

MIRA INFORM REPORT

Report No. :	533367
Report Date :	29.11.2018

IDENTIFICATION DETAILS

Name :	ANANDA VIKATAN PUBLISHERS PRIVATE LIMITED (w.e.f. 24.03.2014)
Formerly Known As :	SARVAKARA REALTY PRIVATE LIMITED
Registered Office :	No. 757, Anna Salai, Chennai – 600002, Tamilnadu
Tel. No.:	91-44-28524074
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	10.05.2012
CIN No.: [Company Identification No.]	U22210TN2012PTC085840
Capital Investment / Paid-up Capital :	INR 0.790 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.]	AASCS3484P
GSTN : [Goods & Service Tax Registration No.]	33AASCS3484P1ZG
Legal Form :	Private Limited Liability Company
Line of Business :	Subject is engaged in advertising activity and publishing magazines. [Registered activity and also confirmed by management]
No. of Employees :	500 (Approximately)

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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 95000
Status :	Satisfactory
Payment Behaviour :	Usually correct
Litigation :	Clear
Comments :	<p>Subject was incorporated in the year 2012 and it is engaged in the business of publishing magazines, and advertising related activities.</p> <p>For the financial year 2017, the company has achieved marginal decline in its revenue as compared to its previous year and has maintained average profit margin of 1.35% during the year.</p> <p>Rating takes into consideration, the satisfactory financial risk profile marked by adequate net worth base and string debt protection metrics.</p> <p>Rating continue to derive strength from its long and established track record of its business operation backed by its well experienced management team.</p> <p>Rating also considers positive feedback received from its customer (Pothys, The Chennai Silks and Sathya Agencies Private Limited) for satisfactory product quality and delivery behaviour as well as from its suppliers (Shanthi Corporation, Taj Paper and Mayur Impex) for satisfactory payment behaviour and market goodwill.</p> <p>However, these rating strengths by the susceptibility of profit margins to foreign currency fluctuation, as AVPPL relies on imports for procurement of newsprint and exposure to fluctuations in raw-material prices and any further increase in fixed overheads including employee expenses.</p> <p>Payment seems to be usually correct.</p> <p>In view of aforesaid, the company can be considered for business dealing at usual trade terms and conditions.</p> <p>NOTE:</p> <p>Site visit was conducted at the given address and our executive had successfully traced the subject.</p>

	<p>At the premises our executive met to one executive at front office (Name not disclosed) who confirmed the existence of the subject on the given address.</p> <p>As per our executive's observation, it's a 3 storey building and the whole building belongs the subject comprising of total area of 10,000 sq. ft.</p> <p>Location was easy to find, locality seems to be commercial and area near the premise building appears to be neutral.</p> <p>Landmark: Spencers.</p> <p>Our executive had sighted approximately 500 employees as well as no name board was sighted instead of name board we found logo.</p> <p>On inquiry with Mr. Sekar (Security) from "Jamal Enterprises LLP" and Mr. Murali (Security) from "Axis Bank" both person from neighbouring companies confirmed the existence of the subject on the given address.</p>
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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	ICRA
Rating	Long Term Rating= BBB
Rating Explanation	Moderate degree of safety and moderate credit risk.
Date	30.03.2018

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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 29.11.2018

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. V. Ganesh
Designation :	Accountant
Contact No.:	91-9600122677
Date :	28.11.2018

LOCATIONS

Registered Office :	No. 757, Anna Salai, Chennai – 600002, Tamilnadu, India
Tel. No.:	91-44-28524054 / 28524064 / 28524074 / 28524084 / 28524094
Mobile No.:	91-9600122677 (Mr. V. Ganesh)
Fax No.:	91-44-28512929
E-Mail :	ravis@vikatan.com contactus@vikatan.com mehulgandhi@vikatan.com
Website :	www.vikatan.com
Area :	10000 sq. ft.
Location :	Owned
Locality :	Commercial

DIRECTORS

AS ON 31.03.2018

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Name :	Mr. B. Srinivasan		
Designation :	Managing Director		
Address :	Old No. 58, New No. 36, III Main Road, Gandhi Nagar, Adyar, Chennai – 600020, Tamilnadu, India		
Date of Appointment :	01.04.2015		
DIN No.:	00766870		
PAN No.:	AALPS4188C		
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
U22121TN1946PTC003197	VASAN PUBLICATIONS PRIVATE LIMITED	26/08/2006	-
U22219TN1989PTC018103	VASAN PRINT PRODUCTS PRIVATE LIMITED	02/05/2005	-
U92490TN1998PTC041108	VIKATAN TELE VISTAS PRIVATE LIMITED	09/09/1998	-
U72900TN2000PTC045004	VIKATAN.COM PRIVATE LIMITED	01/04/2015	-
U74300TN2000PTC045005	VIKATAN MEDIA SERVICES PRIVATE LIMITED	24/05/2000	-
U22210TN2012PTC085838	ANANDA VIKATAN PRINTERS PRIVATE LIMITED	01/04/2015	-
U22130TN2012PTC087054	ANANDA VIKATAN PRODUCTIONS PRIVATE LIMITED	01/04/2015	-
U70200TN2012PTC087062	MANISVARA REALTORS PRIVATE LIMITED	26/03/2014	-
Name :			
Mrs. Radhika Srinivasan			
Designation :			
Director			
Address :			
Old No. 58, New No. 36, III Main Road, Gandhi Nagar, Adyar, Chennai – 600020, Tamilnadu, India			
Date of Appointment :			
01.04.2015			
DIN No.:			
00766866			
PAN No.:			
AEGPR2194Q			
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
U22121TN1946PTC003197	VASAN PUBLICATIONS PRIVATE LIMITED	06/09/2010	-
U22219TN1989PTC018103	VASAN PRINT PRODUCTS PRIVATE LIMITED	02/05/2005	-
U92490TN1998PTC041108	VIKATAN TELE VISTAS PRIVATE LIMITED	09/09/1998	-
U72900TN2000PTC045004	VIKATAN.COM PRIVATE LIMITED	01/04/2015	-
U74300TN2000PTC045005	VIKATAN MEDIA SERVICES PRIVATE LIMITED	01/04/2015	-
U22210TN2012PTC085838	ANANDA VIKATAN PRINTERS PRIVATE LIMITED	01/04/2015	-
U22130TN2012PTC087054	ANANDA VIKATAN PRODUCTIONS PRIVATE LIMITED	01/04/2015	-
Name :			
Mr. Kumar Mannore Venkateswara			
Designation :			
Director			
Address :			
Plot No. 41, Door No. 18 Ramesh Nagar, Valasaravakkam, Chennai – 600087, Tamilnadu, India			
Date of Appointment :			
04.10.2013			
DIN No.:			
00766877			
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date

U22121TN1946PTC003197	VASAN PUBLICATIONS PRIVATE LIMITED	17/07/2004	-
U92490TN1998PTC041108	VIKATAN TELE VISTAS PRIVATE LIMITED	01/12/2006	-
U72900TN2000PTC045004	VIKATAN.COM PRIVATE LIMITED	01/12/2006	-
U74300TN2000PTC045005	VIKATAN MEDIA SERVICES PRIVATE LIMITED	01/12/2006	-
U22210TN2012PTC085838	ANANDA VIKATAN PRINTERS PRIVATE LIMITED	03/10/2013	-
U22130TN2012PTC087054	ANANDA VIKATAN PRODUCTIONS PRIVATE LIMITED	09/10/2013	-
U70200TN2012PTC087062	MANISVARA REALTORS PRIVATE LIMITED	07/10/2013	-

KEY EXECUTIVES

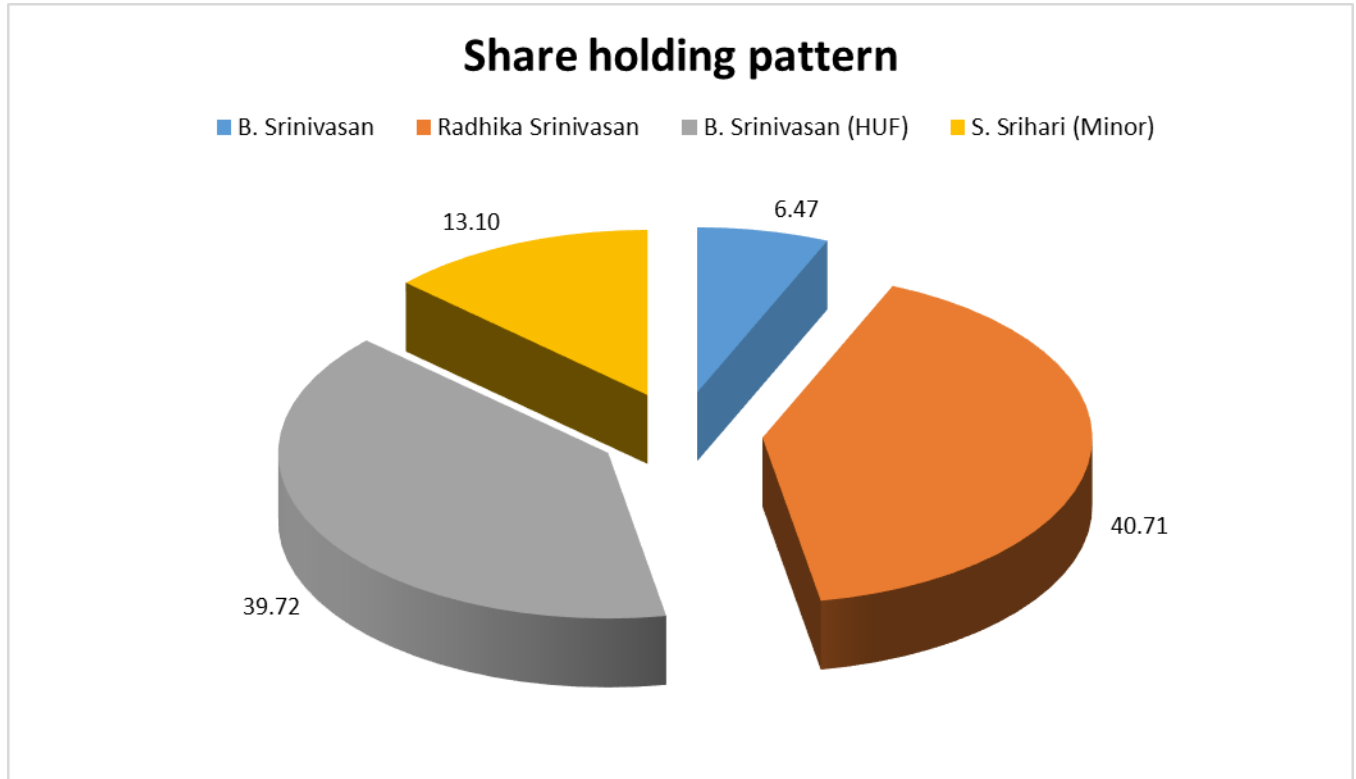
Name :	Mr. V. Ganesh
Designation :	Accountant
Name :	Mr. Mehul Gandhi
Designation :	Regional Manager
Mobile No.:	91-9867236738

MAJOR SHAREHOLDERS

AS ON 31.03.2017

Names of Shareholders	No. of Shares	% of holding
B. Srinivasan	5110	6.47
Radhika Srinivasan	32160	40.71
B. Srinivasan (HUF)	31380	39.72
S. Srihari (Minor)	10350	13.10
Total	79000	100.00

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Equity Share Break up (Percentage of Total Equity)

AS ON 30.09.2017

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

BUSINESS DETAILS

Line of Business :	Subject is engaged in advertising activity and publishing magazines. [Registered activity and also confirmed by management]	
Products / Services :	Name and Description of main products / services	ITC Code
	Book Printing Services	99891212
Brand Names :	Not Available	
Agencies Held :	Not Available	

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Publisher of :	<ul style="list-style-type: none"> • Ananda Vikatan • Junior Vikatan • Aval Vikatan • Chutti Vikatan • Sakthi Vikatan • Naanayam Vikatan • Motor Vikatan • Pasumai Vikatan • DR Vikatan
Exports :	Not Available
Imports :	Not Available
Terms :	
Selling :	L/C, Advance Payment, Cheque, Credit (60 / 90 Days) and Others (NEFT / RTGS)
Purchasing :	L/C, Advance Payment, Cheque, Credit (60 / 90 Days) and Others (NEFT / RTGS)

PRODUCTION STATUS – (NOT AVAILABLE)

GENERAL INFORMATION

Suppliers :	Reference :	Mayur Impex		
	Name of the Person :	Mr. Ashok Jain (Proprietor)		
	Contact No.:	91-9884128999		
	Since How Long Known :	6 years		
	Maximum Limit Dealt :	INR 4.000 million		
	Experience :	Payment Behaviour	Market Goodwill	Overall
		Good	Good	Good
	Remark :	We spoke with Mr. Ashok Jain (Proprietor), he gave the positive response of the subject company. They are satisfied with their payment behaviour and market goodwill.		
	Reference :	Taj Paper		
	Name of the Person :	Mr. Mustad (General Manager)		
	Contact No.:	91-44-25221359		
	Since How Long Known :	6 years		
	Maximum Limit Dealt :	INR 5.000 million (Yearly)		

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	Experience :	Payment Behaviour	Market Goodwill	Overall
		Excellent	Excellent	Excellent
Remark :		We spoke with Mr. Mustad (General Manager), he gave positive response of the subject company. They are satisfied with their payment behaviour and market goodwill.		
Reference :		Shanthy Corporation		
Name of the Person :		Mr. Venkat (Purchase Department)		
Contact No.:		91-44-42053335		
Since How Long Known :		3 years		
Maximum Limit Dealt :		INR 1.000 million		
	Experience :	Payment Behaviour	Market Goodwill	Overall
		Excellent	Excellent	Excellent
Remark :		We spoke with Mr. Venkat (Purchase Department), he gave us positive response of the subject company. They are satisfied with their payment behaviour and market goodwill.		
Customers :	Others (Advertisers)			
Reference :		Pothys		
Name of the Person :		Mr. Arokiyaraj (Media Manager)		
Contact No.:		91-44-28150103		
Since How Long Known :		4 years		
Maximum Limit Dealt :		Not Divulged		
	Experience :	Product Quality	Delivery Behaviour	Overall
		Good	Good	Good
Remark :		We spoke with Mr. Arokiyaraj (Media Manager), he gave us the positive response of the subject company. They are satisfied with their product quality and delivery behaviour.		
Reference :		The Chennai Silks		
Name of the Person :		Mr. Ezhill (Media Manager)		
Contact No.:		91-9952374111		
Since How Long Known :		5 years		
Maximum Limit Dealt :		Not Divulged		
	Experience :	Product Quality	Delivery Behaviour	Overall
		Excellent	Excellent	Excellent
Remark :		We spoke with Mr. Ezhill (Media Manager), he gave the positive response of the subject		

	company. They are satisfied with their product quality and delivery behaviour.		
Reference :	Sathya Agencies Private Limited		
Name of the Person :	Mr. Gandhi Rajan (Purchase Manager)		
Contact No.:	91-461-2324985		
Since How Long Known :	3 years		
Maximum Limit Dealt :	Not Divulged		
Experience :	Product Quality	Delivery Behaviour	Overall
	Good	Good	Good
Remark :	We spoke with Mr. Gandhi Rajan (Purchase Manager), he gave us the positive response of the subject company. They are satisfied with their product quality and delivery behaviour.		
No. of Employees :	500 (Approximately)		
Bankers :	Banker Name :	HDFC Bank Limited	
	Branch :	Anna Salai Branch, 759, ITC Centre, Anna Salai, Chennai – 600002, Tamilnadu, India	
	Person Name (With Designation) :	--	
	Contact Number :	91-44-28516855 (Continuously Ringing)	
	Name of Account Holder :	Ananda Vikatan Publishers Private Limited	
	Account Number :	50200011252660 (Not confirmed with banker)	
	IFSC Code :	HDFC0000004	
	Branch / Sort Code :	0000004	
	Swift Code :	HDFCINBBCHE	
	MICR Code :	600240002	
	Type of Account :	Current Account	
	Account Since (Date/Year of Account Opening) :	--	
	Average Balance Maintained :	--	
	Credit Facilities Enjoyed (CC/OD/Term Loan) :	--	
	Account Operation :	--	
	Remark :	--	

Auditors :	
Name :	Brahmayya and Company Chartered Accountants
Address :	48, Masilamani Road, Balaji Nagar, Royapettah, Chennai – 600014, Tamilnadu, India
Tel. No.:	91-44-28131128 / 38 / 48

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Fax No.:	91-44-28131158
E-Mail :	mail@brahmayya.com
Website :	www.brahmayya.com
PAN No.:	AAAFB2481J
Membership No.:	25929
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	--

CAPITAL STRUCTURE

AS ON 30.09.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
100000	Equity Shares	INR 10/- each	INR 1.000 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
79000	Equity Shares	INR 10/- each	INR 0.790 Million

FINANCIAL DATA
[all figures are in INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2017	31.03.2016	31.03.2015
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital	0.790	0.790	0.790
(b) Reserves & Surplus	32.398	22.050	39.585
(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)	33.188	22.840	40.375
(3) Non-Current Liabilities			
(a) Long-term borrowings	0.000	0.000	0.000
(b) Deferred tax liabilities (Net)	0.000	0.000	0.000
(c) Other long term liabilities	21.295	24.709	52.399
(d) Long-term provisions	0.000	0.000	0.000
Total Non-current Liabilities (3)	21.295	24.709	52.399
(4) Current Liabilities			
(a) Short term borrowings	61.542	19.715	3.676
(b) Trade payables	50.377	54.403	48.509
(c) Other current liabilities	68.186	67.680	154.075
(d) Short-term provisions	0.985	4.224	39.034
Total Current Liabilities (4)	181.090	146.022	245.294
TOTAL	235.573	193.571	338.068
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	25.426	25.485	28.233
(ii) Intangible Assets	1.217	1.439	2.168
(iii) Capital work-in-progress	0.000	0.000	0.000
(iv) Intangible assets under development	0.000	0.000	0.000
(b) Non-current Investments	0.000	0.000	0.000
(c) Deferred tax assets (net)	0.746	0.768	0.831
(d) Long-term Loan and Advances	26.178	13.849	11.593
(e) Other Non-current assets	0.364	0.546	0.728
Total Non-Current Assets	53.931	42.087	43.553

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(2) Current assets			
(a) Current investments	0.000	0.000	0.000
(b) Inventories	80.461	73.770	77.160
(c) Trade receivables	58.931	51.329	66.369
(d) Cash and cash equivalents	33.665	15.123	23.724
(e) Short-term loans and advances	8.585	10.817	14.684
(f) Other current assets	0.000	0.445	112.578
Total Current Assets	181.642	151.484	294.515
TOTAL	235.573	193.571	338.068

PROFIT & LOSS ACCOUNT

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
SALES				
	Income	766.456	850.594	831.417
	Other Income	2.135	5.374	3.743
	TOTAL	768.591	855.968	835.160
Less	EXPENSES			
	Cost of Materials Consumed	221.755	265.103	259.585
	Purchase of Stock-in-trade	2.908	1.207	1.105
	Changes in Inventories of finished goods, work-in-progress and stock-in-trade	1.310	2.066	-1.494
	Employees benefits expense	119.314	129.725	108.745
	Managerial remuneration	42.438	34.337	30.651
	Payment to Auditors	0.425	0.275	0.275
	Insurance expenses	0.633	0.761	0.724
	Power and fue	9.940	5.559	4.930
	Other expenses	344.609	369.037	344.347
	TOTAL	743.332	808.070	748.868
	PROFIT/(LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	25.259	47.898	86.292
Less	FINANCIAL EXPENSES	3.473	1.486	0.295
	PROFIT/(LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	21.786	46.412	85.997
Less	DEPRECIATION/ AMORTISATION	7.216	9.352	17.036
	PROFIT/(LOSS) BEFORE TAX	14.570	37.060	68.961
Less	TAX	4.222	16.562	22.564

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	PROFIT/(LOSS) AFTER TAX	10.348	20.498	46.397
	Earnings / (Loss) Per Share (INR)	131.00	259.46	587.30

ADVERTISING PROMOTIONAL EXPENSES

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

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 flow from (used in) operations	NA	NA	NA

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	28.06	22.03	29.14
Account Receivables Turnover (Income / Sundry Debtors)	13.01	16.57	12.53
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	81.85	74.56	67.92
Inventory Turnover (Operating Income / Inventories)	0.31	0.65	1.12
Asset Turnover (Operating Income / Net Fixed Assets)	0.95	1.78	2.84

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LEVERAGE RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio <i>((Borrowing + Current Liabilities) / Total Assets)</i>	0.77	0.75	0.73
Debt Equity Ratio <i>(Total Liability / Networth)</i>	1.85	0.86	0.09
Current Liabilities to Networth <i>(Current Liabilities / Net Worth)</i>	5.46	6.39	6.08
Fixed Assets to Networth <i>(Net Fixed Assets / Networth)</i>	0.80	1.18	0.75
Interest Coverage Ratio <i>(PBIT / Financial Charges)</i>	7.27	32.23	292.52

PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
PAT to Sales <i>((PAT / Sales) * 100)</i>	%	1.35	2.41	5.58
Return on Total Assets <i>((PAT / Total Assets) * 100)</i>	%	4.39	10.59	13.72
Return on Investment (ROI) <i>((PAT / Networth) * 100)</i>	%	31.18	89.75	114.92

SOLVENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Current Ratio <i>(Current Assets / Current Liabilities)</i>	1.00	1.04	1.20
Quick Ratio <i>((Current Assets – Inventories) / Current Liabilities)</i>	0.56	0.53	0.89
G-Score Ratio Financial <i>(Networth / Total Assets)</i>	0.14	0.12	0.12
G-Score Ratio Debt <i>(Debts / Equity Capital)</i>	77.90	24.96	4.65
G-Score Ratio Liquidity <i>(Total Current Assets / Total Current Liabilities)</i>	1.00	1.04	1.20

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

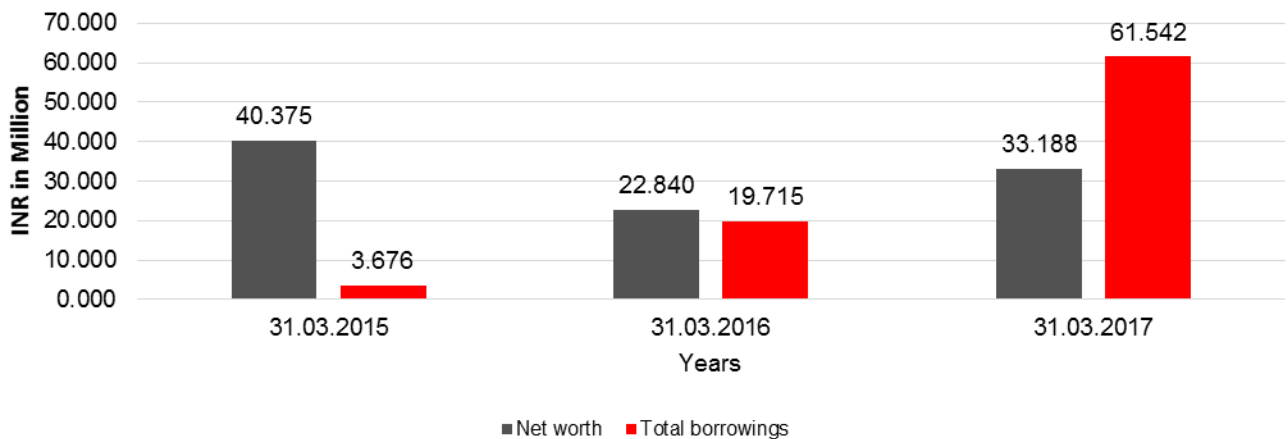
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FINANCIAL ANALYSIS
[all figures are in INR Million]

DEBT EQUITY RATIO

Particular	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Share Capital	0.790	0.790	0.790
Reserves & Surplus	39.585	22.050	32.398
Net worth	40.375	22.840	33.188
Long Term borrowings	0.000	0.000	0.000
Short Term borrowings	3.676	19.715	61.542
Total borrowings	3.676	19.715	61.542
Debt/Equity ratio	0.091	0.863	1.854

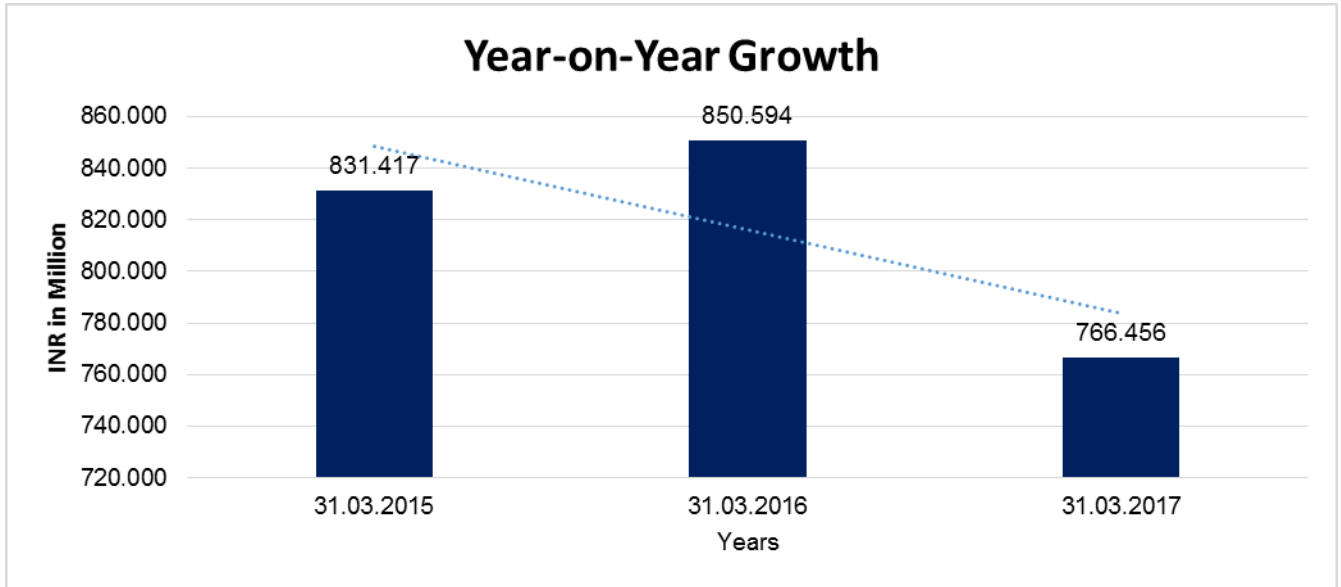
Debt to Equity



YEAR-ON-YEAR GROWTH

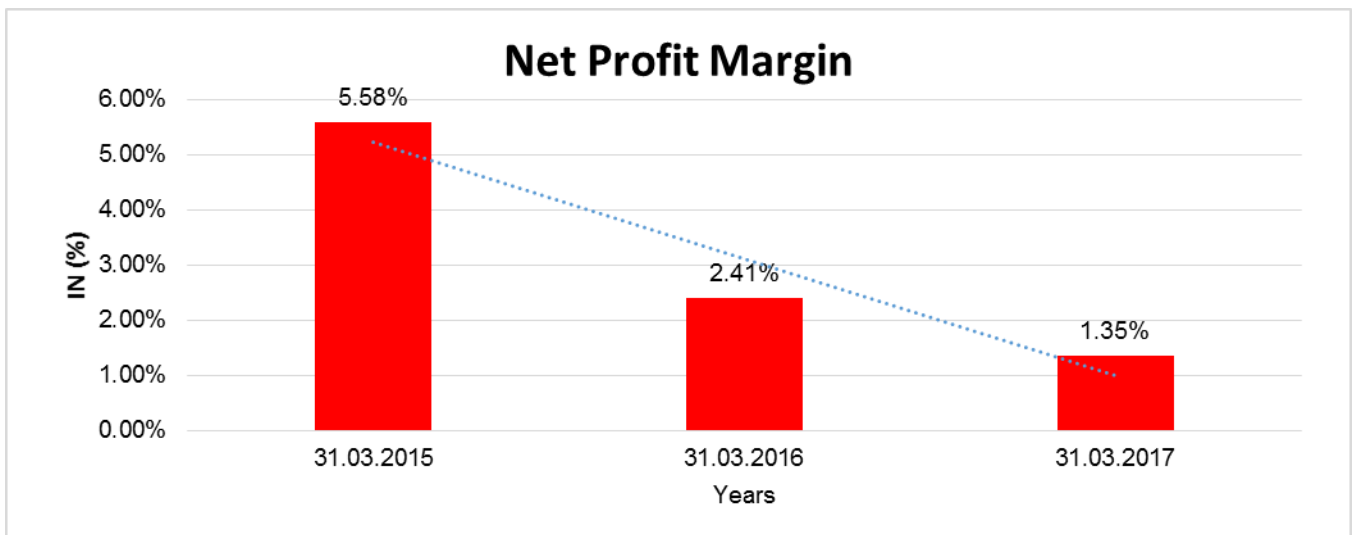
Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	831.417	850.594	766.456
		2.307	(9.892)

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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	831.417	850.594	766.456
Profit/(Loss)	46.397	20.498	10.348
	5.58%	2.41%	1.35%



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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	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	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	No
18	Major suppliers	Yes
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
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

INDEX OF CHARGES:

S No	SRN	Charge Id	Charge Holder Name	Date of Creation	Date of Modification	Date of Satisfaction	Amount	Address
1	G87267 134	100125 178	Axis Bank Limited	16/08/2017	28/03/2018	-	192000000.0	Corporate Banking Branch No.192 Anna Salai Chennai 638656, Tamilnadu, India
2	G53988 325	100081 127	Canara Bank	02/12/2016	-	14/09/2017	192000000.0	Teynampet Branch Chennai 600018, Tamilnadu, India

FIXED ASSETS:

- Land
- Building
- Vehicles
- Furniture and Fittings
- Plant and Machinery
- Computer
- Windmill
- Goodwill
- Computer Software
- Patent and Trademark

OBSERVATION POINTS

Name of Company :	ANANDA VIKATAN PUBLISHERS PRIVATE LIMITED
Address :	No. 757, Anna Salai, Chennai – 600002, Tamilnadu, India
Contact No.:	91-44-28524094
Person to whom we met:	Front office executive (Name Not Divulged)
Name Board :	Not Sighted (Only Logo was sighted)
Location:	Easy
Landmark (If Any):	Spencers
Total Floors of the building:	3 Floor
Subject situated on:	Whole building belongs the subject
Locality:	Commercial
Area of premises :	10,000 sq. ft.
Area :	Neutral
No. of employees seen at premises:	500
Visibility of Items :	<ul style="list-style-type: none"> • Telephone • Fax Machine • Computers • Air Conditioners • Office Equipment • Xerox Machine
Furniture Items sighted :	Yes
Neighbour's Interview :	Name of the company: Jamal Enterprises LLP Contact Person Name: Mr. Sekar (Security) Name of the company: Axis Bank Contact Person Name: Mr. Murali (Security)
Neighbour's Overview:	Existence confirmed
Proof of visit:	Photograph

PICTURES



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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 70.91
UK Pound	1	INR 90.84
Euro	1	INR 80.42

INFORMATION DETAILS

Information Gathered by :	TJL
Analysis Done by :	NIS
Report Prepared by :	NKT

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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