

KWAN (SOUTH) CELEBRITY SERVICES PRIVATE LIMITED - 534809 MIRA PAGE NO. : 1

MIRA INFORM REPORT

Report No. :	534809
Report Date :	13.10.2018

IDENTIFICATION DETAILS

Name :	KWAN (SOUTH) CELEBRITY SERVICES PRIVATE LIMITED
Registered Office :	202, Commerce Centre, B- 27, Near Morya House, Off New Link Road, Andheri (West), Mumbai – 400053, Maharashtra
Tel. No.:	91-22-42413333
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	13.10.2016
CIN No.: [Company Identification No.]	U74999MH2016PTC286745
Capital Investment / Paid-up Capital :	INR 0.100 Million
PAN No.: [Permanent Account No.]	AAGCK3231N
GSTN : [Goods & Service Tax Registration No.]	27AAGCK3231N1ZC
Legal Form :	Private Limited Liability Company
Line of Business :	Subject is engaged in the business of talent endorsements and management, film casting, marketing, events production, celebrity brand building, music-led platforms, fashion, sports marketing/ sponsorships and investment advisory services. (Registered Activity)
No. of Employees :	Information declined by the management

RATING & COMMENTS

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

MIRA's Rating : C

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Credit Rating	Explanation	Rating Comments
C	Medium High Risk	Business dealings permissible preferably on secured basis

Status :	Moderate
Payment Behaviour :	Slow
Litigation :	Clear
Comments :	<p>Subject was incorporated during October 2016 and it is engaged in the business of talent endorsements and management, film casting, marketing, events production, celebrity brand building and sports marketing/sponsorship.</p> <p>It is a joint venture between "Kwan Talent Management Agency Private Limited" based in Mumbai (India) and Mr. Ramanaidu Daggubati with 50% stake respectively.</p> <p>As per financials of March 2017, the company has commenced its business operations but has incurred losses.</p> <p>Rating is constrained on account the company's short track record of business operations along with eroded net worth and weak financial risk profile.</p> <p>Payment seems to be slow.</p> <p>In view of aforesaid, the company can be considered for business dealings at safe and secured 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.

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.

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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 13.10.2018

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 DENIED

MANAGEMENT NON-COOPERATIVE (Tel. No.: 91-22-42413333)

(Mobile No.: 91-9959106464 – Continuously Ringing)

LOCATIONS

Registered Office :	202, Commerce Centre, B- 27, Near Morya House, Off New Link Road, Andheri (West), Mumbai – 400053, Maharashtra, India
Tel. No.:	91-22-42413333
Fax No.:	Not Available
E-Mail :	finance@kwanent.in

DIRECTORS

As on 31.03.2018

Name :	Mr. Ramanaidu Daggubati
Designation :	Additional Director
Address :	Plot No.29, Film Nagar, Jubilee Hills, Hyderabad – 500033, Telangana, India
Date of Appointment :	22.11.2016
DIN No.:	00458939
Name :	Mr. Vijay Subramaniam
Designation :	Director
Address :	No.339, Kamala, Cambridge Layout, 1st Main Road, Someshwarapura, Ulsoor,

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	Bangalore – 560008, Karnataka, India
Date of Appointment :	13.10.2016
DIN No.:	06842302

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

As on 31.03.2017

Names of Shareholders	No. of Shares	%age
CAA KWAN Talent Management Agency Private Limited	5000	50.00
Ramanaidu Daggubati	5000	50.00
Total	10000	100.00

Share holding pattern

■ CAA KWAN Talent Management Agency Private Limited ■ Ramanaidu Daggubati



Equity Share Break up (Percentage of Total Equity)

As on 30.09.2017

Category	Percentage
Promoters (Individual/Hindu Undivided Family-Indian)	50.00
Promoters (Body corporate)	50.00
Total	100.00

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BUSINESS DETAILS

Line of Business :	Subject is engaged in the business of talent endorsements and management, film casting, marketing, events production, celebrity brand building, music-led platforms, fashion, sports marketing/ sponsorships and investment advisory services. (Registered Activity)	
Products/ Services :	Item Code No.	Product/ Services Description
	99961390	Other
Brand Names :	Not Available	
Agencies Held :	Not Available	
Exports :	Not Divulged	
Imports :	Not Divulged	
Terms :	Not Divulged	

PRODUCTION STATUS NOT AVAILABLE

GENERAL INFORMATION

Suppliers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
Customers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
No. of Employees :	Information declined by the management	
Bankers :	Bank Name	Not Divulged
	Branch	Not Divulged
	Person Name (With	--

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	Designation)	
	Contact Number	--
	Name of Account Holder	--
	Account Number	--
	Account Since (Date/Year of Account Opening)	--
	Average Balance Maintained (If Possible)	--
	Credit Facilities Enjoyed (If any)	--
	Account Operation	--
	Remarks (If any)	--

Auditors :	
Name :	Walker Chandiok and Company LLP Chartered Accountants
Address :	16 Floor, Tower II, Indiabulls Finance Centre, S.B. Marg, Elphistone (West), Mumbai – 400013, Maharashtra, India
Tel. No.:	91-22-66262600
Fax No.:	91-22-66262601
Income-tax PAN of auditor or auditor's firm :	AAAFW4298E
Memberships :	Not Available
Collaborators :	Not Available
Joint Venture Investors :	CAA KWAN Talent Management Agency Private Limited
Subsidiary of joint venture investor :	Gigstart Entertainment Private Limited
Companies in which relative of directors of the company are able to exercise control or have significant influence :	Suresh Productions Private Limited

CAPITAL STRUCTURE

As on 30.09.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
10000	Equity Shares	INR 10/- each	INR 0.100 Million

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Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
10000	Equity Shares	INR 10/- each	INR 0.100 Million

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FINANCIAL DATA
[all figures are in INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS			31.03.2017
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital			0.100
(b) Reserves & Surplus			(1.038)
(c) Money received against share warrants			0.000
(2) Share Application money pending allotment			0.000
Total Shareholders' Funds (1) + (2)			(0.938)
(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
Total Non-current Liabilities (3)			0.000
(4) Current Liabilities			
(a) Short term borrowings			2.000
(b) Trade payables			0.000
(c) Other current liabilities			1.665
(d) Short-term provisions			0.000
Total Current Liabilities (4)			3.665
TOTAL			2.727
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets			0.032
(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			0.268
(e) Other Non-current assets			0.000
Total Non-Current Assets			0.300

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(2) Current assets			
(a) Current investments			0.000
(b) Inventories			0.000
(c) Trade receivables			2.039
(d) Cash and cash equivalents			0.329
(e) Short-term loans and advances			0.059
(f) Other current assets			0.000
Total Current Assets			2.427
TOTAL			2.727

PROFIT & LOSS ACCOUNT

	PARTICULARS			31.03.2017
	SALES			
	Income			3.253
	Other Income			0.000
	TOTAL			3.253
Less	EXPENSES			
	Employees benefits expense			2.394
	Other expenses			1.840
	TOTAL			4.234
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION			(0.981)
Less	FINANCIAL EXPENSES			0.057
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION			(1.038)
Less/ Add	DEPRECIATION/ AMORTISATION			0.000
	PROFIT/ (LOSS) BEFORE TAX			(1.038)
Less	TAX			0.000
	PROFIT/ (LOSS) AFTER TAX			(1.038)
	Earnings / (Loss) Per Share (INR)			(104.00)

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CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars			31.03.2017
Current Maturities of Long term debt			NA
Cash generated from operations			(1.470)
Net cash flow from operating activity			(1.738)

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS			31.03.2017
Average Collection Days (Sundry Debtors / Income * 365 Days)			228.78
Account Receivables Turnover (Income / Sundry Debtors)			1.60
Average Payment Days (Sundry Creditors / Purchases * 365 Days)			0.00
Inventory Turnover (Operating Income / Inventories)			0.00
Asset Turnover (Operating Income / Net Fixed Assets)			(30.66)

LEVERAGE RATIOS

PARTICULARS			31.03.2017
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)			1.34
Debt Equity Ratio (Total Liability / Networth)			(2.13)
Current Liabilities to Networth (Current Liabilities / Net Worth)			(3.91)
Fixed Assets to Networth (Net Fixed Assets / Networth)			(0.03)
Interest Coverage Ratio (PBIT / Financial Charges)			(17.21)

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PROFITABILITY RATIOS

PARTICULARS				31.03.2017
Net Profit Margin <i>[(PAT / Sales) * 100]</i>	%			(31.91)
Return on Total Assets <i>[(PAT / Total Assets) * 100]</i>	%			(38.06)
Return on Investment (ROI) <i>[(PAT / Networth) * 100]</i>	%			110.66

SOLVENCY RATIOS

PARTICULARS				31.03.2017
Current Ratio <i>(Current Assets / Current Liabilities)</i>				0.66
Quick Ratio <i>[(Current Assets - Inventories) / Current Liabilities]</i>				0.66
G-Score Ratio Financial <i>(Networth / Total Assets)</i>				(0.34)
G-Score Ratio Debt <i>(Debts / Equity Capital)</i>				20.00
G-Score Ratio Liquidity <i>(Total Current Assets / Total Current Liabilities)</i>				0.66

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

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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	No
5	Buyer visit details	--
6	Contact numbers	Yes
7	Name of the person contacted	No
8	Designation of contact person	No
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	No
17	Details of sister concerns	Yes
18	Major suppliers	No
19	Major customers	No
20	Banking Details	No
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 about five months	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last about five 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	No
35	Negative Reporting by Auditors in the Annual Report	No

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NATURE OF OPERATIONS

Subject is a private limited company incorporated on 13.10.2016 and started its operations from 21 November 2016. It is engaged in the business of talent endorsements and management, film casting, marketing, events production, celebrity brand building, music-led platforms, fashion, sports marketing/ sponsorships and investment advisory services within territorial brooders of the states of Andhra Pradesh, Telangana, Tamilnadu and Karnataka. Management has strategy and plans for business in upcoming years to generate revenues and also has financial support from Joint Venture investors, if required.

OPERATIONAL PERFORMANCE

The company incorporated on 13th October, 2016 and commenced its business of talent endorsements and management. During the year, company recorded total loss of INR 1.038 Million. The basic Earnings per share for the year ended March 31, 2017 is (104). Being first year in business, the company is confident to achieve good business in near future.

UNSECURED LOAN

PARTICULARS		31.03.2017 (INR in Million)
Short-term borrowings		
Loan from joint ventures investors		2.000
Total		2.000

INDEX OF CHARGES

No Charges Exists for Company

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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 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.

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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 73.69
UK Pound	1	INR 96.93
Euro	1	INR 85.30

INFORMATION DETAILS

Information Gathered by :	SUP
Analysis Done by :	VIV
Report Prepared by :	SUD

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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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