

MIRA INFORM REPORT

Report No. :	524153
Report Date :	26.10.2018

IDENTIFICATION DETAILS

Name :	KYOORIUS COMMUNICATIONS PRIVATE LIMITED [w.e.f. 29.12.2010]
Formerly Known As :	OLIVE SHELTERS PRIVATE LIMITED
Registered Office :	2nd Floor, Kohinoor Estate, 165, Tulsi Pipe Road, Lower Parel, Mumbai-400013, Maharashtra
Tel. No.:	91-22-42363600
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	13.04.2010
Com. Reg. No.:	11-202016
Capital Investment / Paid-up Capital :	INR 4.050 Million
CIN No.: [Company Identification No.]	U74999MH2010PTC202016
GSTN : [Goods & Service Tax Registration No.]	27AABCO2896E1ZB [Maharashtra] 30AABCO2896E1ZO [Goa]
PAN No.: [Permanent Account No.]	AABCO2896E
Legal Form :	Private Limited Liability Company
Line of Business :	Subject carry on the business of Advertisement and Publicity Agency. [Registered Activity]
No. of Employees :	04 [Approximately] [As per site visit]

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RATING & COMMENTS

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

MIRA's Rating :

B

Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

Maximum Credit Limit :	USD 29000
Status :	Moderate
Payment Behaviour :	Slow but correct
Litigation :	Clear

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

EXTERNAL AGENCY RATING

NOT AVAILABLE

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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 26.10.2018.

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 :	Mrs. Nidhi Shah
Designation :	Marketing Head
Contact No.:	91-22-42363600/ 9699894124
Date :	23.10.2018

LOCATIONS

Registered Office :	2 nd Floor, Kohinoor Estate, 165, Tulsi Pipe Road, Lower Parel, Mumbai-400013, Maharashtra, India
Tel. No.:	91-22-42363600
Mobile No.:	91-9699894124 [Mrs. Nidhi Shah]
Fax No.:	91-22-42363636
E-Mail :	himanshu@kyoorius.com
Website :	http://www.kyoorius.com
Locality:	Industrial [As per site visit]

DIRECTORS

AS ON: 31.03.2018

Name :	Mr. Rajesh Kumar Kejriwal
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Designation :	Director		
Address :	Flat No. 1401/1402 A Wing Union Park 4th Floor Quantum Park Khar West Lane, Opposite Le Mumbai - 400052, Maharashtra, India		
Date of Appointment :	19.04.2010		
DIN No.:	00199215		
CIN/FCRN	Company Name	Begin Date	End Date
U21098KA1997PTC021927	TRANSASIA SALES PRIVATE LIMITED	26/06/2005	-
U74140MH2008PTC186959	SAFFRON BRAND CONSULTANTS INDIA PRIVATE LIMITED	30/09/2009	-
U74300MH1997PLC105548	LAQSHYA MEDIA LIMITED	09/03/2018	-
U74300MH2007PTC170088	KYOORIUS DIGITAL PRIVATE LIMITED	19/01/2011	-
U85110KA2000PTC027866	TRANSASIA FINE PAPERS PRIVATE LIMITED	28/09/2000	-
Name :	Mrs. Alka Kejriwal		
Designation :	Director		
Address :	A-1401/1402 14th Floor Quantum Park A Wing Union Park Khar West, Mumbai - 400052, Maharashtra, India		
Date of Appointment :	25.05.2011		
DIN No.:	03534345		
CIN/FCRN	Company Name	Begin Date	End Date
U74300MH2007PTC170088	KYOORIUS DIGITAL PRIVATE LIMITED	06/01/2017	-
Name :	Mr. Nupur Kejriwal		
Designation :	Director		
Address :	801, Odyssey II Hiranandani Gardens, Powai, Mumbai-400076, Maharashtra, India		
Date of Appointment :	06.01.2017		
DIN No.:	07701589		
CIN/FCRN	Company Name	Begin Date	End Date
U21098KA1997PTC021927	TRANSASIA SALES PRIVATE LIMITED	06/01/2017	-
U74140MH2008PTC186959	SAFFRON BRAND CONSULTANTS INDIA PRIVATE LIMITED	12/08/2018	-
U74300MH2007PTC170088	KYOORIUS DIGITAL PRIVATE LIMITED	06/01/2017	-
U85110KA2000PTC027866	TRANSASIA FINE PAPERS PRIVATE LIMITED	06/01/2017	-
Name :	Mr. Anuj Kejriwal		
Designation :	Director		
Address :	1401, A Wing, Quantum Park Khar Gulab Nagar, Bandra West, Mumbai - 400050, Maharashtra, India		
Date of Appointment :	04.08.2018		
DIN No.:	08193450		

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CIN/FCRN	Company Name	Begin Date	End Date
U74300MH2007PTC170088	KYORIOUS DIGITAL PRIVATE LIMITED	04/08/2018	-

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

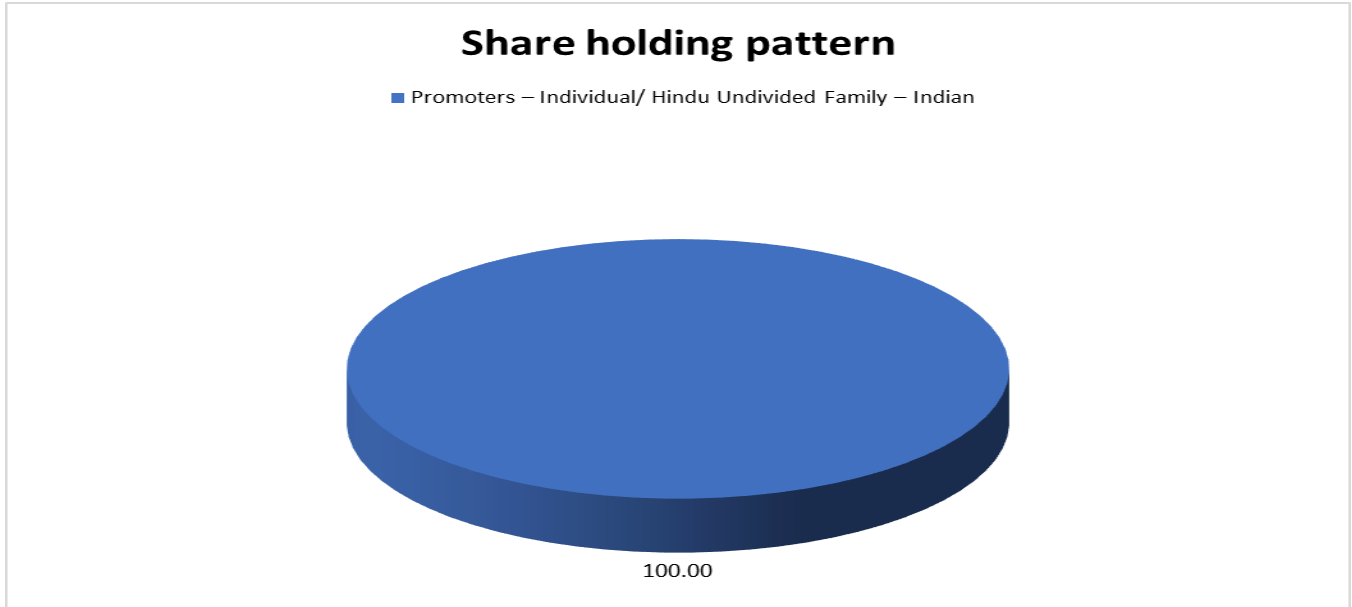
AS ON: 30.09.2017

Names of Shareholders	No. of Shares	Percentage of Holding
Rajesh Kejriwal	105000	25.93
Vikash Kejriwal	105000	25.93
Nipun Kejriwal	105000	25.93
Alka Kejriwal	30000	7.41
Rekha Kejriwal	20000	4.94
Santosh Kejriwal	10000	2.47
Akshay Kejriwal	10000	2.47
Sangeeta Kejriwal	20000	4.94
Total	405000	100.00

AS ON: 30.09.2017

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

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BUSINESS DETAILS

Line of Business :	Subject carry on the business of Advertisement and Publicity Agency. [Registered Activity]	
Products/ Services :	ITC Code No.	Product Descriptions
	99962900	Other performing arts and live entertainment services n.e.c.
Brand Names :	Not Available	
Agencies Held :	Not Available	
Exports :	Not Divulged	
Imports :	Not Divulged	
Terms :		
Selling :	Not Divulged	
Purchasing :	Not Divulged	

PRODUCTION STATUS: (NOT AVAILABLE)

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GENERAL INFORMATION

Suppliers :	<ul style="list-style-type: none"> • Kyoorius Digital Private Limited • Kamal Dahanuka and Co • AU Logistics • Aditya Birla Fashion and Retails Limited • H P Dzure and Print 																																			
Customers :	<table border="1"> <tr> <td>Reference:</td> <td colspan="2">Not Divulged</td> </tr> <tr> <td>Name of the Person (Designation):</td> <td colspan="2">--</td> </tr> <tr> <td>Contact Number:</td> <td colspan="2">--</td> </tr> <tr> <td>Since how long known:</td> <td colspan="2">--</td> </tr> <tr> <td>Maximum limit dealt:</td> <td colspan="2">--</td> </tr> <tr> <td>Experience:</td> <td colspan="2">--</td> </tr> <tr> <td>Remark</td> <td colspan="2">--</td> </tr> </table>			Reference:	Not Divulged		Name of the Person (Designation):	--		Contact Number:	--		Since how long known:	--		Maximum limit dealt:	--		Experience:	--		Remark	--													
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Total	0.788	0.000																																		

Auditors :	
Name :	Kamal Dhanuka and Company Chartered Accountants
Address :	Office No.209, Keytuo Industrial Estate, Kondivita Road, Andheri (East), Mumbai-400059, Maharashtra, India
Tel. No.:	91-22-28315284/ 28315480
Fax No.:	91-22-28315462
E-Mail :	cakamaldhanuka@yahoo.com
PAN No.:	AAMFK2271M
Memberships :	Not Available
Collaborators :	Not Available
Subsidiary Company :	Transasia Fine Papers Private Limited [U85110KA2000PTC027866]
Related Parties :	<ul style="list-style-type: none"> • Kyoorius Digital Private Limited • Saffron Brand Consultants (India) Private Limited

CAPITAL STRUCTURE

AS ON: 31.03.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
2000000	Equity Shares	INR 10/- each	INR 20.0000 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
405000	Equity Shares	INR 10/- each	INR 4.050 Million

FINANCIAL DATA
[all figures are in INR 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	4.050	4.050	4.050
(b) Reserves & Surplus	6.103	1.697	0.361
(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)	10.153	5.747	4.411
(3) Non-Current Liabilities			
(a) Long-term borrowings	0.788	0.000	0.000
(b) Deferred tax liabilities (Net)	0.012	0.025	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)	0.800	0.025	0.000
(4) Current Liabilities			
(a) Short term borrowings	0.000	0.000	10.600
(b) Trade payables	0.000	0.000	0.000
(c) Other current liabilities	11.914	5.633	0.874
(d) Short-term provisions	0.000	0.000	0.000
Total Current Liabilities (4)	11.914	5.633	11.474
TOTAL	22.867	11.405	15.885
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	2.060	0.375	0.000
(ii) Intangible Assets	0.341	0.000	0.000
(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	3.701	3.701	3.701
(c) Deferred tax assets (net)	0.000	0.000	0.000
(d) Long-term Loan and Advances	5.308	4.498	11.606
(e) Other Non-current assets	0.000	0.000	0.000
Total Non-Current Assets	11.410	8.574	15.307

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(2) Current assets			
(a) Current investments	0.000	0.000	0.000
(b) Inventories	0.000	0.000	0.000
(c) Trade receivables	3.315	1.960	0.562
(d) Cash and cash equivalents	1.616	0.032	0.010
(e) Short-term loans and advances	0.514	0.839	0.006
(f) Other current assets	6.012	0.000	0.000
Total Current Assets	11.457	2.831	0.578
TOTAL	22.867	11.405	15.885

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	SALES			
	Revenue from Operations	92.418	91.655	0.543
	Other Income	0.000	4.288	1.102
	TOTAL	92.418	95.943	1.645
Less	EXPENSES			
	Employees benefits expense	11.666	10.296	0.000
	Other expenses	73.651	83.527	0.624
	TOTAL	85.317	93.823	0.624
	PROFIT BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	7.101	2.120	1.021
Less	FINANCIAL EXPENSES	0.190	0.020	0.000
	PROFIT BEFORE TAX, DEPRECIATION AND AMORTISATION	6.911	2.100	1.021
Less/ Add	DEPRECIATION/ AMORTISATION	0.560	0.063	0.000
	PROFIT BEFORE TAX	6.351	2.037	1.021
Less	TAX	1.945	0.702	0.154
	PROFIT AFTER TAX	4.406	1.335	0.867
	Earnings Per Share (INR)	10.88	3.30	2.14

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CURRENT MATURITIES OF LONG TERM DEBT DETAILS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Current Maturities of Long term debt	0.344	0.000	NA
Cash generated from operations	6.340	0.361	NA
Net Cash generated from Operating Activities	3.353	(4.538)	NA

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	13.09	7.81	377.77
Account Receivables Turnover (Income / Sundry Debtors)	27.88	46.76	0.97
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	NA	NA	NA
Inventory Turnover (Operating Income / Inventories)	0.00	0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)	2.96	5.65	0.00

LEVERAGE RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.57	0.49	0.72
Debt Equity Ratio (Total Liability / Networth)	0.11	0.00	2.40
Current Liabilities to Networth (Current Liabilities / Net Worth)	1.17	0.98	2.60
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.24	0.07	0.00
Interest Coverage Ratio	37.37	106.00	0.00

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(PBIT / Financial Charges)			
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PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin <i>((PAT / Sales) * 100)</i>	%	4.77	1.46	159.67
Return on Total Assets <i>((PAT / Total Assets) * 100)</i>	%	19.27	11.71	5.46
Return on Investment (ROI) <i>((PAT / Networth) * 100)</i>	%	43.40	23.23	19.66

SOLVENCY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Current Ratio <i>(Current Assets / Current Liabilities)</i>		0.96	0.50	0.05
Quick Ratio <i>((Current Assets – Inventories) / Current Liabilities)</i>		0.96	0.50	0.05
G-Score Ratio Financial <i>(Networth / Total Assets)</i>		0.44	0.50	0.28
G-Score Ratio Debt <i>(Debts / Equity Capital)</i>		0.28	0.00	2.62
G-Score Ratio Liquidity <i>(Total Current Assets / Total Current Liabilities)</i>		0.96	0.50	0.05

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

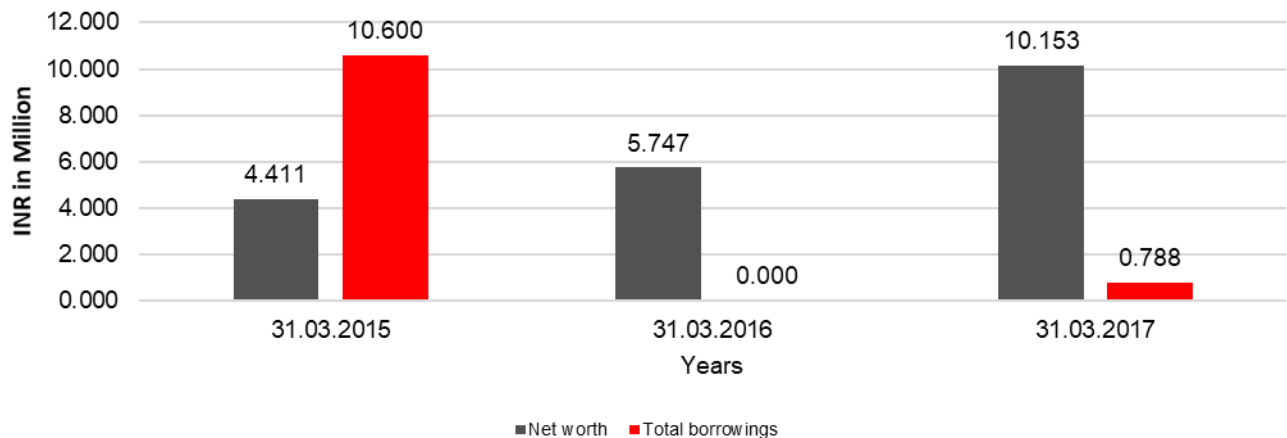
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FINANCIAL ANALYSIS
[all figures are in INR Million]

DEBT EQUITY RATIO

Particular	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Share Capital	4.050	4.050	4.050
Reserves & Surplus	0.361	1.697	6.103
Money received against share warrants	0.000	0.000	0.000
Share Application money pending allotment	0.000	0.000	0.000
Net worth	4.411	5.747	10.153
long-term borrowings	0.000	0.000	0.788
Short term borrowings	10.600	0.000	0.000
Total borrowings	10.600	0.000	0.788
Debt/Equity ratio	2.403	0.000	0.078

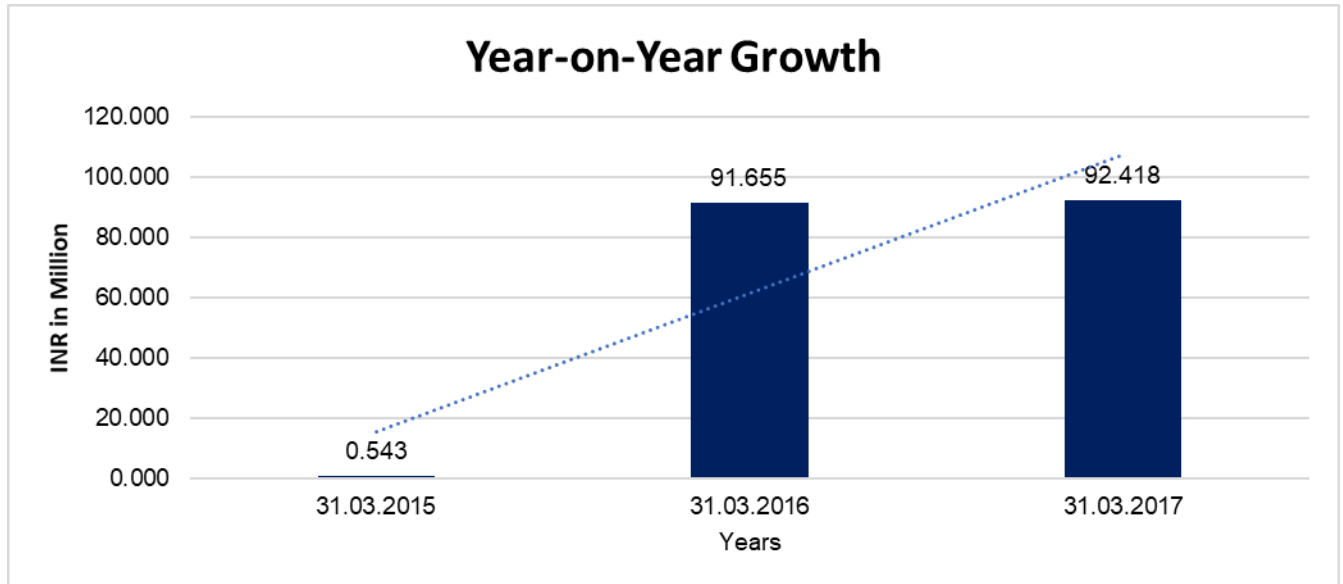
Debt to Equity



YEAR-ON-YEAR GROWTH

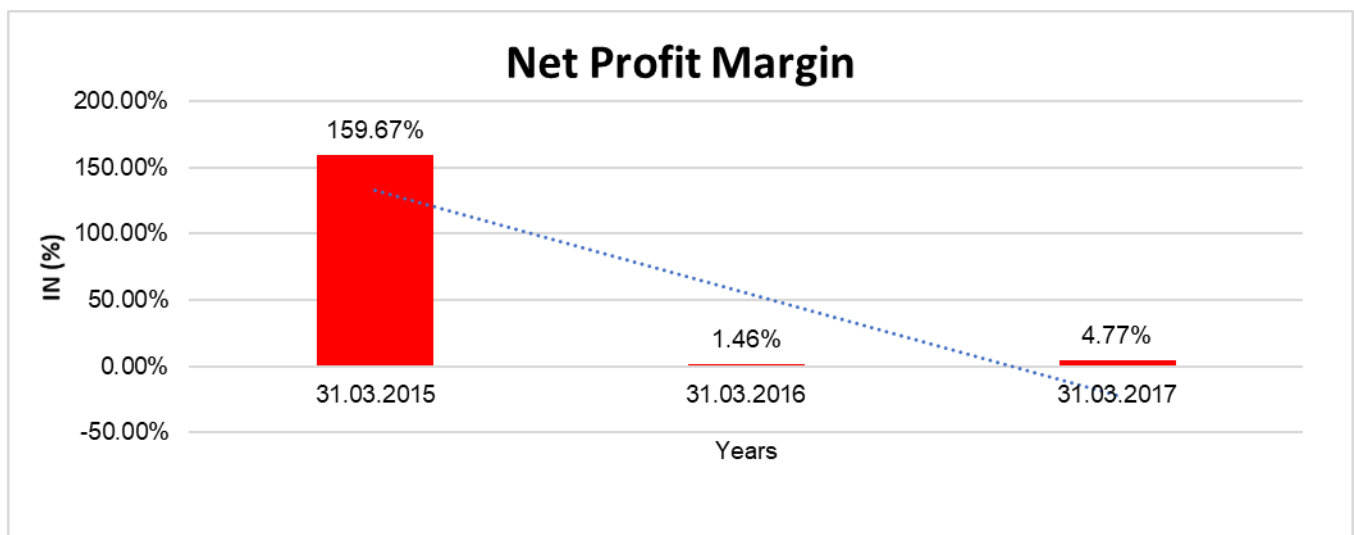
Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	0.543	91.655	92.418
		16,779.374	0.832

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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	0.543	91.655	92.418
Profit	0.867	1.335	4.406
	159.67%	1.46%	4.77%



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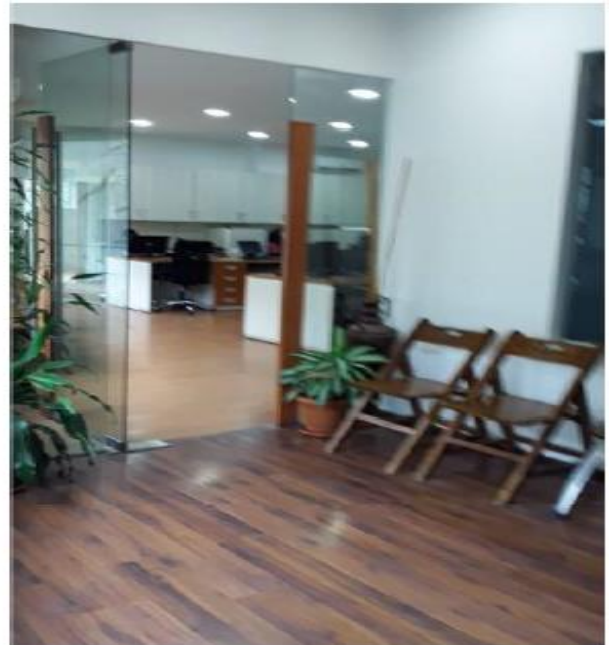
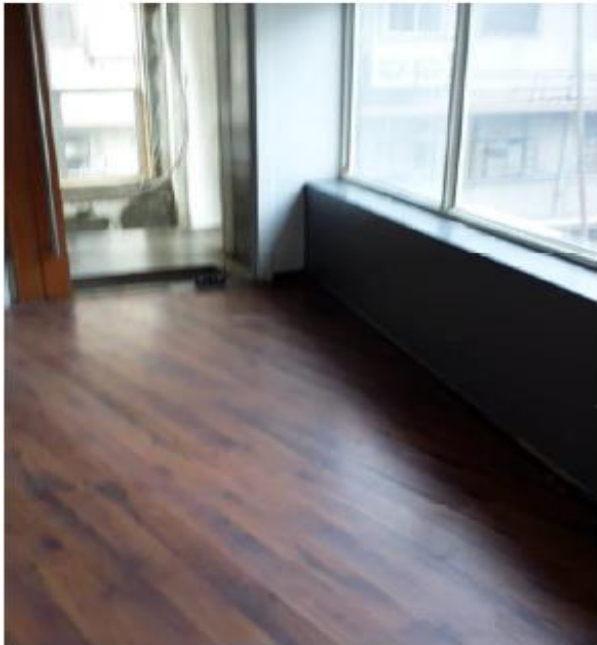
LOCAL AGENCY FURTHER INFORMATION

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	Yes
6	Contact numbers	Yes
7	Name of the person contacted	Yes
8	Designation of contact person	Yes
9	Promoter's background	Yes
10	Date of Birth of Proprietor / Partners / Directors	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	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 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	No
35	Negative Reporting by Auditors in the Annual Report	No

OBSERVATION POINTS

Name of Company :	KYORIOUS COMMUNICATIONS PRIVATE LIMITED
Address :	2nd Floor, Kohinoor Estate, 165, Tulsi Pipe Road, Lower Parel, Mumbai-400013, Maharashtra, India
Contact No.:	91-22-42363600 Email: nidhi@kyorius.com
Person to whom we met:	Mrs. Nikita [Accountant]
Name Board :	Sighted
Location:	Easy
Landmark:	Opposite Phoneix Mall
Total Floors of the Building :	3 Floors
Subject situated on:	2 nd Floor
Locality:	Industrial
Area :	Neutral
No. of employees seen at premises:	04 [Approx.]
Proof of visit:	Photos

PHOTOS



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INDEX OF CHARGES: NO CHARGES EXISTS FOR COMPANY

FIXED ASSETS:

Tangible Assets

- Computer
- Office Equipment
- Furniture and Fixtures
- Motor Car

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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.

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 73.27
UK Pound	1	INR 94.62
Euro	1	INR 83.65

INFORMATION DETAILS

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

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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	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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