

MIRA INFORM REPORT

Report No. :	529497
Report Date :	08.10.2018

IDENTIFICATION DETAILS

Name :	TRIGGER BRAND EXPERIENCES
Registered Office :	House No.521, Sector – 7, Pocket – B, Faridabad – 121006, Haryana
Mobile No.:	91-9833038484 (Mr. Gaurav Trikha)
Country :	India
Financials (as on) :	31.03.2018
Year of Establishment :	October 2014
Capital Investment / Paid-up Capital :	INR 12.435 Million
PAN No.: [Permanent Account No.]	AEAPT5033Q
GSTN : [Goods & Service Tax Registration No.]	06AEAPT5033Q1Z4
Legal Form :	Sole Proprietary Concern
Line of Business :	Providing Event Management Services. (Confirmed by Management)
No. of Employees :	04 (Approximately)

RATING & COMMENTS

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

MIRA's Rating :	A
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Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

Maximum Credit Limit :	USD 35000
Status :	Satisfactory

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Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Subject is a proprietary concern and it was established in the year 2014.</p> <p>It is engaged in the business of providing event management services.</p> <p>For the financial year 2017, the concern has reported a marginal decline in its revenue from operations as compared to previous year but it has achieved fair profit margin during the year.</p> <p>Rating takes into consideration, satisfactory financial risk profile of the concern marked by adequate capital base and strong debt protection metrics.</p> <p>As per the provisional financial of 2018, the concern has achieved revenue of INR 18.51 million along with a profit margin of 8.00% during the period.</p> <p>Rating gets constrained on account of short track record of its business operation and its presence in highly competitive industry.</p> <p>Payment seems to be slow but correct.</p> <p>In view of aforesaid, the company can be considered for business dealings at usual trade terms and conditions.</p>

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 (31.12.2017)	Current Rating (01.04.2018)
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

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

Subject's name is not listed as a Sick Unit in the publicly available BIFR (Board for Industrial & Financial Reconstruction) list as of 08.10.2018

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. Gaurav Trikha
Designation :	Proprietor
Contact No.:	91-9833038484
Date:	03.10.2018

LOCATIONS

Registered Office / Warehouse :	House No.521, Sector – 7, Pocket – B, Faridabad – 121006, Haryana, India
Tel. No.:	Not Available
Mobile No.:	91-9833038484 (Mr. Gaurav Trikha)
Fax No.:	Not Available
E-Mail :	gt.trigger@gmail.com
Location :	Rented
Locality:	Residential
Corporate Office:	A-103, Paryat Building -45, First Cross Lane, Lokhandwala, Andheri (West), Mumbai – 400053, Maharashtra, India

SOLE PROPRIETOR

Name :	Mr. Gaurav Trikha
Designation :	Proprietor
Date of Birth / Age :	39 Years
Qualification :	MBA
Experience :	16 Years
PAN No :	AEAPT5033Q

BUSINESS DETAILS

Line of Business :	Providing Event Management Services. (Confirmed by Management)
Brand Names :	Not Available
Agencies Held :	Not Available
Exports :	Not Available
Imports :	Not Available
Terms :	
Selling :	Cash, Advance Payment and Cheque

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Purchasing :	Cash, Advance Payment and Cheque
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GENERAL INFORMATION

Suppliers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark :	--
Customers :	Others	
	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
Remark :	--	
No. of Employees :	04 (Approximately)	
Bankers :	Banker Name :	IndusInd Bank Limited
	Branch :	Lokhandwala Branch, Andheri, West, Mumbai – 400053, Maharashtra, India
	Person Name (With Designation) :	--
	Contact Number :	91-22-44066666 (Ringing)
	Name of Account Holder :	--
	Account Number :	--
	Account Since (Date/Year of Account Opening) :	--
	Average Balance Maintained :	--
	Credit Facilities Enjoyed (CC/OD/Term Loan) :	--
	Account Operation :	--
Remark :	--	

Auditors :	
Name :	Shital Mutha and Company Chartered Accountants
Address:	Mumbai, Maharashtra, India
Collaborators :	Not Available
Membership :	Not Available
Sister Concern :	Not Available

CAPITAL STRUCTURE

AS ON 31.03.2018

Particular	Amt in Million
Gaurav Trikha - Capital	10.954
Net Profit	1.482
Total	12.436

FINANCIAL DATA
[all figures are INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2018	31.03.2017	31.03.2016
EQUITY AND LIABILITIES			
1] Capital Account	12.436	7.592	4.521
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
NETWORTH	12.436	7.592	4.521
LOAN FUNDS			
1] Secured Loans	0.096	0.304	0.468
2] Unsecured Loans	0.000	0.000	0.000
TOTAL BORROWING	0.096	0.304	0.468
DEFERRED TAX LIABILITIES	0.000	0.000	0.000
TOTAL	12.532	7.896	4.989
APPLICATION OF FUNDS			

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FIXED ASSETS [Net Block]	2.838	2.809	2.779
Capital work-in-progress	0.000	0.000	0.000
INVESTMENT	0.000	0.000	0.000
DEFERREX TAX ASSETS	0.000	0.000	0.000
CURRENT ASSETS, LOANS & ADVANCES			
Inventories	0.000	0.000	0.000
Sundry Debtors	4.628	4.126	5.177
Cash & Bank Balances	9.550	4.970	3.415
Other Current Assets	0.342	0.285	0.350
Loans & Advances	0.272	0.187	0.341
Total Current Assets	14.792	9.568	9.283
Less : CURRENT LIABILITIES & PROVISIONS			
Sundry Creditors	4.953	4.397	6.960
Other Current Liabilities	0.145	0.084	0.113
Provisions	0.000	0.000	0.000
Total Current Liabilities	5.098	4.481	7.073
Net Current Assets	9.694	4.481	2.210
MISCELLANEOUS EXPENSES	0.000	0.000	0.000
TOTAL	12.532	7.896	4.989

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2018	31.03.2017	31.03.2016
	SALES			
	Income	18.513	17.422	17.759
	Other Income	0.000	0.000	0.000
	TOTAL	18.513	17.422	17.759
	Less EXPENSES			
	Brokerage and Commission Experience	0.287	0.273	0.262
	Business Promotion Experience	0.189	0.187	0.154
	Equipment Hire	1.937	1.935	1.909
	Event Execution experience	2.817	2.817	2.843
	Event Expenses	2.847	2.821	3.078
	Location / Venue hire Charges	0.888	0.888	0.872
	Materials Purchased	0.843	0.849	0.823
	Permission Charges	0.765	0.762	0.737
	Photography Expenses	0.154	0.152	0.162
	Profession Fees Paid	0.650	0.629	0.579
	Promoter and Man Power Hire Charges	0.938	0.935	0.920

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	Rent Paid	0.233	0.218	0.197
	Salary and Wages	0.369	0.321	0.273
	Set Making and Fabrication	3.320	2.507	2.362
	Other expenses	0.740	0.689	0.614
	TOTAL	16.977	15.983	15.785
	PROFIT/ (LOSS) BEFORE INTEREST, AND DEPRECIATION AND AMORTISATION	1.536	1.439	1.974
Less	FINANCIAL EXPENSES	0.009	0.004	0.002
	PROFIT / (LOSS) BEFORE,DEPRECIATION AND AMORTISATION	1.527	1.435	1.972
Less/ Add	DEPRECIATION/ AMORTISATION	0.046	0.041	0.004
	NET PROFIT	1.481	1.394	1.968

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Average Collection Days (Sundry Debtors / Income * 365 Days)	0.00	0.00	0.00
Account Receivables Turnover (Income / Sundry Debtors)	4.00	4.22	3.43
Inventory Turnover (Operating Income / Inventories)	0.00	0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)	0.54	0.51	0.71

LEVERAGE RATIOS

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.29	0.39	0.63
Debt Equity Ratio (Total Liability / Networth)	0.01	0.04	0.10

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Current Liabilities to Networth (Current Liabilities / Net Worth)	0.41	0.59	1.56
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.23	0.37	0.61
Interest Coverage Ratio (PBIT / Financial Charges)	170.67	359.75	987.00

PROFITABILITY RATIOS

PARTICULARS		31.03.2018	31.03.2017	31.03.2016
Net Profit Margin ((PAT / Sales) * 100)	%	7.99	8.00	11.08
Return on Total Assets ((PAT / Total Assets) * 100)	%	8.40	11.26	16.32
Return on Investment (ROI) ((PAT / Networth) * 100)	%	11.91	18.36	43.53

SOLVENCY RATIOS

PARTICULARS		31.03.2018	31.03.2017	31.03.2016
Current Ratio (Current Assets / Current Liabilities)		2.90	2.14	1.31
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		2.90	2.14	1.31
G-Score Ratio Financial (Networth / Total Assets)		0.71	0.61	0.37
G-Score Ratio Debt (Debts / Equity Capital)		0.01	0.05	0.18
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		2.90	2.14	1.31

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

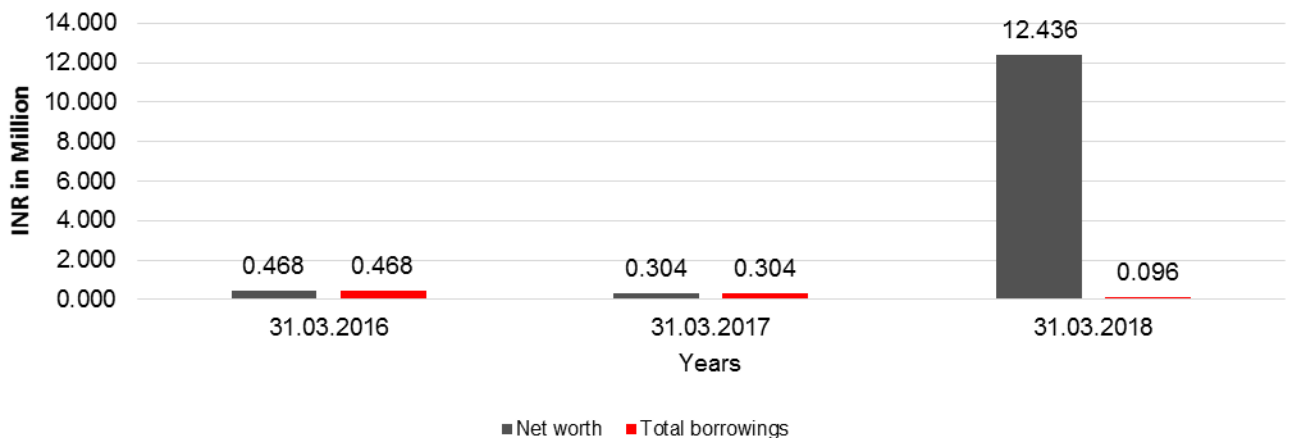
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FINANCIAL ANALYSIS
[all figures are INR Million]

DEBT EQUITY RATIO

Particular	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Capital Account	0.468	0.304	12.436
Reserves & Surplus	0.000	0.000	0.000
Share Application money pending allotment	0.000	0.000	0.000
Net worth	0.468	0.304	12.436
Secured loans	0.468	0.304	0.096
Unsecured loans	0.000	0.000	0.000
Total borrowings	0.468	0.304	0.096
Debt/Equity ratio	1.000	1.000	0.008

Debt to Equity



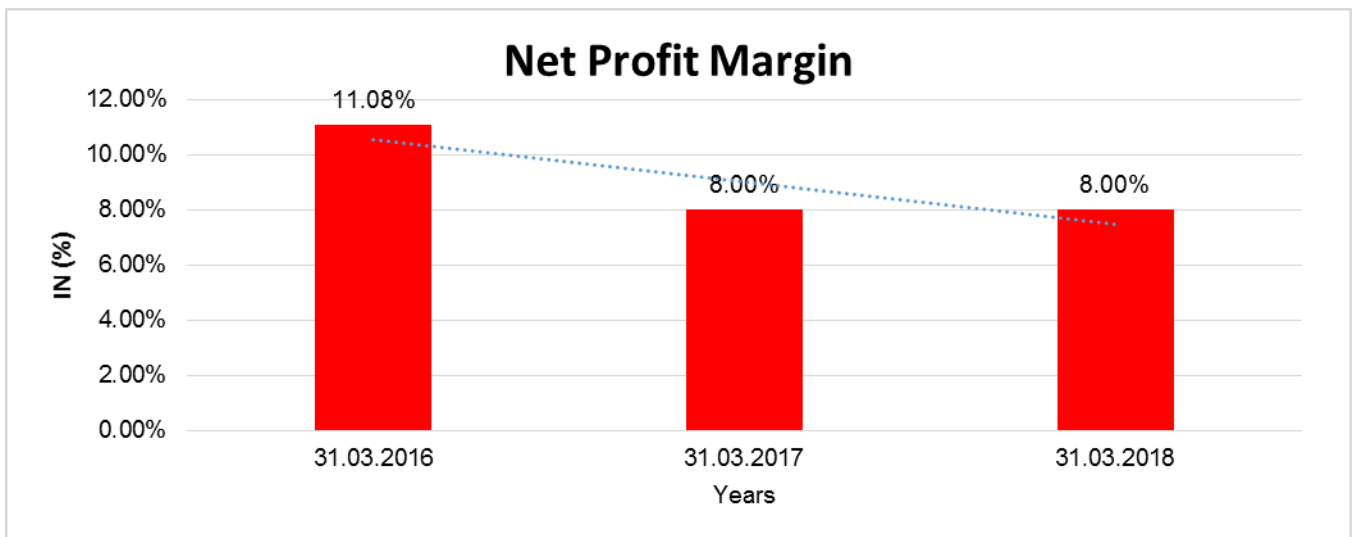
YEAR-ON-YEAR GROWTH

Year on Year Growth	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Total Income	17.759	17.422	18.513
		(1.898)	6.262

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NET PROFIT MARGIN

Net Profit Margin	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Sales	17.759	17.422	18.513
Profit/(Loss)	1.968	1.394	1.481
	11.08%	8.00%	8.00%



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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	--
6	Contact numbers	Yes
7	Name of the person contacted	Yes
8	Designation of contact person	Yes
9	Promoter's background	No
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	No
17	Details of sister concerns	No
18	Major suppliers	No
19	Major customers	No
20	Banking Details	Yes
21	Banking facility details	No
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	No
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

FIXED ASSETS:

- Flat
 - Household Assets
 - Motor Car
 - Canon Printer
 - LED TV
 - I Phone 7 Plus
- 

CMT REPORT (Corruption, Money Laundering & Terrorism]

The Public Notice information has been collected from various sources including but not limited to: **The Courts, India Prisons Service, Interpol, etc.**

1] INFORMATION ON DESIGNATED PARTY

No exist designating subject or any of its beneficial owners, controlling shareholders or senior officers as terrorist or terrorist organization or whom notice had been received that all financial transactions involving their assets have been blocked or convicted, found guilty or against whom a judgement or order had been entered in a proceedings for violating money-laundering, anti-corruption or bribery or international economic or anti-terrorism sanction laws or whose assets were seized, blocked, frozen or ordered forfeited for violation of money laundering or international anti-terrorism laws.

2] Court Declaration :

No records exist to suggest that subject is or was the subject of any formal or informal allegations, prosecutions or other official proceeding for making any prohibited payments or other improper payments to government officials for engaging in prohibited transactions or with designated parties.

3] Asset Declaration :

No records exist to suggest that the property or assets of the subject are derived from criminal conduct or a prohibited transaction.

4] Record on Financial Crime :

Charges or conviction registered against subject: **None**

5] Records on Violation of Anti-Corruption Laws :

Charges or investigation registered against subject: **None**

6] Records on Int'l Anti-Money Laundering Laws/Standards :

Charges or investigation registered against subject: **None**

7] Criminal Records

No available information exist that suggest that subject or any of its principals have been formally charged or convicted by a competent governmental authority for any financial crime or under any formal investigation by a competent government authority for any violation of anti-corruption laws or international anti-money laundering laws or standard.

8] Affiliation with Government :

No record exists to suggest that any director or indirect owners, controlling shareholders, director, officer or employee of the company is a government official or a family member or close business associate of a Government official.

9] Compensation Package :

Our market survey revealed that the amount of compensation sought by the subject is fair and reasonable and comparable to compensation paid to others for similar services.

10] Press Report :

No press reports / filings exists on the subject.

CORPORATE GOVERNANCE

MIRA INFORM as part of its Due Diligence do provide comments on Corporate Governance to identify management and governance. These factors often have been predictive and in some cases have created vulnerabilities to credit deterioration.

Our Governance Assessment focuses principally on the interactions between a company's management, its Board of Directors, Shareholders and other financial stakeholders.

CONTRAVENTION

Subject is not known to have contravened any existing local laws, regulations or policies that prohibit, restrict or otherwise affect the terms and conditions that could be included in the agreement with the subject.

FOREIGN EXCHANGE RATES

Currency	Unit	INR
US Dollar	1	INR 73.57
UK Pound	1	INR 95.72
Euro	1	INR 84.61

INFORMATION DETAILS

Information Gathered by :	GAY
Analysis Done by :	VIV R
Report Prepared by :	RNA

SCORE FACTORS

DEMERIT POINTS		
--BANK CHARGES	YES/NO	NO
--LITIGATION	YES/NO	NO
--OTHER ADVERSE INFORMATION	YES/NO	NO
MERIT POINTS		
--SOLE DISTRIBUTORSHIP	YES/NO	NO
--EXPORT ACTIVITIES	YES/NO	NO
--AFFILIATION	YES/NO	NO
--LISTED	YES/NO	NO
--OTHER MERIT FACTORS	YES/NO	YES

RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)

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