

MIRA INFORM REPORT

Report No. :	535263
Report Date :	20.10.2018

IDENTIFICATION DETAILS

Name :	PARLE AGRO PRIVATE LIMITED (w.e.f.16.04.2001)
Formerly Known As :	PARLE AGRO LIMITED
Registered Office :	Western Express Highway, Sahar –Chakala Road, Parsiwada, Andheri (East), Mumbai – 400099, Maharashtra
Tel. No.:	91-22-67348000 / 66935010
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	26.12.1985
CIN No.: [Company Identification No.]	U15130MH1985PTC038459
Capital Investment / Paid-up Capital :	INR 82.000 Million
IEC No.: [Import-Export Code No.]	0390030929
TIN No:	33360862272
GSTN : [Goods & Service Tax Registration No.]	27AAACP8416G1ZF
PAN No.: [Permanent Account No.]	AAACP8416G
Legal Form :	Private Limited Liability Company
Line of Business :	Manufactures and Distributers of flavours, ready to serve fruit beverages, packaged drinking water, PET preforms, Caps and Handles. (Registered activity)
No. of Employees :	Information denied by the management

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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++	Minimum Risk	Business dealings permissible with minimum risk of default

Maximum Credit Limit :	USD 18000000
Status :	Excellent
Payment Behaviour :	Regular
Litigation :	Exist
Comments :	<p>Subject was incorporated in the year 1985. The company operates under three major business verticals like Beverages (fruit drinks, nectars, juice, sparkling drinks), Water (packaged drinking water) and Foods (confectionery, snacks).</p> <p>The company brands include- Frooti, Frooti Fizz, Appy, Appy Fizz, Café Cuba, Frio and Bailley, Bailley Soda, Dhishoom, etc.</p> <p>As per the financial of 2017, the company has achieved a favourable growth of 14.83% in its revenue as compared to the previous year and has gained a fair profitability margin of 8.01%.</p> <p>The company has possesses strong financial risk profile marked by sound network base along with low debt balance sheet profile and adequate liquidity position.</p> <p>Rating takes into consideration the company's healthy earnings per share (EPS) on INR 1571.77 as against its face value (FV) of INR 100.</p> <p>Business is active. Payment seems to be regular and as per commitments.</p> <p>In view of long and established track record of business operations along with strong brand recognition and healthy financial condition, the company can be considered for normal business dealings with 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

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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	CRISIL
Rating	Long term Loans (AA)
Rating Explanation	High degree of safety and very low credit risk.
Date	04.01.2018

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 20.10.2018

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

Name :	Mr. Vikram
Designation :	Account Head

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Contact No.:	91-22-67348000
Date :	17.10.2018

LOCATIONS

Registered/ Head Office :	Corporate/ Western Express Highway, Sahar –Chakala Road, Parsiwada, Andheri (East), Mumbai – 400099, Maharashtra, India
Tel. No.:	91-22-67348000 / 66935010/ 26142216
Fax No.:	91-22-66935050
E-Mail :	info@parleagro.com exports@parleagro.com performs@parleagro.com consumercell@parleagro.com corpcomm@parleagro.com
Website :	http://www.parleagro.com
Factories :	<p>Also located At:</p> <p>C-16, Sector-22, Opposite Samtal Electronics, Meerut Road, Industrial Area, Ghaziabad-201003 Uttar Pradesh</p> <p>Located at:</p> <p>Beverages [Own]</p> <ul style="list-style-type: none"> • Varanasi • Bhopal • Patalganga • Hyderabad • Khordha • Chennai <p>Beverages [Franchise]</p> <ul style="list-style-type: none"> • Ambala • Alwar • Nepal • Ranchi • Kolkata • Guwahati <p>Bailey [Franchise]</p> <ul style="list-style-type: none"> • Ambala • Haryana • Noida • Lucknow • Jaipur • Kathmandu • Gandhinagar

	<ul style="list-style-type: none"> • Ahmedabad • Mumbai • Patalganga • Solapur • Goa • Yavatmal • Hyderabad • Bangalore • Chittoor • Chennai • Aluva • Tamil Nadu • Bhubaneswar • Kolkata • Ranchi • Guwahati <p>Snacks</p> <ul style="list-style-type: none"> • Rudrapur • Delhi • Vatwa, Ahmedabad • Hyderabad
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DIRECTORS

As on 31.03.2018

Name :	Mrs. Nadia Chauhan Kurup
Designation :	Managing Director
Address :	Anand, 13th Floor, Plot, No.424, Chitrkar Dhurandhar Marg, Khar (West), Mumbai - 400052, Maharashtra, India.
Date of Birth/Age :	08.01.1986
Qualification :	Bachelor of Commerce
Date of Appointment :	24.02.2009
PAN No. :	AEVPC0282P
DIN No.:	00850166
Name :	Mr. Prakash Jayantilal Chauhan
Designation :	Whole Time Director
Address :	Shanti Kunj, 47 Tejpal Road, Vile Parle (East), Mumbai - 400057, Maharashtra, India
Date of Birth/Age :	16.12.1946
Qualification :	Electron Technology Programme – RCA Institute (USA) BSC. in Business Administration – Boston University USA
Date of Appointment :	26.12.1985
PAN No. :	AAIPC2975J

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DIN No.:	00078739		
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
U15499GJ1992PTC017153	PARLE SALES SERVICES PRIVATE LIMITED	21/02/1992	-
U74999MH1995PTC094344	PARLE PET PRIVATE LIMITED	31/07/2001	-
Name :	Mrs. Schauna Chauhan Bikramjeet Saluja		
Designation :	Whole Time Director		
Address :	2901, A Wing, 29th Floor, Oberoi Sky Heights, Lokhandwala, Andheri (West), Mumbai - 400052, Maharashtra, India		
Date of Birth/Age :	02.08.1976		
Qualification :	BBA International Management in Business School of Lausanne, Switzerland		
Date of Appointment :	30.09.1999		
PAN No. :	ADBPC2995C		
DIN No.:	00078965		
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
U15499GJ1992PTC017153	PARLE SALES SERVICES PRIVATE LIMITED	29/09/1999	-
U74999MH1995PTC094344	PARLE PET PRIVATE LIMITED	01/09/2004	-
Name :	Mrs. Alisha Chauhan Riyhad Kundanmal		
Designation :	Director		
Address :	1401/ 1402, Hicons Classic, CTS F/ 125, New Galita, TPS IV, 21st Road, Khar (West), Mumbai – 400052, Maharashtra, India		
Date of Birth/Age :	14.09.1978		
Qualification :	Bachelor of Commerce, Bachelor of Economics, BBA		
Date of Appointment :	15.09.2010		
PAN No. :	AERPC6469G		
DIN No.:	00079033		
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
U74999MH1995PTC094344	PARLE PET PRIVATE LIMITED	01/09/2004	-
Name :	Mr. Ashok Purshottam Bhawe		
Designation :	Director and Head Technical		
Address :	27-C, Prem Varsha Parsiwada, Sahar Road, Andheri (East), Mumbai - 400099, Maharashtra, India		
Date of Birth/Age :	05.10.1948		
Qualification :	M.E., Ministry of Transport		
Date of Appointment :	22.12.2008		
PAN No. :	ABPPB0380A		

DIN No.:	02480658
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KEY EXECUTIVES

Name :	Mr. Schauna Chauhan Bikramjeet
Designation :	Chief Executive Officer
Address :	2901 Wing A, 29th Floor, Oberoi, Sky Heights, Lokhandwala, Andheri (West), Mumbai - 400053, Maharashtra, India
Date of Birth/Age :	02.08.1976
Qualification :	Bachelor's Degree in International Management (BBA) specializing in International Business Management from the Business School Lausanne Switzerland
Date of Appointment :	01.04.2014
PAN No.:	ADBPC2995C
Name :	Mr. Bhalchandra Shripad Virkar
Designation :	Company Secretary
Address :	Shree Ganesh Vaibhav CHS Limited, B/304, Sector N0-6, Charkop Market Road, Charkop, Kandivali, Mumbai-400067, Maharashtra, India
Date of Appointment :	16.05.2016
PAN No.:	AAAPV6510G
Name :	Mr. Kishor V. Ved
Designation :	Practicing Company Secretary
Address :	D/215, Neelkanth Business Park, Near Vidyavihar Bus Depot, Vidyavihar West, Mumbai – 400086, Maharashtra, India
Tel. No:	91-22-25100327
Mob. No:	91-9004000831
Email:	vedkishor1@rediffmail.com kishore.ved@gmail.com
Name :	Mr. Vikram
Designation :	Account Department

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

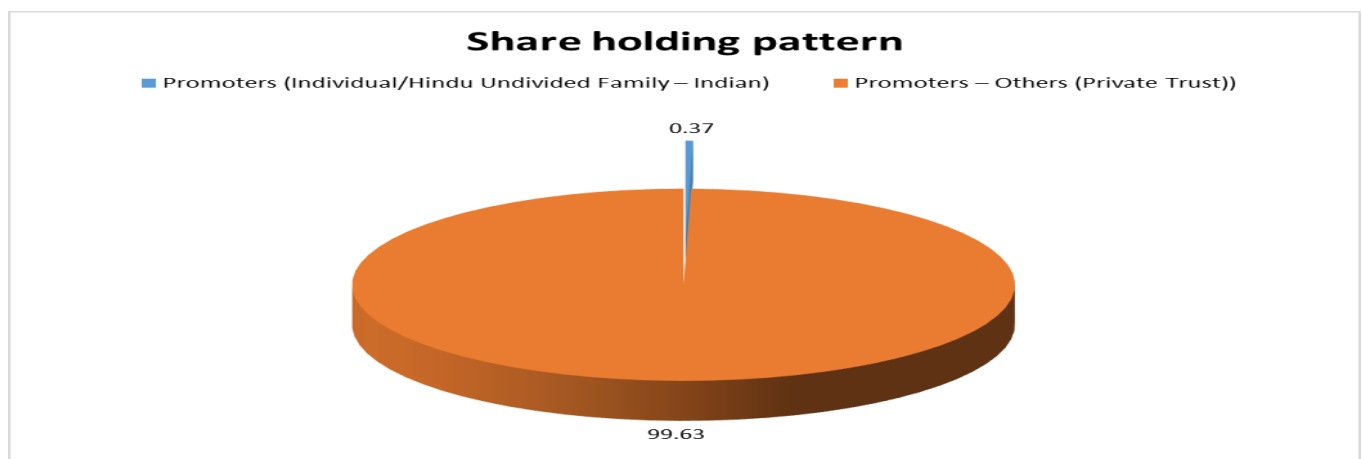
As on 31.03.2017

Names of Shareholders	No. of Shares
Prakash Jayahntilal Chauhan	1000
Schauhna Chauhan Bikramjeet Saluja	1000
Alisha Chauhan Riyhad Kundanmal	1000
Barclays Wealth Trustees India Private Limited, India (Trustee of JM Family Private Trust)	817000
Total	820000

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As on 29.09.2017

Category	Percentage
Promoters (Individual/Hindu Undivided Family – Indian)	0.37
Promoters – Others (Private Trust)	99.63
Total	100.00



BUSINESS DETAILS

Line of Business :	Manufactures and Distributers of flavours, ready to serve fruit beverages, packaged drinking water, PET preforms, Caps and Handles. (Registered activity)	
Products :	ITC Code No.	Product Descriptions
	22029020	Fruit Based Drinks
	39159042	PET Preforms
	22011010	Packaged Drinking Water (Bailley Bottles)
	82149010	Plastic Handles
	NIC Code No.	Products/Services Description
10304 & 11043	Manufacturing of fruit juice based ready to serve beverages and packaged drinking water	
Brand Names :	<ul style="list-style-type: none"> • FROOTI • FROOTI FIZZ • APPY • APPY FIZZ • CAFÉ CUBA 	

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	<ul style="list-style-type: none"> FRIO AND BAILLEY BAILLEY SODA DHISHOOM
Agencies Held :	Not Divulged
Exports :	Not Divulged
Imports :	Not Divulged
Terms :	Not Divulged

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 denied by the management	
Bankers :	<ul style="list-style-type: none"> CITI Bank N.A, First International Financial Centre, 9th Floor, Plot No. C-54 and 55, BKC, Bandra (East), Mumbai-400051, Maharashtra, India ICICI Bank Limited, ICICI Bank Tower, Near Chakli Circle, Old Padra Road, Vadodara-390007, Gujarat, India DBS Bank Limited, Bhushan Complex, 1st Floor, 806 Anna Salai Chennai-600002, Tamilnadu, India IndusInd Bank Limited, Shop No. 6,7,8 and 9 Roshan Avenue, Silvassa - Vapi Road, Silvassa-396230, Dadra and Nagar Haveli, India The Hongkong and Shanghai Banking Corporation Limited, 52/60, Mahatma Gandhi Road, Fort, Mumbai-400001, Maharashtra, India 	

Facilities :	Secured Loan	31.03.2017 (INR in Million)	31.03.2016 (INR in Million)
		Long-term Borrowings	
	Rupee term loans from banks	2376.600	0.000
	Short-term borrowings		
	Working capital loans from banks (Cash credit facility from banks is secured against hypothecation of stock and book debts and is repayable on demand)	22.736	200.022
	Total	2399.336	200.022

Auditors :	
Name :	S R B C and Company, LLP Chartered Accountants
Address :	14th Floor, The Ruby, 29 Senapati Bapat Marg, Dadar (West), Mumbai – 400028, Maharashtra, India
Income-tax PAN of auditor or auditor's firm :	ACHFS9117R
Memberships :	----
Collaborators :	----
Associates/Subsidiaries :	Not Divulged

CAPITAL STRUCTURE

As on 29.09.2017

Authorized Capital:

No. of Shares	Type	Value	Amount
1500000	Equity Shares	INR 100/- each	INR 150.000 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
820000	Equity Shares	INR 100/- each	INR 82.000 Million

FINANCIAL DATA
[all figures are in Rupees 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	82.000	82.000	82.000
(b) Reserves & Surplus	6328.919	5049.533	3938.575
(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)	6410.919	5131.533	4020.575
(3) Non-Current Liabilities			
(a) long-term borrowings	2376.600	113.500	246.500
(b) Deferred government grants	44.142	0.000	0.000
(c) Other long term liabilities	0.000	0.000	0.000
(d) long-term provisions	98.524	60.835	56.202
Total Non-current Liabilities (3)	2519.266	174.335	302.702
(4) Current Liabilities			
(a) Short term borrowings	1900.665	340.606	80.178
(b) Trade payables	1195.340	855.362	786.473
(c) Other current liabilities	830.915	672.631	711.767
(d) Short-term provisions	227.565	199.033	404.932
(e) Deferred government grants	24.600	0.000	0.000
Total Current Liabilities (4)	4179.085	2067.632	1983.350
TOTAL	13109.270	7373.500	6306.627
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	3446.757	2371.755	2471.113
(ii) Intangible Assets	26.651	22.283	11.579
(iii) Capital work-in-progress	1272.332	50.018	44.528
(iv) Intangible assets under development	0.000	6.450	0.000
(b) Non-current Investments	393.239	167.993	14.672
(c) Deferred tax assets (net)	240.454	411.690	185.632
(d) Long-term Loan and Advances	72.167	64.716	459.210
(e) Other Non-current assets	329.946	279.849	14.069
Total Non-Current Assets	5781.546	3374.754	3200.803

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(2) Current assets			
(a) Current investments	3453.378	1464.423	704.968
(b) Inventories	3016.936	2093.771	1851.935
(c) Trade receivables	318.906	221.040	217.775
(d) Cash and cash equivalents	9.969	24.532	28.015
(e) Short-term loans and advances	0.000	0.000	292.663
(f) Other current assets	528.535	194.980	10.468
Total Current Assets	7327.724	3998.746	3105.824
TOTAL	13109.270	7373.500	6306.627

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	SALES			
	Income	16095.376	14016.686	12517.894
	Other Income	472.462	159.162	91.987
	TOTAL	16567.838	14175.848	12609.881
Less	EXPENSES			
	Cost of Materials Consumed	7798.230	6276.659	6008.990
	Purchases of Stock-in-Trade	52.546	14.329	49.207
	Changes in inventories of finished goods, work-in-progress and Stock-in-Trade	(382.121)	106.136	(42.270)
	Employees benefits expense	1560.077	1378.580	1209.057
	Other expenses	4964.204	4038.706	3205.593
	TOTAL	13992.936	11814.410	10430.577
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	2574.902	2361.438	2179.304
Less	FINANCIAL EXPENSES	124.913	64.253	93.310
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	2449.989	2297.185	2085.994
Less/ Add	DEPRECIATION/ AMORTISATION	582.042	611.164	733.251
	PROFIT/ (LOSS) BEFORE TAX	1867.947	1686.021	1352.743
Less	TAX	579.096	567.478	281.009
	PROFIT/ (LOSS) AFTER TAX	1288.851	1118.543	1071.734
Add	PREVIOUS YEARS' BALANCE BROUGHT	3455.267	2336.724	1243.739

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FORWARD				
	Other Comprehensive Income	(28.726)	(19.261)	0.000
	Balance Carried to the B/S	4715.392	3436.006	2315.473
EARNINGS IN FOREIGN CURRENCY				
	F.O.B. Value of Exports	205.417	230.202	280.534
	TOTAL EARNINGS	205.417	230.202	280.534
	Earnings / (Loss) Per Share (INR)	1571.77	1364.08	1306.99

CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars	31.03.2017	31.03.2016	31.03.2015
Current Maturities of Long term debt	0.000	117.908	262.087
Net cash flows from (used in) operations	1154.029	2097.984	1828.977
Net cash flows from (used in) operating activities	746.086	1485.131	1916.251

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days [Sundry Debtors / Income * 365]	7.23	5.76	6.35
Account Receivables Turnover [Income / Sundry Debtors]	50.47	63.41	57.48
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	55.57	49.63	47.38
Inventory Turnover (Operating Income / Inventories)	0.85	1.13	1.18
Asset Turnover (Operating Income / Net Fixed Assets)	0.54	0.96	0.86

LEVERAGE RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
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Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.50	0.31	0.40
Debt Equity Ratio (Total Liability / Networth)	0.67	0.11	0.15
Current Liabilities to Networth (Current Liabilities / Net Worth)	0.65	0.40	0.49
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.74	0.48	0.63
Interest Coverage Ratio (PBIT / Financial Charges)	20.61	36.75	23.36

PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin (PAT / Sales) * 100	%	8.01	7.98	8.56
Return on Total Assets ((PAT / Total Assets) * 100)	%	9.83	15.17	16.99
Return on Investment (ROI) ((PAT / Networth) * 100)	%	20.10	21.80	26.66

SOLVENCY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)		1.75	1.93	1.57
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		1.03	0.92	0.63
G-Score Ratio Financial (Networth / Total Assets)		0.49	0.70	0.64
G-Score Ratio Debt (Debts / Equity Capital)		52.16	6.98	7.18
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		1.75	1.93	1.57

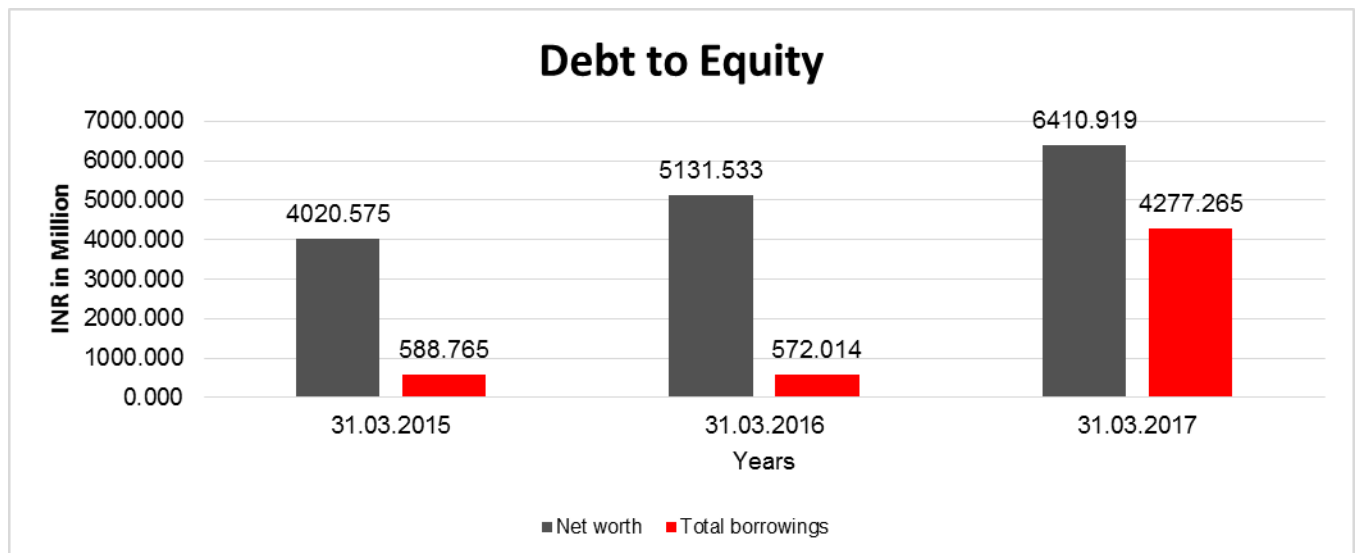
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

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FINANCIAL ANALYSIS
[all figures are in INR Million]

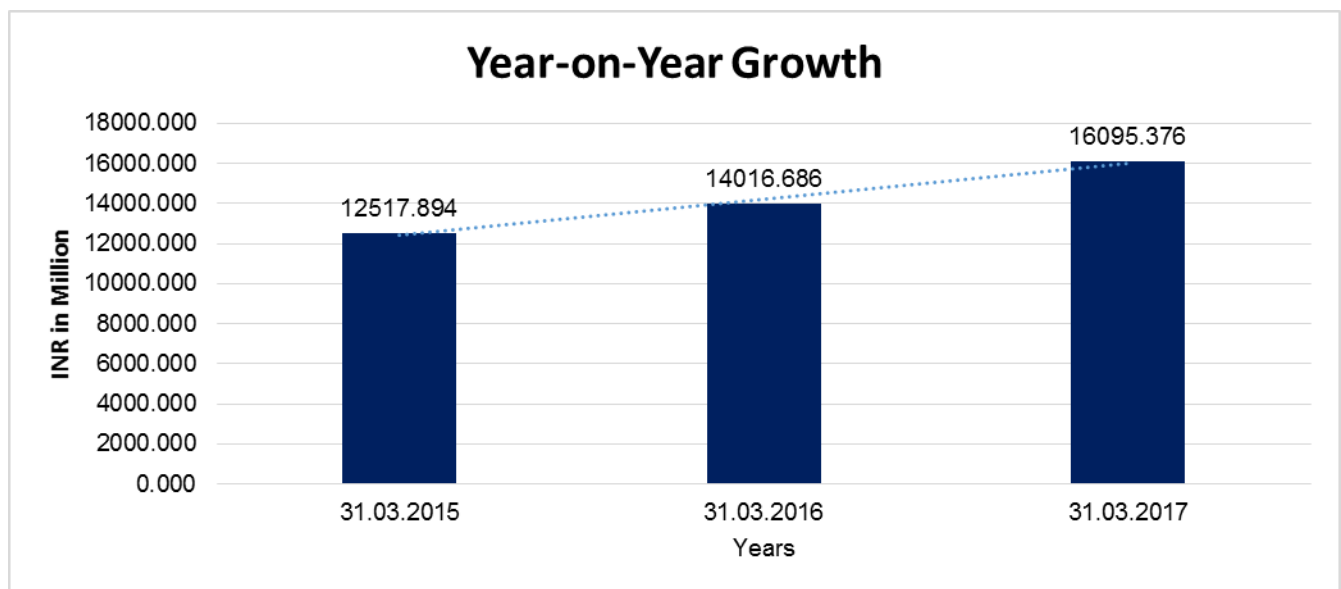
DEBT EQUITY RATIO

Particular	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Share Capital	82.000	82.000	82.000
Reserves & Surplus	3938.575	5049.533	6328.919
Money received against share warrants	0.000	0.000	0.000
Share Application money pending allotment	0.000	0.000	0.000
Net worth	4020.575	5131.533	6410.919
long-term borrowings	246.500	113.500	2376.600
Short term borrowings	80.178	340.606	1900.665
Current maturities of long-term debts	262.087	117.908	0.000
Total borrowings	588.765	572.014	4277.265
Debt/Equity ratio	0.146	0.111	0.667



YEAR-ON-YEAR GROWTH

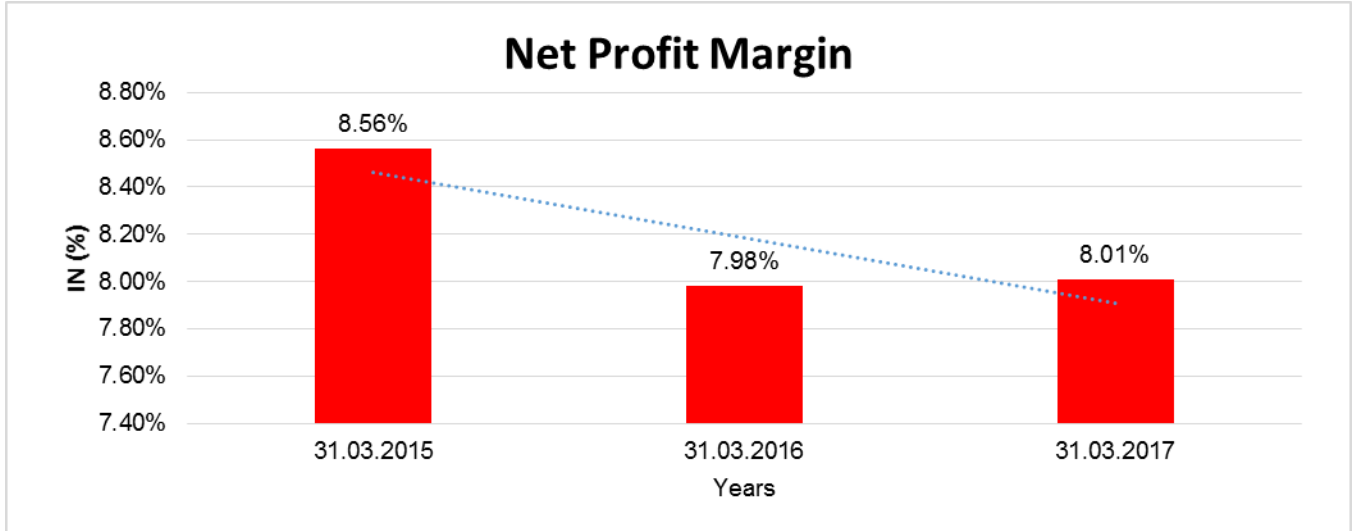
Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	12517.894	14016.686	16095.376
		11.973	14.830



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	12517.894	14016.686	16095.376
Profit	1071.734	1118.543	1288.851
	8.56%	7.98%	8.01%

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LEGAL CASES

Chief Judicial Magistrate

Case Details

Case Type: Cri. Case

Filing Number: 2114787/2017 Filing Date: 01-11-2017

Registration Number: 2114787/2017 Registration Date: 01-11-2017

CNR Number: UPVR04-043911-2017

Case Status

First Hearing Date: 15th November 2017

Next Hearing Date: 31st January 2018

Stage of Case: Appearance

Court Number and Judge: 21-C.J.M.

Petitioner and Advocate

1) State Of U.P.

Respondent and Advocate

1) Parle agro pvt. ltd.

Acts

Under Act(s)

Under Section(s)

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Zilla Parishad & Panchayat Samiti Act

239,240

History of Case Hearing

Registration Number	Judge	Business On Date	Hearing Date	Purpose of hearing
2114787/2017	C.J.M.	15-11-2017	10-12-2017	Appearance
2114787/2017	C.J.M.	10-12-2017	08-01-2018	Appearance
2114787/2017	C.J.M.	08-01-2018	31-01-2018	Appearance

City Civil Court, Mumbai

Case Details

Case Type: SUIT

Filing Number: 102119/2013 Filing Date: 06-05-2013

Registration No.: 102789/2013 Registration Date: 10-07-2013

CNR NO: MHCC01-002424-2013

Case Status

First Hearing Date: 29th July 2013

Next Hearing Date: 06th May 2016

Stage of Case: NM ORDERS

Court No. and Judge: 31-JUDGE 31 AD-HOC ADDL SESSIONS JUDGE

Petitioner and Advocate

1) MS AGARWAL PACKERS AND MOVERS LTD

Address - 46 EASTERN CHAMBER POONA STREET DANA BUNDER MASJID E MUMBAI-09

Advocate- VIDYA N BAGUL

Respondent and Advocate

1) MS PARLE AGRO PVT LTD

Address - WESTERN EXPRESS HIGHWAY SAHAR CHAKALA ROAD PARSIWADA ANDHERI E MUMBAI 99

History of Case Hearing

Registration No.	Judge	Business On Date	Hearing Date	Purpose of hearing
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	29-07-2013	19-10-2013	WRIT OF SUMMONS
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	19-10-2013	16-11-2013	WRITTEN STATEMENT

102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	16-11-2013	11-12-2013	WRITTEN STATEMENT
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	11-12-2013	28-01-2014	WRITTEN STATEMENT
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	28-01-2014	12-03-2014	WRITTEN STATEMENT
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	12-03-2014	21-03-2014	NM FOR HEARING
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	21-03-2014	27-06-2014	FRAMING ISSUES
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	27-06-2014	01-09-2014	FRAMING ISSUES
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	01-09-2014	26-09-2014	FRAMING ISSUES
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	26-09-2014	22-12-2014	FRAMING ISSUES
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	22-12-2014	06-04-2015	FRAMING ISSUES
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	06-04-2015	06-05-2015	FRAMING ISSUES
102789/2013	JUDGE 2 ADDL SESSIONS JUDGE	06-05-2015	06-07-2015	FRAMING ISSUES
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	06-07-2015	04-08-2015	FRAMING ISSUES
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	04-08-2015	05-10-2015	FRAMING ISSUES
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	05-10-2015	01-12-2015	FRAMING ISSUES
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	01-12-2015	08-01-2016	RECORDING EVIDENCE
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	08-01-2016	18-02-2016	RECORDING EVIDENCE
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	18-02-2016	29-03-2016	SUIT STAYED
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	29-03-2016	18-04-2016	NM ARGUMENTS
102789/2013	JUDGE 31 AD-HOC ADDL SESSIONS JUDGE	18-04-2016	06-05-2016	NM ORDERS

Orders

CASE DETAILS

Case Type: CC - CALENDAR CASE

Filing Number: Filing Date: 04-01-2011

Registration Number: 2/2011 Registration Date: 04-01-2011

CNR Number: TSNI0D-000153-2011

Case Status

First Hearing Date: 09th January 2014

Next Hearing Date: 17th July 2017

Stage of Case: ISSUE BW/NBW

Court Number and Judge: 1-Pr. Junior Civil Judge court, Kamareddy

PETITIONER AND ADVOCATE

1) food inspector div II NZB

Address - the state of AP through the food inspector DIV II NZB

Advocate- App

RESPONDENT AND ADVOCATE

1) A.Pavan kumar

Address - NGO colony opposite CSI church kamareddy Nizamabad Dist

Advocate - P.Ratnakar Rao

2) S.Praveen

plot no. 58-63 sy.no.166-168 phase -III Industrial park medak dist

3) parle agro pvt ltd

plot bno. 58-63 sy no.166-168 phase -III industrial park medak dist

ACTS

Under Act(s)	Under Section(s)
INDIAN PENAL CODE, 1860	16iPFA7i2iam

FIR DETAILS

Police Station: Kamareddy PS

FIR Number:

Year: 0

HISTORY OF CASE HEARING

Registration Number	Judge	Business On Date	Hearing Date	Purpose of hearing
2/2011	Prl. Junior Civil Judge court, Kamareddy	09-01-2014	25-07-2014	ISSUE BW/NBW
2/2011	Prl. Junior Civil Judge court, Kamareddy	25-07-2014	19-03-2015	ISSUE BW/NBW
2/2011	Prl. Junior Civil Judge court, Kamareddy	19-03-2015	01-05-2015	ISSUE BW/NBW
2/2011	Prl. Junior Civil Judge court, Kamareddy	01-05-2015	26-10-2015	ISSUE BW/NBW
2/2011	Prl. Junior Civil Judge court, Kamareddy	26-10-2015	24-02-2016	ISSUE BW/NBW
2/2011	Prl. Junior Civil Judge court, Kamareddy	24-02-2016	25-05-2016	ISSUE BW/NBW
2/2011	Prl. Junior Civil Judge court, Kamareddy	25-05-2016	29-06-2016	ISSUE BW/NBW
2/2011	Prl. Junior Civil Judge court, Kamareddy	29-06-2016	14-09-2016	ISSUE BW/NBW

2/2011	Prl. Junior Civil Judge court, Kamareddy	14-09-2016	21-12-2016	ISSUE BW/NBW
2/2011	Prl. Junior Civil Judge court, Kamareddy	21-12-2016	27-04-2017	ISSUE BW/NBW
2/2011	Prl. Junior Civil Judge court, Kamareddy	27-04-2017	16-06-2017	ISSUE BW/NBW
2/2011	Prl. Junior Civil Judge court, Kamareddy	16-06-2017	03-07-2017	ISSUE BW/NBW
2/2011	Prl. Junior Civil Judge court, Kamareddy	03-07-2017	17-07-2017	ISSUE BW/NBW

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	Yes
8	Designation of contact person	Yes
9	Promoter's background	Yes
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	Yes
18	Major suppliers	No
19	Major customers	No
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	No
32	Litigations that the firm/promoter involved in	Yes
33	Market information	---
34	Payments terms	No
35	Negative Reporting by Auditors in the Annual Report	No

CORPORATE INFORMATION

The Company') manufactures and distributes flavours, ready to serve fruit beverages, packaged drinking water, PET preforms, caps and handles. The Company is a private company domiciled in India and is incorporated under the provisions of the Companies Act applicable in India. The registered office of the Company is located at Off Western Express Highway, Sahar-Chakala Road, Parsiwada, Andheri – East, Mumbai, Maharashtra.

BRIEF DESCRIPTION OF THE COMPANY'S WORKING DURING THE YEAR/STATE OF COMPANY'S AFFAIR:

The Company has one segment viz. Ready to Serve Fruit Beverages and Carbonated Soft Drinks etc. The current situation is expected to be stable and strengthen further during the financial year 2017-18.

UNSECURED LOAN

Particular	31.03.2017 (INR in Million)	31.03.2016 (INR in Million)
Long-term Borrowings		
Loans and advances from related parties	0.000	113.500
Short-term borrowings		
Loans repayable on demand	31.739	78.991
Loans and advances from directors	231.253	61.593
Other loans and advances, others	1614.937	0.000
Total	1877.929	254.084

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INDEX OF CAHREGS:

SN o	SRN	Charge Id	Charge Holder Name	Date of Creation	Date of Modification	Date of Satisfaction	Amount	Address
1	G84686633	100171116	CITI BANK N.A.	04/04/2018	-	-	1500000000.0	FIRST INTERNATIONAL FINANCIAL CENTRE,9TH FLOORPLOT NO. C-54 & 55, BKC, BANDRA (E)MUMBAIMH400051IN
2	G79070736	100159523	ICICI BANK LIMITED	08/01/2018	-	-	200000000.0	ICICI BANK TOWER, NEAR CHAKLI CIRCLE,OLD PADRA ROAD,VADODA RAGJ390007IN
3	G57424202	100128644	DBS Bank Ltd	25/09/2017	-	-	200000000.0	BHUSHAN COMPLEX, 1ST FLOOR, 806 ANNA SALAICHENNAIT N600002IN
4	G52689742	100121165	IndusInd Bank Ltd	14/08/2017	-	-	350000000.0	SHOP NO. 6,7,8 & 9 ROSHAN AVENUE,SILVASSA - VAPI ROADSVASSA DN396230IN
5	G38313870	100074832	The Hongkong and Shanghai Banking Corporation Limited	13/01/2017	08/03/2017	-	1200000000.0	52/60, MAHATMA GANDHI ROAD,FORT,MUMBAIMH400001IN
6	G09017641	100043230	THE HONGKONG AND SHANGHAI BANKING CORPORATION LIMITED	12/07/2016	-	-	1800000000.0	52/60 MAHATMA GANDHI ROAD,FORT,MUMBAIMH400001IN

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7	G07382 005	100038 260	THE HONGKON G AND SHANGHAI BANKING CORPORA TION LIMITED	12/07/2 016	-	-	250000000.0	52/60 MAHATAMA GANDHI ROAD, P.O BOX 128, FORTMUMBAIM H400001IN
8	C22107 742	105216 32	KOTAK MAHINDRA BANK LIMITED	26/08/2 014	-	-	200000000.0	27BKC, C 27, G BLOCKBANDRA KURLA COMPLEX, BANDRA (E),MUMBAIMH4 00051IN
9	B76208 479	104289 38	HDFC BANK LIMITED	03/05/2 013	-	-	300000000.0	HDFC BANK HOUSESENA TI BAPAT MARGLOWER PAREL WMUMBAIMH40 0013IN
10	B74386 830	100935 70	YES BANK LIMITED	04/03/2 008	20/03/20 13	-	200000000.0	9TH FLOOR, NEHRU CENTRE, DISCOVERY OF INDIA,DR. ANNIE BESANT ROAD, WORLI,MUMBAI MH400018IN

FIXED ASSETS

- Land
- Buildings
- Factory building
- Plant and equipment
- Factory equipments
- Furniture and fixtures
- Vehicles
- Motor vehicles
- Computer equipments

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WEBSITE DETAILS:

NEWS / PRESS RELEASE

PARLE AGRO PLANS INR 1000.000 MILLION MARKETING PUSH FOR APPY FIZZ

DATE: 11.05.2018

Parle Agro aims to build Appy Fizz into an over INR 1000.000 Million brand in the next two years

New Delhi: Parle Agro Pvt Ltd has launched one of the biggest marketing campaigns pegged at INR 1000.000 Million featuring actor Salman Khan to promote Appy Fizz, a fruit based fizzy drink brand that has seen increased competition during the past one year.

The 'Feel the fizz' marketing campaign is an attempt by the company to scale the Appy Fizz brand and thwart competition from multinationals like PepsiCo and Coca-Cola India and homegrown firms like Dabur and Bisleri International which have started boosting presence in the category.

"We aim to build Appy Fizz into an over INR 10000.000 Million brand in the next two years," said Nadia Chauhan, joint managing director and chief marketing officer, Parle Agro.

Appy Fizz, the company stated, is a INR 6500.000 Million brand which has grown 100% over the last five years. Chauhan added that currently Appy Fizz is sold through seven lakh outlets across the country.

Launched in 2005 as a niche and premium product, Appy Fizz has been dominant in the fruit plus fizz category which has seen a lot of action lately. In 2014, Prime Minister Narendra Modi urged multinational carbonated beverage firms such as Coca-Cola and PepsiCo to mix natural fruit juice (at least 5%) in aerated beverages to help augment fruit sales of Indian farmers. Additionally, carbonated beverages have seen sluggish growth owing to increasing number of consumers opting for healthy drinks.

In March this year, PepsiCo India announced that it will launch a fruit juice drink with fizz under its Slice brand with flavours like jeera, apple, lemon, orange and clear lime. Coca-Cola India is also bringing fruit based version of its fizzy drink brands – Limca and Sprite. Bisleri International which launched Bisleri Pop, an aerated fruit-based drink last year, has rolled its big summer campaign featuring singer Mika Singh last month.

However, Chauhan said that the decision to appoint Salman Khan and the marketing push for Appy Fizz has nothing to do with competition. "We created the fruit plus fizz category ten years back and we continue to hold 99% market share," she said, adding that Khan will help to scale Appy Fizz further and will give it additional penetration in the country.

The company will be launching a smaller 'pick me up' 160ml PET bottle priced at INR 10 to further drive penetration.

The summer campaign, which is promoted across television, outdoor, cinema and on-ground, is a part of the company's strategy which is targeting INR 50000.000 million turnover by 2018.

Samit Sinha, brand expert and managing partner, Alchemist Brand Consulting said the campaign is clearly a move to grab a consumer mindshare in the fizzy category which is expected to see a lot of action from brands.

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According to market research firm Euromonitor International, the non-cola carbonates market grew at a compound annual growth rate (CAGR) of 10.8% between 2012 and 2017 as oppose to cola carbonates which grew at 8.3%.

"Moving forward, carbonates with juice content are expected to partially offset the slow growth in carbonates. With the introduction of new flavours by carbonated soft drinks companies, consumers are expected to indulge in consuming these soft drinks as they are cheaper than carbonates and are deemed healthier," said Devchandani Mallick, research analyst at Euromonitor International.

Date: 30.07.2018

PARLE'S NEW AR CAMPAIGN USERS A TASTE OF #THEFROOTILIFE

Crafted by mCanvas and OMD, the real-time face detection game using a smartphone's camera enables users to engage with Frooti's AR game

mCanvas, the experiential storytelling ad platform for small screens, joined hands with OMDIndia to create an Augmented Reality (AR) mobile ad campaign for Parle Agro's Frooti. mCanvas created an innovative mobile game inside a banner ad that reached 1.9 Million users and engaged them with Frooti's brand narrative.

For this campaign, Frooti's objective was to deliver an experience high on innovation while balancing the campaign's messaging about building recall around the drink when it comes to summer time fun.

To meet the brand's objective, mCanvas conceptualized an AR experience that would appeal to Frooti's target audience - millennials. While browsing through mCanvas partner websites, users were introduced to the ad through its high-impact Scroller ad format that showed up natively between editorial content. When tapped, users could start the experience in a full screen expandable. Users were encouraged to start their front camera from within the ad and catch the falling mangoes in their mouth. Using real-time face detection, mCanvas identified when a user had his/her mouth open and it aligned with the mango. The game ended with Frooti's branding on the closing card, creating a lasting impression.

Lynette Dsouza, Associate Vice President – Digital, OMD India said, "The Frooti AR-led activation on mCanvas was not only an innovative, first of its kind initiative by Parle Agro, but also delivered successfully on the performance metrics with over 33k engagements. The creative format worked beautifully in capturing the fun, playful and innocently naughty proposition of Frooti, while more importantly helping the brand connect and engage with its audiences."

"Mobile is a great medium to connect with millennials and our collaboration with OMD enabled us to create an interactive experience for Frooti that harnesses the power of mobile," said Vishal Rupani, Co-founder & COO, mCanvas. He added, "We wanted the quirky and playful nature of the brand to stand out in the creative and we achieved that with this augmented reality game."

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 :	TEJ
Analysis Done by :	NYT
Report Prepared by :	RKI

SCORE FACTORS

DEMERIT POINTS		
--BANK CHARGES	YES/NO	YES
--LITIGATION	YES/NO	YES
--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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