>	<b>0.571</b>
<b>MISCELLANEOUS EXPENSES</b>	<b>0.000</b>	<b>0.000</b>	<b>0.000</b>
<b>TOTAL</b>	<b>0.422</b>	<b>0.468</b>	<b>0.571</b>

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**PROFIT & LOSS ACCOUNT**

**CUPSHUP**

	<b>PARTICULARS</b>	<b>31.03.2018</b>	<b>31.03.2017</b>	<b>31.03.2016</b>
	<b>SALES</b>			
	Income	6.703	9.391	10.634
	Other Income	0.005	0.014	0.001
	<b>TOTAL</b>	<b>6.708</b>	<b>9.405</b>	<b>10.635</b>
<b>Less</b>	<b>EXPENSES</b>			
	Purchases & Direct Expenses	3.694	5.228	5.132
	Advertising Expense	0.077	0.020	0.021
	Accounting Charges	0.012	0.012	0.090
	Conveyance	0.013	0.017	0.063
	Bad Debts	0.000	0.000	0.010
	Commission	0.387	0.247	0.222
	Consultancy & Legal Expense	0.020	0.025	0.040
	Discount	0.000	0.000	0.008
	Dues & Subscription	0.002	0.001	0.033
	Electricity	0.006	0.005	0.047
	General Expenses	0.003	0.000	0.008
	Interest on Service Tax	0.024	0.004	0.000
	Interest on KKC	0.001	0.000	0.000
	Interest on SBC	0.001	0.000	0.000
	Late filing fees	0.001	0.000	0.000
	Internet Expense	0.002	0.005	0.000
	Internship Stipend	0.000	0.002	0.019
	Meals and Entertainment	0.003	0.000	0.067
	Misc Expenses	0.000	0.000	0.099
	Other Selling Expense	0.055	0.009	0.044
	Office Expense	0.019	0.053	0.063
	Payroll Expense	1.556	1.484	1.734
	Postage & Courier Expense	0.001	0.001	0.039
	Printing & Stationery Expense	0.010	0.023	0.073
	Staff Welfare Expense	0.001	0.024	0.079
	Rent	0.244	0.471	0.124
	Repair & Maintenance	0.002	0.003	0.000
	Service Tax	0.000	0.000	1.236
	Supplies and Materials	0.030	0.026	0.012
	Telephone Expense	0.016	0.013	0.069
	Travelling Expense	0.520	1.337	0.943
	Website Development Expense	0.002	0.020	0.094
	Partners' Remuneration	0.000	0.360	0.250
	<b>TOTAL</b>	<b>6.702</b>	<b>9.390</b>	<b>10.619</b>

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	<b>PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>	<b>0.006</b>	<b>0.015</b>	<b>0.016</b>
<b>Less</b>	<b>FINANCIAL EXPENSES</b>	0.000	0.000	0.002
	<b>PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>	<b>0.006</b>	<b>0.015</b>	<b>0.014</b>
<b>Less</b>	<b>DEPRECIATION/ AMORTISATION</b>	0.000	0.000	0.000
	<b>PROFIT/ (LOSS) BEFORE TAX</b>	<b>0.006</b>	<b>0.015</b>	<b>0.014</b>
<b>Less</b>	<b>TAX</b>	0.002	0.004	0.004
	<b>PROFIT/ (LOSS) AFTER TAX</b>	<b>0.004</b>	<b>0.011</b>	<b>0.010</b>

**LOCAL AGENCY FURTHER INFORMATION**

<b>Sr. No.</b>	<b>Check list by info agents</b>	<b>Available in Report (Yes/No)</b>
1	Year of establishment	Yes
2	Constitution of the entity -Incorporation details	Yes
3	Locality of the entity	Yes
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	Yes
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	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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25	Last accounts filed at ROC, if applicable	Yes
26	Turnover of firm for last about eight months	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last about eight 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	Yes
35	Negative Reporting by Auditors in the Annual Report	No

**UNSECURED LOAN**

PARTICULARS	31.03.2018 (INR in Million)
<b>Short-term borrowings</b>	
Cupshup	0.185
Sanil Jain	0.185
<b>Total</b>	<b>0.370</b>

**INDEX OF CHARGES**

No Charges Exists for Company

**OBSERVATION POINTS**

<b>Company Name :</b>	OUTLIER INNOVATIONS PRIVATE LIMITED
<b>Address :</b>	Office No. 21 and 22, Reena Complex, Ramdev Nagar Road, Kiroli Village, Vidyavihar (West), Mumbai – 400086, Maharashtra, India
<b>Contact No.:</b>	91-9004213787
<b>E-Mail :</b>	<a href="mailto:contact@cupshup.co.in">contact@cupshup.co.in</a>
<b>Person to whom we met :</b>	Mr. Sanil Jain
<b>Designation :</b>	Director
<b>Name Board :</b>	Sighted (Sighted name board of its brand name i.e. "CupShup")
<b>Location :</b>	Easy

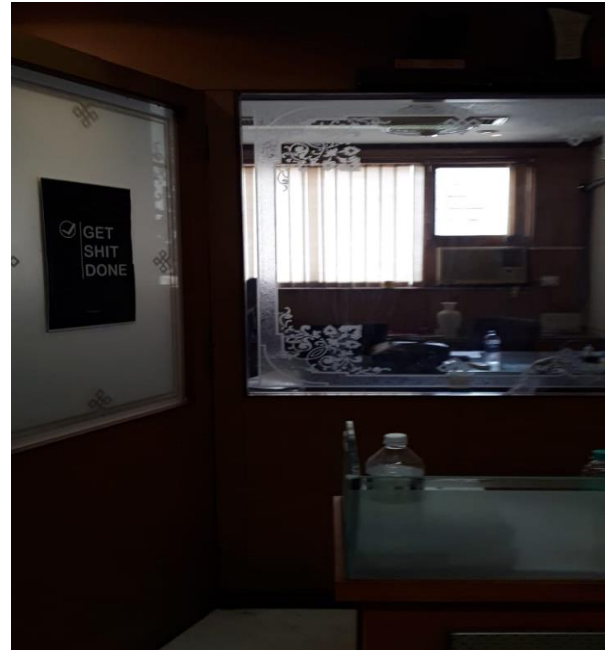
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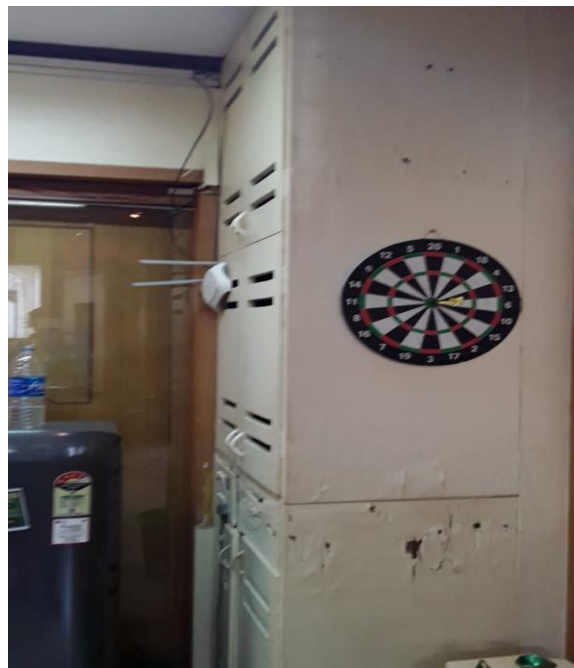
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<b>Landmark (If any) :</b>	Neelkanth Business Park
<b>Total floors of the building :</b>	7 Floors
<b>Subject situated on :</b>	Ground Floor
<b>Locality:</b>	Commercial
<b>Area of premises :</b>	500 sq. ft.
<b>Area :</b>	Upmarket
<b>No. of employees seen at premises :</b>	12
<b>Visibility Items :</b>	<ul style="list-style-type: none"> <li>• Telephone</li> <li>• Fax Machine</li> <li>• Computers</li> <li>• Air Conditioner</li> <li>• Office Equipment</li> <li>• Xerox Machine</li> </ul>
<b>Furniture items sighted :</b>	Yes
<b>Proof of visit :</b>	Photographs

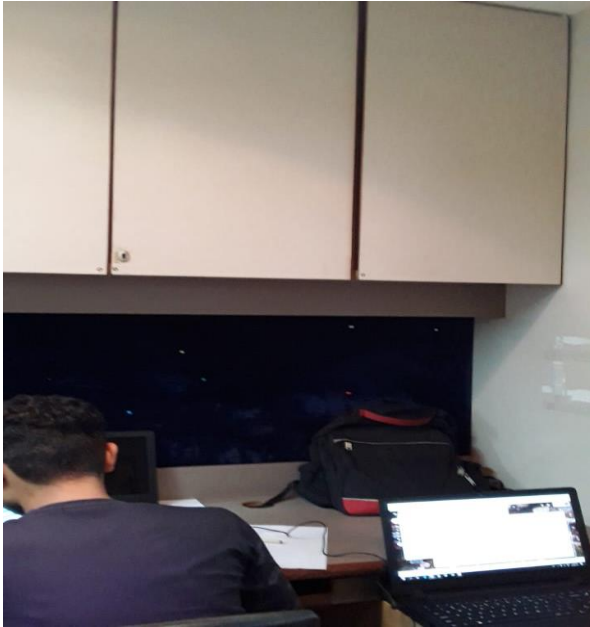
**PHOTOGRAPHS**



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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 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 70.93
UK Pound	1	INR 90.67
Euro	1	INR 80.38

**INFORMATION DETAILS**

<b>Information Gathered by :</b>	JRL
<b>Analysis Done by :</b>	VIV
<b>Report Prepared by :</b>	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	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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