

MIRA INFORM REPORT

Report No. :	534516
Report Date :	16.10.2018

IDENTIFICATION DETAILS

Name :	DIGITAL F5 MARKETING SERVICES
Registered Office :	4/75, C-1, Maniyar Building, Pandit Madan Mohan Marg, Tardeo, Mumbai – 400034, Maharashtra
Mobile No.:	91-9619872754 (Mr. Leelam Chand Gour)
Country :	India
Financials (as on) :	31.03.2017
Year of Establishment :	16.05.2016
Capital Investment / Paid-up Capital :	INR 6.833 Million
PAN No.: [Permanent Account No.]	AAMFD4048D
GSTN : [Goods & Service Tax Registration No.]	27AAMFD4048D1ZJ
Legal Form :	Partnership Concern with an unlimited liability of the partners
Line of Business :	Service provider of advertising and management (Confirmed by Management)
No. of Employees :	78 (Approximately)

RATING & COMMENTS

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

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

Maximum Credit Limit :	USD 19000
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Status :	Moderate
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Digital F5 Marketing Services is a service provider of advertising and management. The concern was started in May 2016 and has its base in Mumbai, Maharashtra. It is a partnership concern having moderate track record.</p> <p>As per available unaudited financials of March 2017, the concern has achieved decent operational revenue and has reported fair profit</p> <p>Further, rating takes into consideration sound capital base along with positive feedback received from its customers (Wellness Forever Medicare Private Limited), (Victorinox India Private Limited), (BMW India Private Limited) for satisfactory service provided.</p> <p>However, rating remains constrained on account of concern's limited track record of business operation and non-availability of audited financials statement</p> <p>Trade relations are reported as fair. Business is active. Payment terms are seems to be slow but correct</p> <p>The concern can be considered for business dealings with some caution</p> <p>Note :</p> <p>Site visit was conducted at the correspondence address of the concern. Our executive has successfully traced the concern at the address.</p> <p>At the premises, our executive met Mr. Leeladuar Gour (Sr. Account Manager) who confirmed existence of the concern at the address.</p> <p>As per our executive observation, it is an eight storey building and concern is situated on the second floor of the building. Locality of the premises appears to be commercial, area seems to be upmarket and area of the premises is 2,100 (sq. ft.)(approximately)</p> <p>Name board of the concern was sighted at the premises. Landmark of the area is near "Jolly Gymkhana" and 78 (approx.) employees were sighted at the premises.</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

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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	Not Available
Rating	Not Available
Rating Explanation	Not Available
Date	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 16.10.2018

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 (GENERAL DETAILS)

Name :	Mr. Leelam Chand Gour
Designation :	Senior Accounts Manager
Contact No.:	91-9619872754
Date :	15.10.2018

LOCATIONS

Registered Office :	4/75, C-1, Maniyar Building, Pandit Madan Mohan Marg, Tardeo, Mumbai – 400034, Maharashtra, India
Tel. No.:	Not Available
Mobile No.:	91-9619872754 (Mr. Leelam Chand Gour) 91-9820981089 (Mr. Barin Mukherjee)
Fax No.:	Not Available
E-Mail :	barin@digitalf5.com ravi@digitalf5.com
Website :	https://www.digitalf5.com
Correspondence Address:	203/04, Skyline Epitome, Kirol Village, Near Jolly Gymkhana, Vidya Vihar (West), Mumbai – 400086, Maharashtra, India
Area :	2100 Sq. ft.
Location :	Rented
Locality :	Commercial

PARTNERS

Name :	Mr. Ravi Ramkumar Dubey
Designation :	Partner
Address :	4/75, C-1, Maniyar Building, Pandit Madan Mohan Marg, Tardeo, Mumbai – 400034, Maharashtra, India
Date of Birth/Age :	38 Years
Qualification :	Master's in Computer Science
Experience :	16 Years

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Name :	Mr. Barin Mukherjee
Designation :	Partner
Address :	1206, Yvone, Nahar Amrit Shakti, Chandivali Farm Road, Andheri (East), Mumbai-400093, Maharashtra, India
Date of Birth/Age :	37 Years
Qualification :	MBA
Experience :	15 Years

KEY EXECUTIVES

Name :	Mr. Leelam Chand Gour
Designation :	Senior Accounts Manager

BUSINESS DETAILS

Line of Business :	Service provider of advertising and management (Confirmed by Management)
Brand Names :	Not Available
Agencies Held :	Not Available
Exports :	Not Available
Imports :	Not Available
Terms :	
Selling :	Cheque, Others (NEFT / RTGS)
Purchasing :	Cheque, Others (NEFT / RTGS) and Credit (30 Days)

GENERAL INFORMATION

Suppliers :	Since subject is service provider supplier details not available	
	Reference :	Not Available
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
Customers :		

	<table border="1"> <tr> <td>Reference :</td> <td>BMW India Private Limited</td> </tr> <tr> <td>Person Name (With Designation) :</td> <td>Mr. Abhinandan Gopal Shetty (Sales Marketing)</td> </tr> <tr> <td>Contact No.:</td> <td>91-9818300100</td> </tr> <tr> <td>Email:</td> <td>abhinandan.gopalsetty@bmw.in</td> </tr> <tr> <td>Since How Long Known :</td> <td>2 Years</td> </tr> <tr> <td>Maximum Limit Dealt :</td> <td>--</td> </tr> <tr> <td>Experience :</td> <td>--</td> </tr> <tr> <td>Remark:</td> <td>We had a word with Mr. Abhinandan Gopal Shetty (Sales Marketing) who confirmed that they know subject from last 2 years and they are satisfied with subject's services.</td> </tr> </table>	Reference :	BMW India Private Limited	Person Name (With Designation) :	Mr. Abhinandan Gopal Shetty (Sales Marketing)	Contact No.:	91-9818300100	Email:	abhinandan.gopalsetty@bmw.in	Since How Long Known :	2 Years	Maximum Limit Dealt :	--	Experience :	--	Remark:	We had a word with Mr. Abhinandan Gopal Shetty (Sales Marketing) who confirmed that they know subject from last 2 years and they are satisfied with subject's services.
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Email:	sushil.matey@livpure.in																
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	<table border="1"> <tr> <td>Reference :</td> <td>Victorinox India Private Limited</td> </tr> <tr> <td>Person Name (With Designation) :</td> <td>Mr. Saugato Banerjee (Vice President)</td> </tr> <tr> <td>Contact No.:</td> <td>91-9545553309</td> </tr> <tr> <td>Email:</td> <td>saugato.banerjee@victorinox.in</td> </tr> <tr> <td>Since How Long Known :</td> <td>3 Years</td> </tr> <tr> <td>Maximum Limit Dealt :</td> <td>--</td> </tr> <tr> <td>Experience :</td> <td>--</td> </tr> </table>	Reference :	Victorinox India Private Limited	Person Name (With Designation) :	Mr. Saugato Banerjee (Vice President)	Contact No.:	91-9545553309	Email:	saugato.banerjee@victorinox.in	Since How Long Known :	3 Years	Maximum Limit Dealt :	--	Experience :	--		
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Email:	saugato.banerjee@victorinox.in																
Since How Long Known :	3 Years																
Maximum Limit Dealt :	--																
Experience :	--																

	Remark:	Spoke with Mr. Saugato Banerjee (Vice President) who gave us positive response about subject company, the experience is good and there is no complaint.
No. of Employees :	78 (Approximately)	
Bankers :	Banker Name :	Axis Bank Limited
	Branch :	Ground Floor, Neelkanth Corporation Park, Vidya Vihar (West), Mumbai-400086, Maharashtra, India
	Person Name (With Designation) :	Mr. Satish (Senior Manager in Operation Head)
	Contact Number :	91-7045281542 91-9820679117 (Switch off)
	Account Number :	916020045951444
	Swift Code:	AXISINBB029
	ISFC Code:	UTIB0003054
	Credit Facilities Enjoyed (CC/OD/Term Loan) :	Current Account
	Account Operation :	Satisfactory
	Remark :	Spoke with Mr. Satish (Senior Manager in Operation Head) who confirmed existence of current account of subject company. Further he had not provided any feedback about the subject company

Auditors :	
Name :	Arvind S. Jain and Company Chartered Accountants
Address :	E-4, Bharat Nagar, Grant Road (East), Mumbai-400007, Maharashtra, India
Membership No.:	113825
Collaborators :	Not Available
Membership :	Not Available
Sister Concern :	<ul style="list-style-type: none"> AdClear Digital Marketing Services LLP

CAPITAL STRUCTURE

As On 31.03.2017

Particulars	Ravi Ramkumar Dubey	Barin Barun Mukherjee	Particulars	Ravi Ramkumar Dubey	Barin Barun Mukherjee
To TDS	1.010	0.674	By Net Profit	5.050	3.367
			By Cash / Bank	0.060	0.040
To Balance C/F	4.100	2.733			
Total	5.110	3.407	Total	5.110	3.407

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FINANCIAL DATA
[all figures are INR Million]

Particulars			31.03.2018
Sales Turnover (Approximately)			75.000

Expected Sales (2018-2019): INR 100.000 Million

The above information has been parted by Mr. Leelam Chand Gour (Senior Accounts Manager)

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS			31.03.2017
EQUITY AND LIABILITIES			
1] Capital Account			6.833
2] Share Application Money			0.000
3] Reserves & Surplus			0.000
NETWORTH			6.833
LOAN FUNDS			
1] Secured Loans			0.000
2] Unsecured Loans			0.000
TOTAL BORROWING			0.000
DEFERRED TAX LIABILITIES			0.000
TOTAL			6.833
APPLICATION OF FUNDS			
FIXED ASSETS [Net Block]			0.578
Capital work-in-progress			0.000
INVESTMENT			0.000
DEFERREX TAX ASSETS			0.000
CURRENT ASSETS, LOANS & ADVANCES			
Inventories			0.000
Sundry Debtors			8.369
Cash & Bank Balances			5.578
Other Current Assets			0.000
Loans & Advances			0.000
Total Current Assets			13.947
Less : CURRENT LIABILITIES & PROVISIONS			

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Sundry Creditors			5.943
Other Current Liabilities			1.749
Provisions			0.000
Total Current Liabilities			7.692
Net Current Assets			6.255
MISCELLANEOUS EXPENSES			0.000
TOTAL			6.833

PROFIT & LOSS ACCOUNT

	PARTICULARS		31.03.2017
	SALES		
	Income		23.281
	Other Income		0.480
	TOTAL		23.761
Less	EXPENSES		
	Blog Expenses (SEO)		0.408
	Books and Periodicals		0.010
	Campaign Expenses		0.453
	Commission Paid		1.585
	Content Expenses		0.045
	Contract Expenses		3.563
	Creative Development Expenses		0.002
	Entertainment Expenses		0.004
	Facebook Media Expense		6.381
	Hosting Expenses		0.030
	Incentive Expenses		0.018
	Input SBC 0.50%		0.040
	Interest on Late Payment		0.004
	Office Expenses		0.072
	Online Payment Charges		0.001
	Printing and Stationary Expenses		0.002
	Professional Fees		0.021
	Software Expenses		0.016
	Travelling Expenses		0.047
	Salary Expenses		2.393
	TOTAL		15.095
	PROFIT/ (LOSS) BEFORE INTEREST, DEPRECIATION AND AMORTISATION		8.666

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Less	FINANCIAL EXPENSES			0.000
	PROFIT / (LOSS) BEFORE, DEPRECIATION AND AMORTISATION			8.666
Less/ Add	DEPRECIATION/ AMORTISATION			0.248
	NET PROFIT/ (LOSS) BEFORE			8.418

Note: Sole Proprietary and Partnership concerns are exempted from filing their financials with the Government Authorities or Registry.

ADVERTISING PROMOTIONAL EXPENSES - NOT AVAILABLE

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS			31.03.2017
Average Collection Days (Sundry Debtors / Income * 365 Days)			131.21
Account Receivables Turnover (Income / Sundry Debtors)			2.78
Inventory Turnover (Operating Income / Inventories)			0.00
Asset Turnover (Operating Income / Net Fixed Assets)			14.99

LEVERAGE RATIOS

PARTICULARS			31.03.2017
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)			0.53
Debt Equity Ratio (Total Liability / Networth)			0.00
Current Liabilities to Networth (Current Liabilities / Net Worth)			1.13
Fixed Assets to Networth			0.08

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(Net Fixed Assets / Networth)			
Interest Coverage Ratio (PBIT / Financial Charges)			0.00

PROFITABILITY RATIOS

PARTICULARS			31.03.2017
Net Profit Margin ((PAT / Sales) * 100)	%		36.16
Return on Total Assets ((PAT / Total Assets) * 100)	%		57.96
Return on Investment (ROI) ((PAT / Networth) * 100)	%		123.20

SOLVENCY RATIOS

PARTICULARS			31.03.2017
Current Ratio (Current Assets / Current Liabilities)			1.81
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)			1.81
G-Score Ratio Financial (Networth / Total Assets)			0.47
G-Score Ratio Debt (Debts / Equity Capital)			0.00
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)			1.81

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

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

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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	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	Yes
18	Major suppliers	No
19	Major customers	Yes
20	Banking Details	Yes
21	Banking facility details	No
22	Conduct of the banking account	Yes
23	Financials, if provided	Yes
24	Capital in the business	No
25	Last accounts filed at ROC, if applicable	No
26	Turnover of firm for last about 2 years	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	Yes
29	Profitability for last one year	No
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

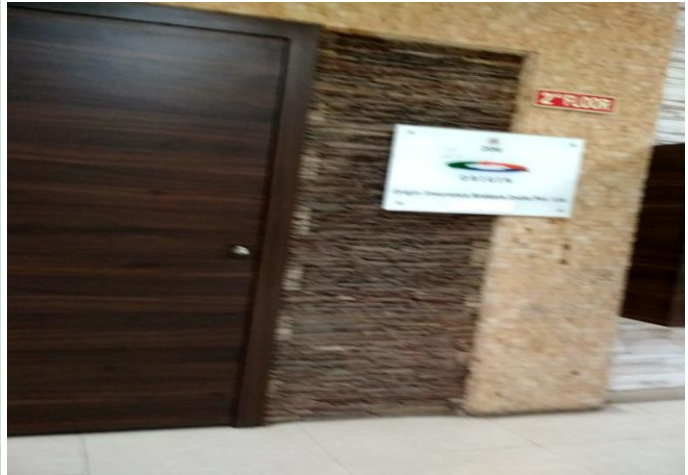
- Computer
- Printer

OBSERVATION POINTS

Name of Company :	DIGITAL F5 MARKETING SERVICES
Address :	203/04, Skyline Epitome, Kiroli Village, Near Jolly Gymkhana, Vidya Vihar (West), Mumbai – 400086, Maharashtra, India
Mobile No.:	91-9619872754
Email:	liladhargour@digitalf5.com
Person to whom we met:	Mr. Leelam Chand Gour Designation: (Senior Account Manager)
Name Board:	Sighted
Location:	Easy
Landmark (If Any):	Near "Jolly Gymkhana"
Total Floors of the building:	8 Storey Building
Subject situated on:	2 nd Floor
Locality:	Commercial
Area of Premises :	2100 (sq. ft.)
Area:	Upmarket
No. of Employees seen at Premises :	78 (Approximately)
Visibility of Items:	<ul style="list-style-type: none"> • Computer • Air Conditioner • Office Equipment
Proof of visit:	Photograph / Visiting Card

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PICTURE



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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 73.97
UK Pound	1	INR 97.08
Euro	1	INR 85.48

INFORMATION DETAILS

Information Gathered by :	SHW
Analysis Done by :	DIV
Report Prepared by :	RKI

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	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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