

MIRA INFORM REPORT

Report No. :	534037
Report Date :	10.10.2018

IDENTIFICATION DETAILS

Name :	HERCULES INTERNATIONAL ENTERPRISES
Registered Office :	Al Gulayaa Area, Al Sharq Street, Office No. 201 Floor No. 2 PO Box: 4756 Sharjah
Country :	United Arab Emirates
Financials (as on) :	31.12.2017
Date of Incorporation :	06.04.1993
Com. Reg. No.:	116327
Legal Form :	Individual Establishment
Line of Business :	Trading as importers, wholesalers and distributors of building materials, sanitary items, bath wares, cables & wires, hardware, ceramics, wood coatings & paints as well as door locks, hinges and other door security items.
No. of Employees :	11 (Subject) 300 (group)

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

Status :	Satisfactory
Payment Behaviour :	Slow but Correct
Litigation :	Clear

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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 (31.12.2017)	Current Rating (01.04.2018)
United Arab Emirates	A2	A2

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

UNITED ARAB EMIRATES - ECONOMIC OVERVIEW

The UAE has an open economy with a high per capita income and a sizable annual trade surplus. Successful efforts at economic diversification have reduced the portion of GDP from the oil and gas sector to 30%.

Since the discovery of oil in the UAE nearly 60 years ago, the country has undergone a profound transformation from an impoverished region of small desert principalities to a modern state with a high standard of living. The government has increased spending on job creation and infrastructure expansion and is opening up utilities to greater private sector involvement. The country's free trade zones - offering 100% foreign ownership and zero taxes - are helping to attract foreign investors.

The global financial crisis of 2008-09, tight international credit, and deflated asset prices constricted the economy in 2009. UAE authorities tried to blunt the crisis by increasing spending and boosting liquidity in the banking sector. The crisis hit Dubai hardest, as it was heavily exposed to depressed real estate prices. Dubai lacked sufficient cash to meet its debt obligations, prompting global concern about its solvency and ultimately a \$20 billion bailout from the UAE Central Bank and Abu Dhabi Government that was refinanced in March 2014.

The UAE's dependence on oil is a significant long-term challenge, although the UAE is one of the most diversified countries in the Gulf Cooperation Council. Low oil prices have prompted the UAE to cut expenditures, including on some social programs, but the UAE has sufficient assets in its sovereign investment funds to cover its deficits. The government reduced fuel subsidies in August 2015, and introduced excise taxes (50% on sweetened carbonated beverages and 100% on energy drinks and tobacco) in October 2017. A five-percent value-added tax was introduced in January 2018. The UAE's strategic plan for the next few years focuses on economic diversification, promoting the UAE as a global trade and tourism hub, developing industry, and creating more job opportunities for nationals through improved education and increased private sector employment.

Source : CIA

BRIEF SUMMARY

COMPANY NAME	HERCULES INTERNATIONAL ENTERPRISES			
CORPORATE ADDRESS	Building N/A	Area Jurf Industrial Area No. 3	Town Ajman	PO Box 4756 Sharjah
TEL/FAX	Verified Phones: (+971 6) 744 4131 / Fax: (+971 6) 744 4227			
EMAIL/WEBSITE	Email: info@herculesuae.com / Website: www.herculesuae.com			
ACTIVITY	NACE 4673 - Wholesale of wood, construction materials and sanitary equipment; NACE 4613 - Agents involved in the sale of timber and building materials;			
PRINCIPAL	Abdul Latheef Meera Sahib Managing Director			Workforce 11
LEGAL INFO	Date Of Est. 06/04/1993	Reg. No. 116327	Legal Form Individual Establishment	Status Active

IDENTIFICATION

CO. NAME	HERCULES INTERNATIONAL ENTERPRISES		
ALSO KNOWN NAME (S)	HERCULES INT. ENT.		
AREA	Jurf Industrial Area No. 3		
POSTAL ADDRESS	4756 Sharjah		
TOWN	Ajman		
COUNTRY	United Arab Emirates		
TELEPHONE	(+971 6) 744 4131 / (+971 6) 744 4699 / Mobiles (+971 50) 616 0864 (Abdul Salim Zainuddin) / (+971 50) 646 6315 / (+971 50) 747 1367 (Ashhar Abdul Latheef)		
FAX	(+971 6) 744 4227		
VERIFIED EMAIL	info@herculesuae.com / salim@herculesuae.com / mathewm@herculesuae.com		
WEBSITE	www.herculesuae.com		
BUSINESS HOURS	DAYS Sun-Thu	OFFICE HOURS 08:30-18:30	BREAK TIME 13:00-14:00
REGISTERED ADDRESS	Al Gulayaa Area, Al Sharq Street, Office No. 201 Floor No. 2 PO Box: 4756 Sharjah		
FORMER ADDRESS	Until March 2016, subject was located at: Emirates Road, Industrial Area No. 11 PO Box: 4756 Sharjah		

SENIOR PERSONNEL

MANAGEMENT	NAME	POSITION
	Abdul Latheef Meera Sahib	Managing Director
	Ashhar Abdul Latheef	Executive Director
	M.C. Mathew	General Manager
	Abdul Salim Zainuddin	Commercial & Finance Manager
	Nasser Ahmed Raeissi	Public Relations Manager
	Nizad Nazir	Accounts Executive
WORKFORCE	NO. OF EMPLOYEES	PERIOD
	11	10.2018
	300 (group)	01.2018

FINANCIAL SUMMARY

TURNOVER	31/12/2017	30/09/2018 (Quarterly Results)
	AED 10,000,000	AED 7,500,000
NET PROFIT / (LOSS)	Not given but stated to be profitable	
NOTES	The following financial information applies to subject's affiliated company, Hercules Heavy Equipment Trading Co LLC:	

Turnover : AED 101,000,000 - 2012
: AED 92,000,000 - 2013 *
: AED 80,000,000 - 2014 *
: AED 155,000,000 - 2015

Net Profit : AED 1,300,000 - 2012
: AED 400,000 - 2013 *
: AED 1,000,000 - 2014

* Decrease in sales turnover and net profit in 2013 and 2014 was due to the global economic downturn and unfavourable market conditions.

Financial year ends 31 December.

The following financial information applies to the group (GCC operations):

Turnover : AED 200,000,000 – 2017 (approx)
FISCAL YEAR-END Financial year ends 31 December.
31 December.

LEGAL STATUS

INCORPORATION	06/04/1993	
REGISTRATION NO.	LICENSE NUMBER	ISSUED BY
	Trade License No.: 116327 (expiry date:	Sharjah
	03/04/2019)	Economic
		Development
		Department
		(SEDD)
CAPITAL	Not provided	
BUSINESS HISTORY	The Company was incorporated in Sharjah on 6 April 1993.	
LEGAL FORM	Individual Establishment	
STATUS	Active	
OWNER	NAME	PERCENTAGE
	Dr. Jamal Ibrahim Ahmad Alhaj Nationality: Emirati	100.00%

* It is understood that Abdul Latheef Meera Sahib (Indian national) is the unofficial owner of the business.

OPERATION

BANKERS	United Arab Bank Al Burj Avenue PO Box 881 Sharjah Telephone: (+971 6) 568 4111 Fax : (+971 6) 568 4965
ACTIVITY CODE (NACE)	4673 - Wholesale of wood, construction materials and sanitary equipment; 4613 - Agents involved in the sale of timber and building materials;
LINE OF BUSINESS	Trading as importers, wholesalers and distributors of building materials, sanitary items, bath wares, cables & wires, hardware, ceramics, wood coatings & paints as well as door locks, hinges and other door security items. Agents for RAK Ceramics, Prisma, Lama, SIRCA, ITALMIX, DONATI, National Cables, ARISTONCAVI and ARUS.

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	Hercules Group comprises of the following division: – Automobiles, Trading Auto Parts for Cars & Trucks; - Auto Servicing; - Heavy Equipment Trading/Leasing; - Building Materials Trading; - Furniture & Interiors; - Civil Construction; - Specialized divisions for international trade, material supply and engineering. Europe, Italy, Slovenia, India, Malaysia and China.
IMPORT FROM	GCC and African countries.
EXPORT TO	Premises comprising administrative offices located at the heading address as well as additional premises located at Maliha Road, Sharjah.
FACILITIES	Subject is a member of the Hercules Group of Companies, which includes the following companies:
RELATED COMPANIES	

Associates

1. Hercules Heavy Equipment Trading Co LLC
Al Jurf 3
PO Box: 4756
Sharjah
United Arab Emirates
Est.: 10/12/1988
C.R. No. : 17953
Trade License No. : 16939
Principal Bankers: Hsbc Bank Middle East /
Habib Bank AG Zurich / United Arab Bank
/ Bank Of Baroda / Emirates Islamic Bank /
Abu Dhabi Commercial Bank (ADCB)
Trading as importers, wholesalers and
retailers of auto spare parts for heavy
trucks and heavy machinery.
2. Hercules Auto Spare Parts Trdg Co. LLC
PO Box 4756
Sharjah
Telephone: (+971 6) 533 8830
Fax : (+971 6) 533 5548
3. Taer Al Sahraa Auto Spare Parts Trading
PO Box 2046
Al Quisais
Dubai
Telephone: (+971 4) 267 2613
Fax : (+971 4) 267 5893

4. Rashid Transport Est.
PO Box 4756
Emirates Road
Sharjah
Telephone: (+971 6) 534 3888
Fax : (+971 6) 534 3227
5. Hygenic Tourist Home
Attingal
Trivandrum
India
Telephone: (+91 470) 262 1398
6. Taer Al Sahraa General Land Transport.
PO Box 2046
Al Quoz Ind. Area
Dubai
Telephone: (+971 4) 347 5465
Fax : (+971 4) 347 5470
Leasing/Renting of earth moving heavy equipments, land transportation, service & repairs, Hercules radiator/cooler/ heat exchanger.
7. Hercules Auto Care Centre
PO Box 2046
Al Quoz Industrial Area
Dubai
Telephone: (+971 4) 347 7609
Fax : (+971 4) 341 0016
8. Tristar Trading Co WLL
PO Box 9187
Mussafah
Abu Dhabi
Telephone: (+971 2) 554 4456
Fax : (+971 2) 554 4466
E-mail:- tristart@emirates.net.ae
Dealers in auto spare parts for European & Japanese trucks / cars.
9. Hercules Heavy Machinery Trdg. Est.
PO Box 9284
Mussafah
Abu Dhabi
Telephone: (+971 2) 554 0767
Fax : (+971 2) 554 0804
Trading in auto spare parts for European trucks & cars.

10. Amson Furniture Factory LLC
PO Box 40291
Ind. Area 2
Sharjah
Telephone: (+971 6) 542 3033
Fax : (+971 6) 543 1053
11. Saeed Al Yamahi Auto Spare Parts LLC.
PO Box 1186
Fujairah
Telephone: (+971 9) 222 1507
Fax : (+971 9) 224 1768
12. Rashid & Uqab Build. Cont. Co. LLC
PO Box 40291
Ind. Area 2
Sharjah
Telephone: (+971 6) 542 3033
Fax : (+971 6) 543 1053
13. Hercules Hospitalities (P) Ltd.
Attingal
Trivandrum
India
Telephone: (91) 470 262 1397
14. All Parts General Trdg & Contracting Co. LLC
P.O Box 26468
Safat 13125
Kuwait
Telephone: (+965) 2481 9145
Fax : (+965) 2483 1483
E-mail: allparts@qualitynet.net
15. Assamim Trading LLC
PO Box 1222
Ruwi
Sultanate of Oman
Telephone: (+968) 2471 7191
Fax : (+968) 2471 5494
16. Hercules Furniture
Attingal
Trivandrum
India
17. Hercules Automobiles Intl (p) Ltd.
PB No.4405

CCSB Road,
Chungam, Alleppey-688 011
Kerala
India
Telephone: (+91 477) 226 4565

PAYMENT

CREDIT OPINION

We consider it is acceptable to deal with subject

SPECIAL REMARKS

INTERVIEWED
COMMENTS

Nizad Nazir (Accounts Executive).
The address which you provided: Emirates Road, Sharjah Industrial
Area 11 applies to subject's former address. Please note that subject's
current administrative office address is located at the heading address.

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 74.10
UK Pound	1	INR 96.99
Euro	1	INR 85.11
UAE DH	1	INR 20.21

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	NIY
Report Prepared by :	DNS

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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)