

MIRA INFORM REPORT

Report No. :	535508
Report Date :	22.10.2018

IDENTIFICATION DETAILS

Name :	RITZ CERA PRIVATE LIMITED
Registered Office :	101 BHD, Alpana Apartment, CTS No. 3195 to 320, Wing – C, Swastik Esplanade, L.B.S. Marg, Ghatkopar West, Mumbai – 400086, Maharashtra
Tel. No.:	91-22-25105555
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	04.03.2016
CIN No.: [Company Identification No.]	U74999MH2016PTC273868
Capital Investment / Paid-up Capital :	INR 0.100 Million
IEC No.: [Import-Export Code No.]	0316911712
PAN No.: [Permanent Account No.]	AAHCR6605G
GSTN : [Goods & Service Tax Registration No.]	27AAHCR6605G1ZB
Legal Form :	Private Limited Liability Company
Line of Business :	Subject is engaged in the business as Importer and Trading of all kinds of Tiles and Ceramics items including Sanitary Wares. [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)

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

Status :	Moderate
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Subject was established as a proprietorship in the year 2004 under the name of "Glitorium Plus" and Mr. Dhiraj Thawarbhai Gada was the proprietor of the subject. Later, it got converted as private limited company in the year 2016 under the name of "Ritz Cera Private Limited".</p> <p>It is engaged in trading of all kinds of tiles and ceramics items including sanitary wares.</p> <p>As per financials of March 2017, the company has achieved a revenue of INR 77.86 million from its operations and has reported average profit margin of 1.49%.</p> <p>Rating takes into consideration the company's moderate financial risk profile along with small capital base average liquidity position.</p> <p>Payment seems to be slow but correct.</p> <p>In view of aforesaid, the company can be considered for business dealings with some caution.</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

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.

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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 22.10.2018.

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 DECLINED BY

Name :	Mr. Nixit Dhiraj Gada
Designation :	Director
Contact No.:	91-9769777700
Date :	19.10.2018

MANAGEMENT NON-COOPERATIVE [TEL. NO.: 91-22-25105555]

LOCATIONS

Registered Office:	101 BHD, Alpana Apartment, CTS No. 3195 to 320, Wing – C, Swastik Esplanade, L.B.S. Marg, Ghatkopar West, Mumbai – 400086, Maharashtra, India
Tel. No.:	91-22-25105555
Fax No.:	Not Available
E-Mail :	toharshad@gmail.com

DIRECTORS

AS ON: 31.03.2018

Name :	Mr. Dhiraj Thawarbhair Gada
Designation :	Director
Address :	181/182, 1-C Wing, Kalpataru Aura, Opposite R. City Mall, L.B.S. Marg, Ghatkopar West, Mumbai - 400086, Maharashtra, India
Date of Birth/Age :	26.02.1965
Date of Appointment :	04.03.2016
PAN No.:	AAIPS3177Q
DIN No.:	02284177
Name :	Mr. Nixit Dhiraj Gada
Designation :	Director
Address :	1-C, 181/182, Klapataru Aura, Opposite. R. City Mall, L. B. S. Marg, Ghatkopar West, Mumbai - 400086, Maharashtra, India
Date of Birth/Age :	18.12.1987
Date of Appointment :	04.03.2016
PAN No.:	AKAPG8043K
DIN No.:	03552695
Name :	Mr. Yash Dhiraj Gada
Designation :	Director
Address :	181/182, 1-C Wing, Kalpataru Aura, Opposite R. City Mall, L.B.S. Marg, Ghatkopar West, Mumbai - 400086, Maharashtra, India
Date of Birth/Age :	05.12.1991
Date of Appointment :	04.03.2016
PAN No.:	AWBPG3202D
DIN No.:	07439200

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

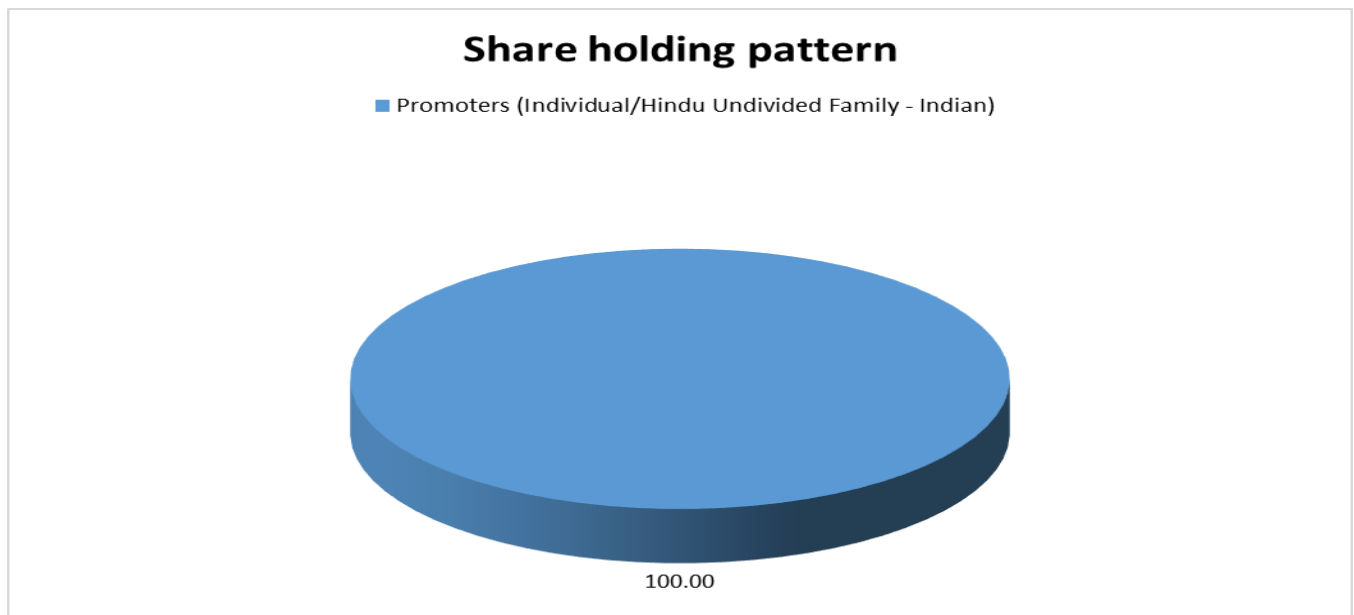
AS ON: 31.03.2017

Names of Shareholders	No. of Shares	% age holding
Dhiraj Thawarbhair Gada	5000	50.00
Nixit Dhiraj Gada	2500	25.00
Yash Dhiraj Gada	2500	25.00
Total	10000	100.00

AS ON: 30.11.2017

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Equity Share Breakup	Percentage of Holding
Category	
Promoters (Individual/Hindu Undivided Family - Indian)	100.00
Total	100.00



BUSINESS DETAILS

Line of Business :	Subject is engaged in the business as Importer and Trading of all kinds of Tiles and Ceramics items including Sanitary Wares. [Registered Activity]	
Products :	ITC Code No.	Product Descriptions
	68042290	Tiles & Ceramic Item
Brand Names :	Not Available	
Agencies Held :	Not Available	
Exports :	Not Divulged	
Imports :	Not Divulged	

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Terms :	
Selling :	Not Divulged
Purchasing :	Not Divulged

PRODUCTION STATUS: NOT AVAILABLE

GENERAL INFORMATION

Suppliers :	Reference:	Not Divulged
	Name of the Person (Designation):	--
	Contact Number:	--
	Since how long known:	--
	Maximum limit dealt:	--
	Experience:	--
	Remark	--
Customers :	Reference:	Not Divulged
	Name of the Person (Designation):	--
	Contact Number:	--
	Since how long known:	--
	Maximum limit dealt:	--
	Experience:	--
	Remark	--
No. of Employees :	Information declined by the management	
Bankers :	Bank Name:	Axis Bank Limited
	Branch:	--
	Person Name (with Designation):	--
	Contact Number:	--
	Name of Account Holder:	--
	Account Number:	--
	Account Since (Date/ Year of A/c Opening):	--
	Average Balance Maintained (Optional):	--
	Credit Facilities Enjoyed (CC/OD/Term Loan):	--
	Account Operation:	--
Remarks:	--	

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Facilities :	--
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Auditors :	
Name :	Paresh Vora and Associates Chartered Accountants
Address :	202, Ashwini Building, Ram Maruti Road, Opp Sindhugurg Hotel, Dadar West, Mumbai – 400028, Maharashtra, India
Tel. No.:	91-22-24303937/ 24212812
Fax No.:	91-22-24212812
Membership No. :	152765
Income-tax PAN of auditor or auditor's firm :	AAUFP2471Q
Memberships :	Not Available
Collaborators :	Not Available
Related Party :	Glitorium Plus

CAPITAL STRUCTURE

AS ON: 31.03.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
100000	Equity Shares	INR 10/- each	INR 1.000 Million

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			1.161
(c) Money received against share warrants			0.000
(2) Share Application money pending allotment			0.000
Total Shareholders' Funds (1) + (2)			1.261
(3) Non-Current Liabilities			
(a) Long-term borrowings			48.000
(b) Deferred tax liabilities (Net)			0.004
(c) Other long term liabilities			0.000
(d) long-term provisions			0.000
Total Non-current Liabilities (3)			48.004
(4) Current Liabilities			
(a) Short term borrowings			0.000
(b) Trade payables			12.757
(c) Other current liabilities			3.957
(d) Short-term provisions			0.000
Total Current Liabilities (4)			16.714
TOTAL			65.979
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets			0.062
(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			0.000
(e) Other Non-current assets			0.000
Total Non-Current Assets			0.062

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(2) Current assets			
(a) Current investments			0.000
(b) Inventories			47.195
(c) Trade receivables			14.288
(d) Cash and cash equivalents			3.074
(e) Short-term loans and advances			1.360
(f) Other current assets			0.000
Total Current Assets			65.917
TOTAL			65.979

PROFIT & LOSS ACCOUNT

PARTICULARS		31.03.2017
	SALES	
	Revenue from Operations	77.860
	Other Income	0.154
	TOTAL	78.014
Less	EXPENSES	
	Purchases of Stock-in-Trade	113.682
	Changes in inventories of finished goods, work-in-progress and Stock-in-Trade	(47.195)
	Employees benefits expense	2.800
	Other expenses	7.059
	TOTAL	76.346
	PROFIT BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	1.668
Less	FINANCIAL EXPENSES	0.000
	PROFIT BEFORE TAX, DEPRECIATION AND AMORTISATION	1.668
Less/ Add	DEPRECIATION/ AMORTISATION	0.007
	PROFIT BEFORE TAX	1.661
Less	TAX	0.500
	PROFIT AFTER TAX	1.161

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	Earnings Per Share (INR)			116.07

CURRENT MATURITIES OF LONG TERM DEBT DETAILS

PARTICULARS			31.03.2017
Current Maturities of Long term debt			NA
Cash generated from operations			NA
Net Cash flow from (used in) Operations			NA

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS			31.03.2017
Average Collection Days <i>(Sundry Debtors / Income * 365 Days)</i>			66.98
Account Receivables Turnover <i>(Income / Sundry Debtors)</i>			5.45
Average Payment Days <i>(Sundry Creditors / Purchases * 365 Days)</i>			40.96
Inventory Turnover <i>(Operating Income / Inventories)</i>			0.04
Asset Turnover <i>(Operating Income / Net Fixed Assets)</i>			26.90

LEVERAGE RATIOS

PARTICULARS			31.03.2017
Debt Ratio <i>((Borrowing + Current Liabilities) / Total Assets)</i>			0.98
Debt Equity Ratio <i>(Total Liability / Networth)</i>			38.07
Current Liabilities to Networth <i>(Current Liabilities / Net Worth)</i>			13.25

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Fixed Assets to Networth (Net Fixed Assets / Networth)			0.05
Interest Coverage Ratio (PBIT / Financial Charges)			0.00

PROFITABILITY RATIOS

PARTICULARS				31.03.2017
Net Profit Margin ((PAT / Sales) * 100)	%			1.49
Return on Total Assets ((PAT / Total Assets) * 100)	%			1.76
Return on Investment (ROI) ((PAT / Networth) * 100)	%			92.07

SOLVENCY RATIOS

PARTICULARS				31.03.2017
Current Ratio (Current Assets / Current Liabilities)				3.94
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)				1.12
G-Score Ratio Financial (Networth / Total Assets)				0.02
G-Score Ratio Debt (Debts / Equity Capital)				480.00
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)				3.94

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	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	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	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 one year	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last one year	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

INDEX OF CHARGES

SN O	SRN	CHARGE ID	CHARGE HOLDER NAME	DATE OF CREATION	DATE OF MODIFICATION	DATE OF SATISFACTION	AMOUNT	ADDRESS
1	G75655670	100155042	AXIS BANK LIMITED	27/12/2017	-	-	50000000.0	"TRISHUL', 3RD FLOOR, OPP TO SAMARTHESHWAR TEMPLELAW GARDEN, ELLIS BRIDGEAHMEDABA DGJ380006IN

BRIEF DESCRIPTION OF THE COMPANY'S WORKING DURING THE YEAR

The company is carrying on the engaged in the business as Importer and Trading of all kinds of Tiles and Ceramics items including Sanitary Wares.

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 73.44
UK Pound	1	INR 95.65
Euro	1	INR 84.17

INFORMATION DETAILS

Information Gathered by :	SHK
Analysis Done by :	VIK
Report Prepared by :	ARC

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	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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