

## MIRA INFORM REPORT

|               |            |
|---------------|------------|
| Report No. :  | 535960     |
| Report Date : | 26.10.2018 |

### IDENTIFICATION DETAILS

|  |  |
|--|--|
| Name :   | MEDIATRIX ADVERTISING PRIVATE LIMITED  |
| Registered Office :                              | 508/A, 5th Floor, Royal Sands, Behind Citi Mall, New Link Road, Andheri (West), Mumbai – 400053, Maharashtra   |
| Tel. No.:  | 91-22-42953344   |
| Country :  | India  |
| Financials (as on) :                             | Not Available  |
| Date of Incorporation :                          | 14.09.2012   |
| CIN No.:<br>[Company Identification No.]         | U74120MH2012PTC235783  |
| Capital Investment / Paid-up Capital :           | INR 0.100 Million  |
| PAN No.:<br>[Permanent Account No.]              | Not Divulged   |
| GSTN :<br>[Goods & Service Tax Registration No.] | Not Divulged   |
| Legal Form :                                     | Private Limited Liability Company  |
| Line of Business :                               | To carry on the business of advertising other kind of Media including newspapers, souvenirs, hoardings, neon signs and other display devices. [As per memorandum of association] |
| No. of Employees :                               | 3 (Approximately) (At site visit)  |

### RATING & COMMENTS

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

**MIRA's Rating :**

**D**

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| Credit Rating | Explanation | Rating Comments   |
|---------------|-------------|---|
| D             | High Risk   | Business dealing not recommended or on secured terms only |

|                            |            |
|----------------------------|------------|
| <b>Status :</b>            | Strike off |
| <b>Payment Behaviour :</b> | --         |
| <b>Litigation :</b>        | Exist      |

**NOTES:**

Any query related to this report can be made on e-mail: [infodept@mirainform.com](mailto: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.

**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 DENIED BY**

|                      |                     |
|----------------------|---------------------|
| <b>Name :</b>        | Mr. Rahul           |
| <b>Designation :</b> | Accounts Department |
| <b>Contact No.:</b>  | 91-22-42953344      |
| <b>Date :</b>        | 25.10.2018          |

**Management Non-Cooperative (91-22-40040970)**

**91-9757490153 (switch off)**

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**LOCATIONS**

|                            |   |
|----------------------------|---|
| <b>Registered Office :</b> | 508/A, 5th Floor, Royal Sands, Behind Citi Mall, New Link Road, Andheri (West), Mumbai – 400053, Maharashtra, India |
| <b>Tel. No.:</b>           | 91-22-42953344  |
| <b>Fax No.:</b>            | Not Available   |
| <b>E-Mail :</b>            | <a href="mailto:ashpri18@yahoo.co.in">ashpri18@yahoo.co.in</a>  |

**DIRECTORS**

**AS ON 2018**

|                              |   |
|------------------------------|---|
| <b>Name :</b>                | Mr. Kanwal Deep Singh   |
| <b>Designation :</b>         | Managing Director   |
| <b>Address :</b>             | B-12, 2nd Floor, Medhavi CHS, Cross Road No.2, Lokhandwala Complex, Andheri (West), Mumbai – 400053, Maharashtra, India |
| <b>Date of Birth/Age :</b>   | 14.07.1986  |
| <b>Date of Appointment :</b> | 14.09.2012  |
| <b>DIN No.:</b>              | 05290915  |
| <b>Name :</b>                | Mrs. Shweta Kumari  |
| <b>Designation :</b>         | Director  |
| <b>Address :</b>             | B-12, 2nd Floor, Medhavi CHS, Cross Road No.2, Lokhandwala Complex, Andheri (West), Mumbai – 400053, Maharashtra, India |
| <b>Date of Birth/Age :</b>   | 15.10.1987  |
| <b>Date of Appointment :</b> | 14.09.2012  |
| <b>DIN No.:</b>              | 05290930  |

**KEY EXECUTIVES**

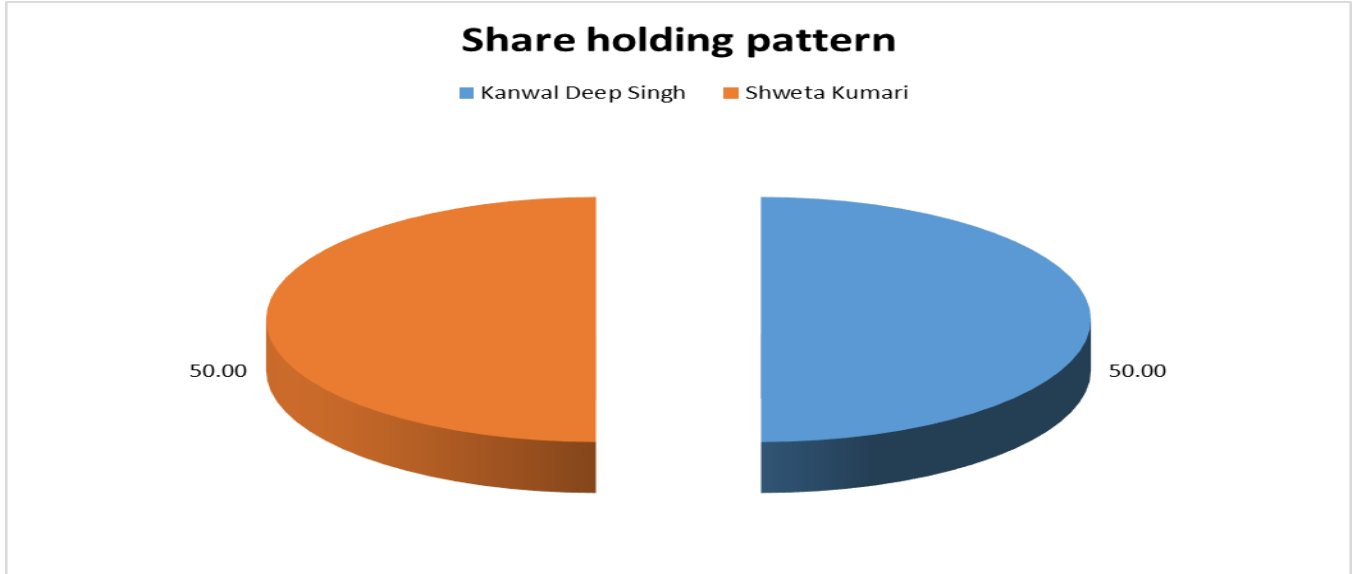
|                      |                     |
|----------------------|---------------------|
| <b>Name :</b>        | Mr. Rahul           |
| <b>Designation :</b> | Accounts Department |

**MAJOR SHAREHOLDERS**

**AS ON 25.08.2012**

| <b>Names of Shareholders</b> | <b>No. of Shares</b> | <b>% of holding</b> |
|------------------------------|----------------------|---------------------|
| Kanwal Deep Singh            | 5000                 | 50.00               |
| Shweta Kumari                | 5000                 | 50.00               |
| <b>Total</b>                 | <b>10000</b>         | <b>100.00</b>       |

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**BUSINESS DETAILS**

|                           |  |
|---------------------------|--|
| <b>Line of Business :</b> | To carry on the business of advertising other kind of Media including newspapers, souvenirs, hoardings, neon signs and other display devices. [As per memorandum of association] |
| <b>Brand Names :</b>      | Not Available  |
| <b>Agencies Held :</b>    | Not Available  |
| <b>Exports :</b>          | Not Divulged   |
| <b>Imports :</b>          | Not Divulged   |
| <b>Terms :</b>            | Not Divulged   |

**PRODUCTION STATUS – (NOT AVAILABLE)**

**GENERAL INFORMATION**

|                    |                               |              |
|--------------------|-------------------------------|--------------|
| <b>Suppliers :</b> | <b>Reference :</b>            | Not Divulged |
|                    | <b>Name of the Person :</b>   | --           |
|                    | <b>Contact No.:</b>           | --           |
|                    | <b>Since How Long Known :</b> | --           |
|                    | <b>Maximum Limit Dealt :</b>  | --           |
|                    | <b>Experience :</b>           | --           |
|                    | <b>Remark :</b>               | --           |

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|                           |   |              |
|---------------------------|---|--------------|
| <b>Customers :</b>        |   |              |
|                           | <b>Reference :</b>                                    | Not Divulged |
|                           | <b>Name of the Person :</b>                           | --           |
|                           | <b>Contact No.:</b>                                   | --           |
|                           | <b>Since How Long Known :</b>                         | --           |
|                           | <b>Maximum Limit Dealt :</b>                          | --           |
|                           | <b>Experience :</b>                                   | --           |
|                           | <b>Remark :</b>                                       | --           |
| <b>No. of Employees :</b> | 3 (Approximately) (At site visit)                     |              |
| <b>Bankers :</b>          |   |              |
|                           | <b>Banker Name :</b>                                  | Not Divulged |
|                           | <b>Branch :</b>                                       | Not Divulged |
|                           | <b>Person Name (With Designation) :</b>               | --           |
|                           | <b>Contact Number :</b>                               | --           |
|                           | <b>Name of Account Holder :</b>                       | --           |
|                           | <b>Account Number :</b>                               | --           |
|                           | <b>Account Since (Date/Year of Account Opening) :</b> | --           |
|                           | <b>Average Balance Maintained :</b>                   | --           |
|                           | <b>Credit Facilities Enjoyed (CC/OD/Term Loan) :</b>  | --           |
|                           | <b>Account Operation :</b>                            | --           |
|                           | <b>Remark :</b>                                       | --           |

|                                  |               |
|----------------------------------|---------------|
| <b>Auditors :</b>                | Not Divulged  |
| <b>Memberships :</b>             | Not Available |
| <b>Collaborators :</b>           | Not Available |
| <b>Associates/Subsidiaries :</b> | --            |

**CAPITAL STRUCTURE**

**Authorised Capital :**

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

**Issued, Subscribed & Paid-up Capital :**

| No. of Shares | Type | Value | Amount |
|---------------|------|-------|--------|
|---------------|------|-------|--------|

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|       |               |               |                   |
|-------|---------------|---------------|-------------------|
| 10000 | Equity Shares | INR 10/- each | INR 0.100 Million |
|-------|---------------|---------------|-------------------|

**FINANCIAL DATA**  
*[all figures are in INR Million]*

**NOT AVAILABLE**

**LEGAL CASES**

**Senior Civil Judge cum RC, New Delhi, PHC**

**Case Details**

|                     |  |                            |            |
|---------------------|--|----------------------------|------------|
| Case Type           | CS SCJ - CIVIL SUIT FOR CIVIL JUDGE                                |                            |            |
| Filing Number       | 1657/2018  | Filing Date                | 30-07-2018 |
| Registration Number | 1035/2018  | Registration Date          | 31-07-2018 |
| <b>CNR Number</b>   | <b>DLND030047602018</b> (Note the CNR number for future reference) | View QR Code / Cause Title |            |

**Case Status**

|                               |                            |
|-------------------------------|----------------------------|
| <b>First Hearing Date</b>     | <b>07th August 2018</b>    |
| <b>Next Hearing Date</b>      | <b>12th September 2018</b> |
| <b>Stage of Case</b>          | <b>Misc./ Appearance</b>   |
| <b>Court Number and Judge</b> | <b>83-Civil Judge</b>      |

**Petitioner and Advocate**

1) HT DIGITAL STREAMS LTD  
Advocate- MADHUR DHINGRA

**Respondent and Advocate**

1) MEDIATRIX ADVERTISING PVT LTD

**Acts**

| <b>Under Act(s)</b> | <b>Under Section(s)</b> |
|---------------------|-------------------------|
| Recovery of Money   | 278479                  |

**History of Case Hearing**

| <b>Judge</b> | <b>Business On Date</b> | <b>Hearing Date</b> | <b>Purpose of hearing</b> |
|--------------|-------------------------|---------------------|---------------------------|
| Civil Judge  | 07-08-2018              | 12-09-2018          | Misc./ Appearance         |

**Interim Orders**

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| Order Number | Order Date | Order Details |
|--------------|------------|---------------|
| 1            | 07-08-2018 | COPY OF ORDER |

| CASE DETAILS   |                  |               |                    |
|--|------------------|---------------|--------------------|
| <b>SENIOR CIVIL JUDGE CUM RC, NEW DELHI, PHC</b>   |                  |               |                    |
| Case Type: CS SCJ  |                  |               |                    |
| Filing Number: 1657/2018 Filing Date: 30-07-2018   |                  |               |                    |
| Registration Number: 1035/2018 Registration Date: 31-07-2018   |                  |               |                    |
| CNR Number: DLND03-004760-2018   |                  |               |                    |
| CASE STATUS  |                  |               |                    |
| First Hearing Date: 07th August 2018<br>Next Hearing Date: 17th September 2018<br>Stage of Case: Misc./ Appearance<br>Court Number and Judge: 83-Civil Judge |                  |               |                    |
| PETITIONER AND ADVOCATE  |                  |               |                    |
| 1) HT DIGITAL STREAMS LTD  |                  |               |                    |
| Advocate- MADHUR DHINGRA   |                  |               |                    |
| RESPONDENT AND ADVOCATE  |                  |               |                    |
| 1) MEDIATRIX ADVERTISING PVT LTD   |                  |               |                    |
| ACTS   |                  |               |                    |
| Under Act(s)   | Under Section(s) |               |                    |
| Recovery of Money  | 278479           |               |                    |
| MAIN MATTERS   |                  |               |                    |
| Main Case No. :  | //               |               |                    |
| HISTORY OF CASE HEARING  |                  |               |                    |
| Judge  | Business On Date | Hearing Date  | Purpose of hearing |
| Civil Judge  | 07-08-2018       | 17-09-2018    | Misc./ Appearance  |
| INTERIM ORDERS   |                  |               |                    |
| Order Number   | Order Date       | Order Details |                    |
| 1  | 07-08-2018       | COPY OF ORDER |                    |

**LOCAL AGENCY FURTHER INFORMATION**

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| 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                                    | Yes                          |
| 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 (At site visit)                    | Yes                          |
| 17      | Details of sister concerns                          | No                           |
| 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                             | No                           |
| 24      | Capital in the business                             | Yes                          |
| 25      | Last accounts filed at ROC, if applicable           | No                           |
| 26      | Turnover of firm for last three years               | No                           |
| 27      | Reasons for variation <> 20%                        | --                           |
| 28      | Estimation for coming financial year                | No                           |
| 29      | Profitability for last three years                  | No                           |
| 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                           |

**INDEX OF CHARGES: NO CHARGES EXISTS FOR COMPANY**

**OBSERVATION POINTS**

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|   |   |
|---|---|
| <b>Name of Company :</b>                  | MEDIATRIX ADVERTISING PRIVATE LIMITED   |
| <b>Address :</b>                          | 508/A, 5th Floor, Royal Sands, Behind Citi Mall, New Link Road, Andheri (West), Mumbai – 400053, Maharashtra, India |
| <b>Contact No.:</b>                       | 91-9757490153   |
| <b>Person to whom we met:</b>             | Ms. Disha (Designation Not Divulged)  |
| <b>Name Board :</b>                       | Sighted name board of “Mediatrix”   |
| <b>Location:</b>                          | Easy  |
| <b>Landmark (If Any):</b>                 | Behind Citi Mall  |
| <b>Total Floors of the building:</b>      | 6 Floor   |
| <b>Subject situated on:</b>               | 5 <sup>th</sup> Floor   |
| <b>Locality:</b>                          | Commercial  |
| <b>Area :</b>                             | Upmarket  |
| <b>No. of employees seen at premises:</b> | 3   |
| <b>Proof of visit:</b>                    | Photograph  |

**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 73.26 |
| UK Pound  | 1    | INR 95.05 |
| Euro      | 1    | INR 83.99 |

**INFORMATION DETAILS**

|                                  |     |
|----------------------------------|-----|
| <b>Information Gathered by :</b> | SPR |
| <b>Analysis Done by :</b>        | NYT |
| <b>Report Prepared by :</b>      | NKT |

**SCORE FACTORS**

|                             |        |     |
|-----------------------------|--------|-----|
| DEMERIT POINTS              |        |     |
| --BANK CHARGES              | YES/NO | NO  |
| --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 | NO  |
| --LISTED                    | YES/NO | NO  |
| --OTHER MERIT FACTORS       | YES/NO | NO  |

**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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