

MIRA INFORM REPORT

Report No. :	535292
Report Date :	20.10.2018

IDENTIFICATION DETAILS

Name :	SRICO MARKETING PRIVATE LIMITED (w.e.f. 26.10.1999)
Formerly Known As :	SARAF CABLES PRIVATE LIMITED
Registered Office :	9, High Tech Industrial Centre, 5 Caves Road, Jogeshwari (East), Mumbai – 400060, Maharashtra
Tel. No.:	91-22-28210171
Country :	India
Financials (as on) :	31.03.2018
Date of Incorporation :	17.11.1986
CIN No.: [Company Identification No.]	U31900MH1986PTC041592
Capital Investment / Paid-up Capital :	INR 0.324 Million
PAN No.: [Permanent Account No.]	AAACS5280P
GSTN : [Goods & Service Tax Registration No.]	27AAACS5280P1ZT
Legal Form :	Private Limited Liability Company.
Line of Business :	<ul style="list-style-type: none"> • Subject is engaged in Trading of various varieties of Textiles. [Registered Activity] • Trader and Dealer of Cables, Wires and Electrical Items. [Confirmed by management]
No. of Employees :	20 (Approximately)

RATING & COMMENTS

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

MIRA's Rating :

A

Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

Maximum Credit Limit :	USD 10000
Status :	Satisfactory
Payment Behaviour :	Usually correct
Litigation :	Clear
Comments :	<p>Subject was incorporated in the year 1986 and it is trader and dealer of cables, wires and electrical items.</p> <p>As per financials of March 2018, the company has registered a growth of 32.27% in its revenue as compared to its previous year's revenue and has reported minimal profit of 0.42%.</p> <p>Rating takes into consideration the company's established track record of business operations marked by sound financial risk profile along with low solvency indicators and average liquidity position.</p> <p>Further, the company has reported a good earnings per share of INR 245.21 against its face value of INR 100.</p> <p>Payments seems to be usually correct.</p> <p>In view of aforesaid, the company can be considered for business dealings at usual trade terms and conditions.</p>

NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

ECGC Country Risk Classification List

Country Name	Previous Rating (30.06.2018)	Current Rating (30.09.2018)
India	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2

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Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

EXTERNAL AGENCY RATING

NOT AVAILABLE

RBI DEFAULTERS' LIST STATUS

Subject's name is not enlisted as a defaulter in the publicly available RBI Defaulters' list.

EPF (Employee Provident Fund) DEFAULTERS' LIST STATUS

Subject's name is not enlisted as a defaulter in the publicly available EPF (Employee Provident Fund) Defaulters' list as of 31-03-2018.

BIFR (Board for Industrial & Financial Reconstruction) LISTING STATUS

Subject's name is not listed as a Sick Unit in the publicly available BIFR (Board for Industrial & Financial Reconstruction) list as of 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 PARTED BY [GENERAL DETAILS]

Name :	Mr. Arun Ratanlal Saraf
Designation :	Director
Contact No.:	91-22-28362580
Date :	19.10.2018

LOCATIONS

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Registered Office :	9, High Tech Industrial Centre, 5 Caves Road, Jogeshwari (East), Mumbai – 400060, Maharashtra, India
Tel. No.:	91-22-28210171 / 28362580
Fax No.:	91-22-28350662
E-Mail :	info@sricomkt.com sricomkt@vsnl.net.in
Website :	http://www.srimkt.com
Warehouse :	Located At: <ul style="list-style-type: none"> Bhiwandi, Thane, Maharashtra, India

DIRECTORS

AS ON 31.03.2018

Name :	Ms. Chhaya Arun Saraf
Designation :	Director
Address :	B-401 Hubtown Sunmist, N.S Phadke Marg, Opposite Teli Galli Near Regency Hotel, Andheri East, Mumbai – 400069, Maharashtra, India
Date of Appointment :	07.07.2006
DIN No.:	00253969
Name :	Mr. Arun Ratanlal Saraf
Designation :	Director
Address :	B-401 Hubtown Sunmist, N.S Phadke Marg, Opposite Teli Galli Near Regency Hotel, Andheri East, Mumbai – 400069, Maharashtra, India
Date of Appointment :	17.11.1986
DIN No.:	00254024

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

AS ON 31.03.2018

Names of Shareholders	No. of Shares	% of Holding
Arun Saraf		2985
Anil Saraf		250
Total		3235

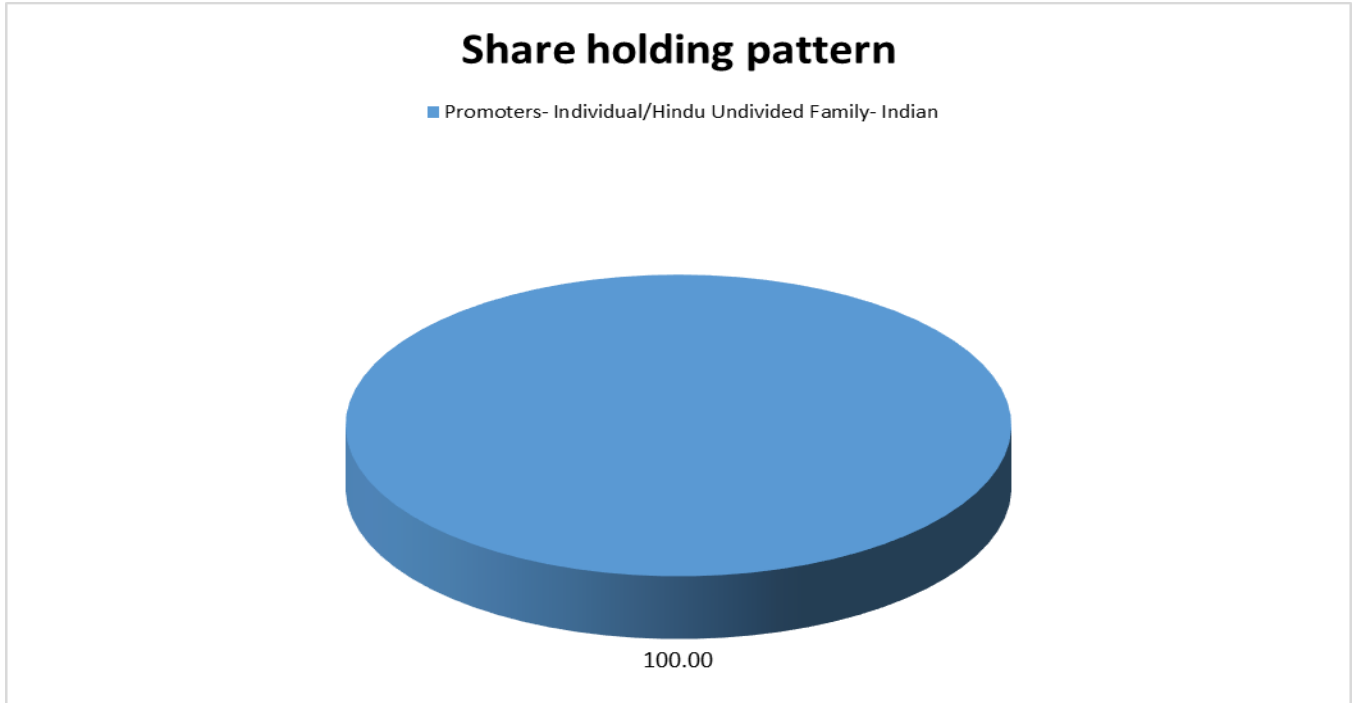
Equity Share Break up (Percentage of Total Equity)

AS ON 29.09.2018

Category	Percentage
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Promoters- Individual/Hindu Undivided Family- Indian	100.00
Total	100.00



BUSINESS DETAILS

Line of Business :	<ul style="list-style-type: none"> Subject is engaged in Trading of various varieties of Textiles. [Registered Activity] Trader and Dealer of Cables, Wires and Electrical Items. [Confirmed by management] 	
Products / Services :	Name and Description of main products / services	NIC Code of the Product/service
	Electrical Cables and Wires	2732
Brand Names :	Not Available	
Agencies Held :	Not Available	
Exports :	Not Available	
Imports :	Not Available	

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Terms :	
Selling :	L/C, Cheque, Credit [30 days] and RTGS
Purchasing :	Cheque, Credit [30 days] and RTGS

PRODUCTION STATUS – (NOT AVAILABLE)

GENERAL INFORMATION

Suppliers :	Reference :	Anuj Electricals
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
		<ul style="list-style-type: none"> Anuj Electricals Private Limited Kaushal Corporation Multicab Corporation Private Limited Multicab Corporatoin Private Limited (BW) Polycab Wires Private Limited Thermoflex Cable Industries Polycab Wires Private Limited
Customers :	End Users and OEM's	
	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
No. of Employees :	20 (Approximately)	
Bankers :	Banker Name :	HDFC Bank Limited
	Branch :	Plot No. 23, Harevibhai Chs, Unnati Building, Near Jain Temple, Caves Road, Jogeshwari (East), Mumbai, Maharashtra, India
	Person Name (With Designation) :	--
	Contact Number :	91-22-28231087
	Name of Account Holder :	--
	Account Number :	10192560000186 (Not Confirmed with

	Banker)
Account Since (Date/Year of Account Opening) :	--
Average Balance Maintained :	--
Credit Facilities Enjoyed (CC/OD/Term Loan) :	--
Account Operation :	--
Remark :	Continuously Ringing

Auditors :	
Name :	Sundarlal Desai and Kanodia Chartered Accountants
Address :	903, Arcadia, 195, NCPA Road, Nariman Point, Mumbai – 400021, Maharashtra, India
PAN N Income-tax PAN of auditor or auditor's firm :	AAFFS3478K
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

CAPITAL STRUCTURE

AS ON 31.03.2018

Authorised Capital :

No. of Shares	Type	Value	Amount
5000	Equity Shares	INR 100/- each	INR 0.500 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
3235	Equity Shares	INR 100/- each	INR 0.324 Million

FINANCIAL DATA
[all figures are INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2018	31.03.2017	31.03.2016
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital	0.324	0.324	0.324
(b) Reserves & Surplus	5.315	4.522	3.381
(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)	5.639	4.846	3.705
(3) Non-Current Liabilities			
(a) long-term borrowings	0.000	0.025	0.308
(b) Deferred tax liabilities (Net)	0.000	0.000	0.000
(c) Other long term liabilities	0.000	0.000	0.000
(d) long-term provisions	0.000	0.000	0.000
Total Non-current Liabilities (3)	0.000	0.025	0.308
(4) Current Liabilities			
(a) Short term borrowings	0.000	0.000	0.000
(b) Trade payables	23.774	25.153	27.386
(c) Other current liabilities	12.224	3.292	1.811
(d) Short-term provisions	0.000	0.000	0.000
Total Current Liabilities (4)	35.998	28.445	29.197
TOTAL	41.637	33.316	33.210
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	4.971	5.285	0.593
(ii) Intangible Assets	0.039	0.005	0.008
(iii) Capital work-in-progress	0.000	0.000	0.000
(iv) Intangible assets under development	0.000	0.000	0.000
(b) Non-current Investments	0.000	0.000	0.000
(c) Deferred tax assets (net)	0.075	0.133	0.178
(d) Long-term Loan and Advances	0.092	0.136	0.167

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(e) Other Non-current assets	0.000	0.000	0.000
Total Non-Current Assets	5.177	5.559	0.946
(2) Current assets			
(a) Current investments	0.000	0.000	0.000
(b) Inventories	0.330	0.313	0.420
(c) Trade receivables	27.369	19.937	16.204
(d) Cash and cash equivalents	1.051	1.099	4.920
(e) Short-term loans and advances	7.707	6.381	10.698
(f) Other current assets	0.003	0.027	0.022
Total Current Assets	36.460	27.757	32.264
TOTAL	41.637	33.316	33.210

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2018	31.03.2017	31.03.2016
	SALES			
	Income	188.013	142.143	93.591
	Other Income	2.817	5.493	4.002
	TOTAL	190.830	147.636	97.593
	Less EXPENSES			
	Purchases of Stock-in-Trade	178.389	137.143	88.187
	Changes in inventories of finished goods, work-in-progress	(0.016)	0.107	0.062
	Employees benefits expense	6.706	5.899	5.956
	Other expenses	3.217	2.267	2.945
	TOTAL	188.296	145.416	97.150
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	2.534	2.220	0.443
	Less FINANCIAL EXPENSES	0.973	1.281	0.404
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	1.561	0.939	0.039
	Less DEPRECIATION/ AMORTISATION	0.479	0.299	0.365
	PROFIT/ (LOSS) BEFORE TAX	1.082	0.640	(0.326)

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Less	TAX	0.289	(0.500)	(0.039)
	PROFIT/ (LOSS) AFTER TAX	0.793	1.140	(0.287)
	Earnings / (Loss) Per Share (INR)	245.00	353.00	(88.99)

CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars	31.03.2018	31.03.2017	31.03.2016
Current Maturities of Long term debt	9.858	0.308	1.117
Cash generated from operations	1.712	1.638	4.521
Net cash flows from (used in) operations	1.178	2.550	3.793

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Average Collection Days (Sundry Debtors / Income * 365 Days)	53.13	51.19	63.19
Account Receivables Turnover (Income / Sundry Debtors)	6.87	7.13	5.78
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	48.64	66.94	113.35
Inventory Turnover (Operating Income / Inventories)	7.68	7.09	1.05
Asset Turnover (Operating Income / Net Fixed Assets)	0.51	0.42	0.74

LEVERAGE RATIOS

PARTICULARS	31.03.2018	31.03.2017	31.03.2016
Debt Ratio (Borrowing + Current Liabilities) / Total Assets)	1.10	0.86	0.92
Debt Equity Ratio (Total Liability / Networth)	1.75	0.07	0.38
Current Liabilities to Networth (Current Liabilities / Net Worth)	6.38	5.87	7.88

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Fixed Assets to Networth (Net Fixed Assets / Networth)	0.89	1.09	0.16
Interest Coverage Ratio (PBIT / Financial Charges)	2.60	1.73	1.10

PROFITABILITY RATIOS

PARTICULARS		31.03.2018	31.03.2017	31.03.2016
Net Profit Margin (PAT / Sales) * 100	%	0.42	0.80	(0.31)
Return on Total Assets (PAT / Total Assets) * 100	%	1.90	3.42	(0.86)
Return on Investment (ROI) (PAT / Networth) * 100	%	14.06	23.52	(7.75)

SOLVENCY RATIOS

PARTICULARS		31.03.2018	31.03.2017	31.03.2016
Current Ratio (Current Assets / Current Liabilities)		1.01	0.98	1.11
Quick Ratio (Current Assets – Inventories) / Current Liabilities)		1.00	0.96	1.09
G-Score Ratio Financial (Networth / Total Assets)		0.14	0.15	0.11
G-Score Ratio Debt (Debts / Equity Capital)		30.43	1.03	4.40
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		1.01	0.98	1.11

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

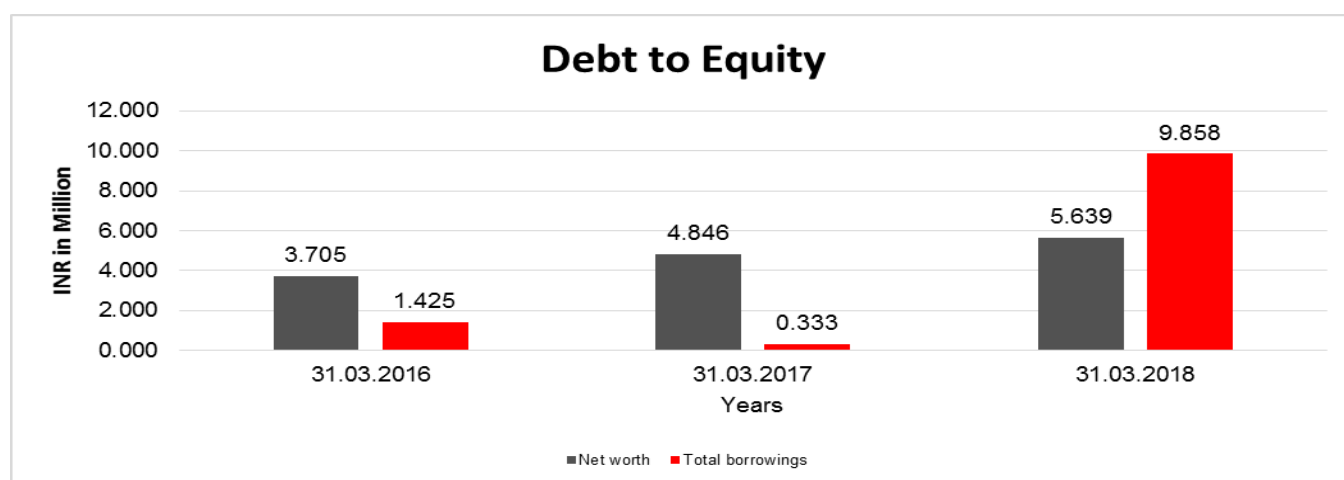
FINANCIAL ANALYSIS
[all figures are INR Million]

DEBT EQUITY RATIO

Particular	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Share Capital	0.324	0.324	0.324

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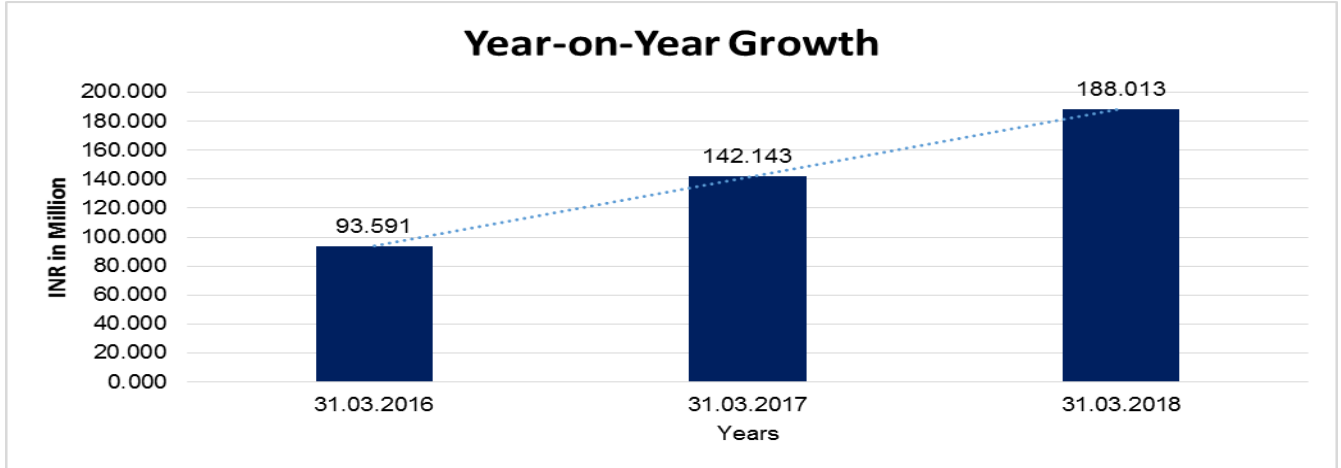
Reserves & Surplus	3.381	4.522	5.315
Share Application money pending allotment	0.000	0.000	0.000
Net worth	3.705	4.846	5.639
long-term borrowings	0.308	0.025	0.000
Short term borrowings	0.000	0.000	0.000
Current Maturities of Long term debt	1.117	0.308	9.858
Total borrowings	1.425	0.333	9.858
Debt/Equity ratio	0.385	0.069	1.748



YEAR-ON-YEAR GROWTH

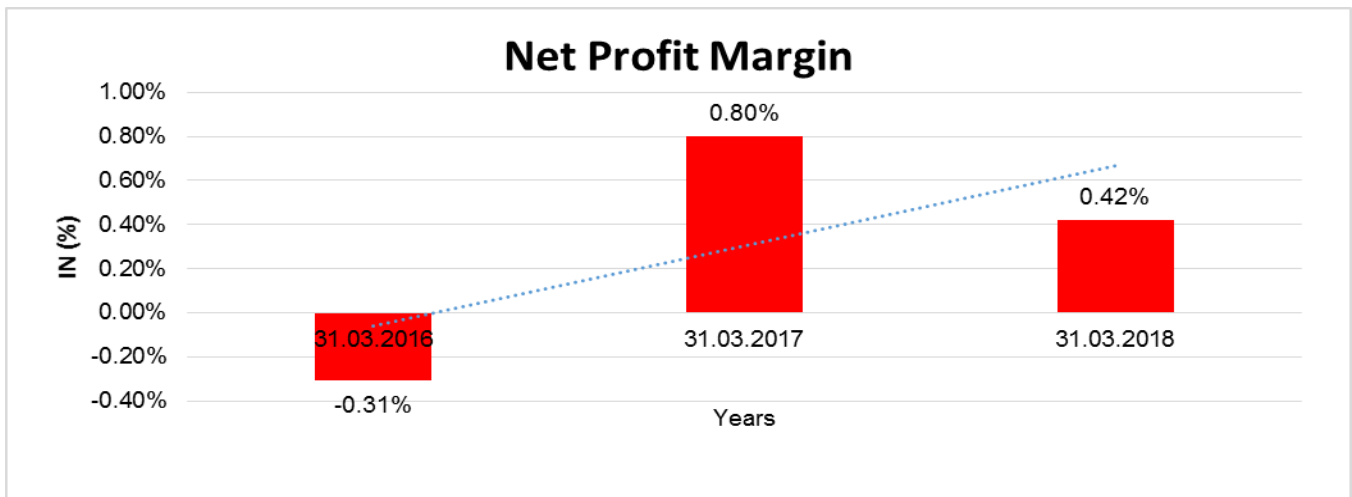
Year on Year Growth	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Sales	93.591	142.143	188.013
		51.877	32.270

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NET PROFIT MARGIN

Net Profit Margin	31.03.2016	31.03.2017	31.03.2018
	INR In Million	INR In Million	INR In Million
Sales	93.591	142.143	188.013
Profit	(0.287)	1.140	0.793
	(0.31%)	0.80%	0.42%



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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	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	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	No
18	Major suppliers	Yes
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	--
33	Market information	--
34	Payments terms	Yes
35	Negative Reporting by Auditors in the Annual Report	No

UNSECURED LOANS:

(INR In Million)

Particulars	As on 31.03.2018	As on 31.03.2017
LONG TERM BORROWING		
From Directors	0.000	0.025
Total	0.000	0.025

COMPANY PROFILE

Company is a private limited company domiciled in India and incorporated under the Erstwhile Provision of the companies act, 1956. The company is engaged in business of trading in various varieties of textiles.

INDEX OF CHARGE: NO CHARGES EXISTS FOR COMPANY

FIXED ASSETS:

- Office Premises
- Computer
- Office equipments
- Furniture and Fixture
- Air Conditioner
- Motor Car

CMT REPORT (Corruption, Money Laundering & Terrorism]

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

1] INFORMATION ON DESIGNATED PARTY

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

2] Court Declaration :

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

3] Asset Declaration :

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

4] Record on Financial Crime :

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

5] Records on Violation of Anti-Corruption Laws :

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

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

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

7] Criminal Records

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

8] Affiliation with Government :

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

9] Compensation Package :

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

10] Press Report :

No press reports / filings exists on the subject.

CORPORATE GOVERNANCE

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

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

CONTRAVENTION

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

FOREIGN EXCHANGE RATES

Currency	Unit	INR
US Dollar	1	INR 73.48
UK Pound	1	INR 96.05
Euro	1	INR 84.72

INFORMATION DETAILS

Information Gathered by :	SPR
Analysis Done by :	VIV
Report Prepared by :	JYO

SCORE FACTORS

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