

MIRA INFORM REPORT

Report No. :	537179
Report Date :	30.10.2018

IDENTIFICATION DETAILS

Name :	SOCHEERS INFOTECH PRIVATE LIMITED
Registered Office :	1301, Beachwood Tower, Yari Road, Varsova, Andheri West, Mumbai – 400061, Maharashtra
Mobile No.:	91-9867355230 (Mr. Siddharth Sunil Devnani)
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	18.05.2011
Capital Investment / Paid-up Capital :	INR 0.100 Million
CIN No.: [Company Identification No.]	U72900MH2011PTC217607
PAN No.: [Permanent Account No.]	AAPCS8068Q
GSTN : [Goods & Service Tax Registration No.]	Not Divulged
Legal Form :	Private Limited Liability Company
Line of Business :	Subject is engaged into Advertising and Market Research. [Registered Activity]
No. of Employees :	Information denied by the management

RATING & COMMENTS

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

MIRA's Rating :

A

Credit Rating	Explanation	Rating Comments
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A	Acceptable Risk	Business dealings permissible with moderate risk of default
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Status :	Satisfactory
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Subject was incorporated in the year 2011 and it is having satisfactory track record.</p> <p>For the financial year 2017, the company has achieved decent growth in its revenue as compared to its previous year but has reported average profit margin during the year.</p> <p>The company possesses average financial risk profile marked by capable net worth base and comfortable debt protection metrics.</p> <p>Rating continues to derive strength from its established track record of its business operation backed by its well experienced management team.</p> <p>Payment seems to be slow but correct.</p> <p>In view of aforesaid, the company can be considered for business dealing 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.

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 30.10.2018

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

Name :	Mr. Siddharth Sunil Devnani
Designation :	Director
Contact No.:	91-9867355230
Date :	27.10.2018

LOCATIONS

Registered Office :	1301, Beachwood Tower, Yari Road, Varsova, Andheri West, Mumbai – 400061, Maharashtra, India
Tel. No.:	Not Available
Mobile No.:	91-9867355230 (Mr. Siddharth Sunil Devnani)
Fax No.:	Not Available
E-Mail :	siddharth.devnani@socheers.net team@socheers.net
Website :	https://socheers.net

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DIRECTORS

AS ON 31.03.2018

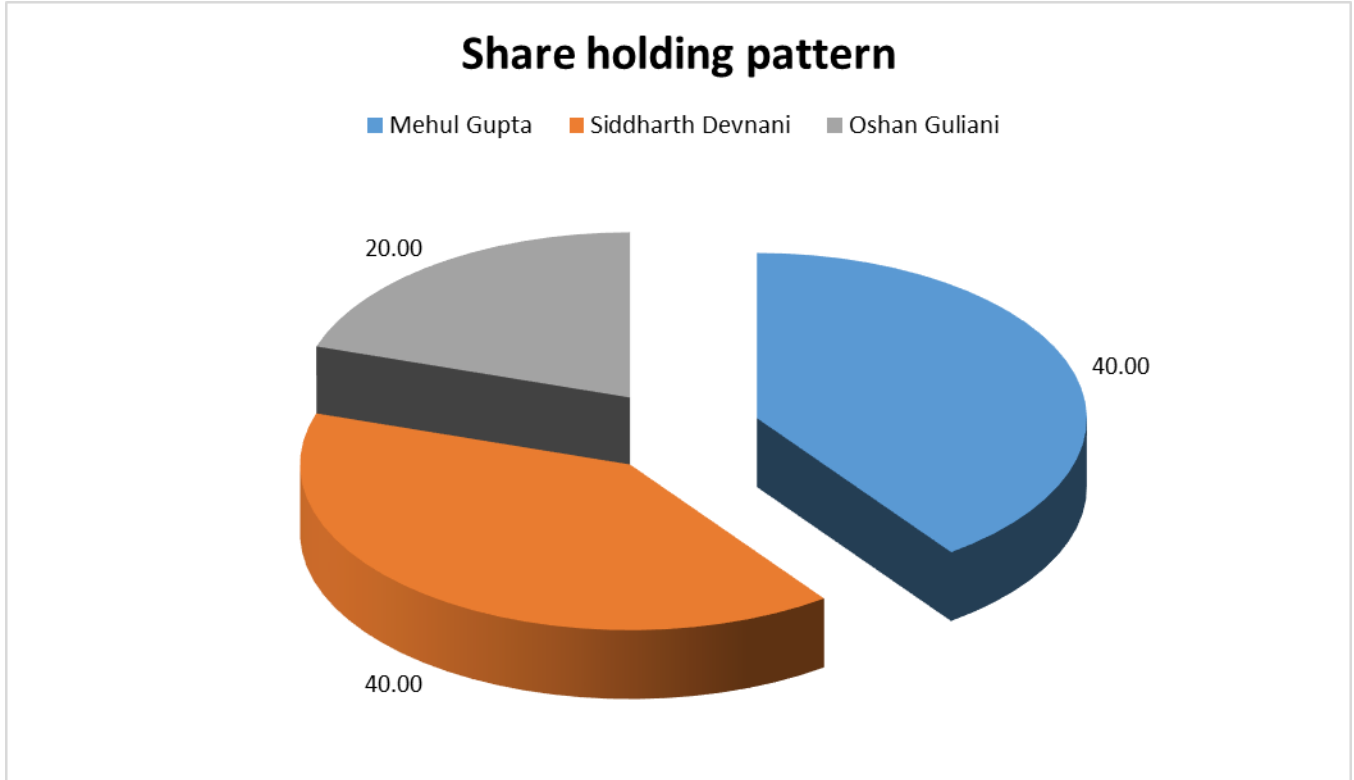
Name :	Mr. Mehul Khushiram Gupta
Designation :	Director
Address :	1301, Beachwood Tower, Yari Road, Versova, Andheri Mumbai – 400061, Maharashtra, India
Date of Appointment :	18.05.2011
DIN No.:	03455561
Name :	Mr. Siddharth Sunil Devnani
Designation :	Director
Address :	302, Jiwan Satya C.H.S. Ltd 15th Road Bandra West Mumbai – 400050, Maharashtra, India
Date of Appointment :	10.10.2013
DIN No.:	06634963
Name :	Mr. Oshan Guliani
Designation :	Director
Address :	H No. 276 Near Apna Park, Sector 21 A Faridabad – 121001, Haryana, India
Date of Appointment :	17.07.2014
DIN No.:	06899882

MAJOR SHAREHOLDERS

AS ON 31.03.2017

Names of Shareholders	No. of Shares	%age
Mehul Gupta	4000	40.00
Siddharth Devnani	4000	40.00
Oshan Guliani	2000	20.00
Total	10000	100.00

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Equity Share Break up (Percentage of Total Equity)

AS ON 29.09.2017

Category	Percentage
Promoters [Individual/Hindu Undivided Family (Indian)]	100.00
Total	100.00

BUSINESS DETAILS

Line of Business :	Subject is engaged into Advertising and Market Research. [Registered Activity]	
Products / Services :	Name and Description of main products / services	ITC Code
	Full service advertising	99836110
Brand Names :	Not Available	
Agencies Held :	Not Available	

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Exports :	Not Divulged
Imports :	Not Divulged
Terms :	Not Divulged

PRODUCTION STATUS – (NOT AVAILABLE)

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 :	Banker Name :	Not Divulged
	Branch :	--
	Person Name (With Designation) :	--
	Contact Number :	--
	Name of Account Holder :	--
	Account Number :	--
	Account Since (Date/Year of Account Opening) :	--
	Average Balance Maintained :	--
	Credit Facilities Enjoyed (CC/OD/Term Loan) :	--
	Account Operation :	--
Remark :	--	

Auditors :	
Name :	MVK Associates Chartered Accountants
Address :	800,Sangita Ellipse, Sahakar Road, Vile Parle (East), Mumbai – 400057, Maharashtra, India
Tel. No.:	91-22-40482500
Fax No.:	91-22-40482525
E-Mail :	admin@mvkassociates.com
Website :	www.mvkassociates.com
PAN No.:	AAGFM5009H
Memberships No :	045560
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

CAPITAL STRUCTURE

AS ON 29.09.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
60000	Equity Shares	INR 10/- each	INR 0.600 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	31.03.2016	31.03.2015
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital	0.100	0.100	0.100
(b) Reserves & Surplus	4.213	1.750	0.971
(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)	4.313	1.850	1.071
(3) Non-Current Liabilities			
(a) Long-term borrowings	0.000	0.000	0.000
(b) Deferred tax liabilities (Net)	0.041	0.006	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)	0.041	0.006	0.000
(4) Current Liabilities			
(a) Short term borrowings	0.450	0.242	0.204
(b) Trade payables	3.815	3.139	0.000
(c) Other current liabilities	3.085	2.993	2.084
(d) Short-term provisions	0.765	0.136	0.076
Total Current Liabilities (4)	8.115	6.510	2.364
TOTAL	12.469	8.366	3.435
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	0.537	0.107	0.000
(ii) Intangible Assets	0.000	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	0.000	0.000	0.000
(c) Deferred tax assets (net)	0.000	0.000	0.000
(d) Long-term Loan and Advances	0.000	0.000	0.000
(e) Other Non-current assets	0.000	0.000	0.000
Total Non-Current Assets	0.537	0.107	0.000

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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	7.535	6.400	2.838
(d) Cash and cash equivalents	0.777	0.746	0.521
(e) Short-term loans and advances	2.510	1.103	0.066
(f) Other current assets	1.110	0.010	0.010
Total Current Assets	11.932	8.259	3.435
TOTAL	12.469	8.366	3.435

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	SALES			
	Income	39.157	20.172	7.469
	Other Income	0.013	0.003	0.000
	TOTAL	39.170	20.175	7.469
Less	EXPENSES			
	Changes in inventories of finished goods, work-in-progress and Stock-in-Trade	19.058	10.067	1.928
	Employees benefits expense	11.093	5.772	3.269
	Other expenses	5.357	3.086	0.988
	TOTAL	35.508	18.925	6.185
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	3.662	1.250	1.284
Less	FINANCIAL EXPENSES	0.000	0.000	0.000
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	3.662	1.250	1.284
Less/ Add	DEPRECIATION/ AMORTISATION	0.097	0.004	0.000
	PROFIT/ (LOSS) BEFORE TAX	3.565	1.246	1.284
Less	TAX	1.102	0.468	0.406
	PROFIT/ (LOSS) AFTER TAX	2.463	0.778	0.878
	Earnings / (Loss) Per Share (INR)	246.34	77.85	87.85

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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	NA	NA	NA
Cash generated from operations	2.504	0.756	0.481
Net cash flow from (used in) operations	1.436	0.295	0.076

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	70.24	115.80	138.69
Account Receivables Turnover (Income / Sundry Debtors)	5.20	3.15	2.63
Inventory Turnover (Operating Income / Inventories)	0.00	0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)	6.82	11.68	0.00

LEVERAGE RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.65	0.78	0.69
Debt Equity Ratio (Total Liability / Networth)	0.10	0.13	0.19
Current Liabilities to Network (Current Liabilities / Net Worth)	1.88	3.52	2.21
Fixed Assets to Network (Net Fixed Assets / Network)	0.12	0.06	0.00
Interest Coverage Ratio (PBIT / Financial Charges)	0.00	0.00	0.00

PROFITABILITY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
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PAT to Sales ((PAT / Sales) * 100)	%	6.29	3.86	11.76
Return on Total Assets ((PAT / Total Assets) * 100)	%	19.75	9.30	25.56
Return on Investment (ROI) ((PAT / Networth) * 100)	%	57.11	42.05	81.98

SOLVENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)	1.47	1.27	1.45
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)	1.47	1.27	1.45
G-Score Ratio Financial (Networth / Total Assets)	0.35	0.22	0.31
G-Score Ratio Debt (Debts / Equity Capital)	4.50	2.42	2.04
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)	1.47	1.27	1.45

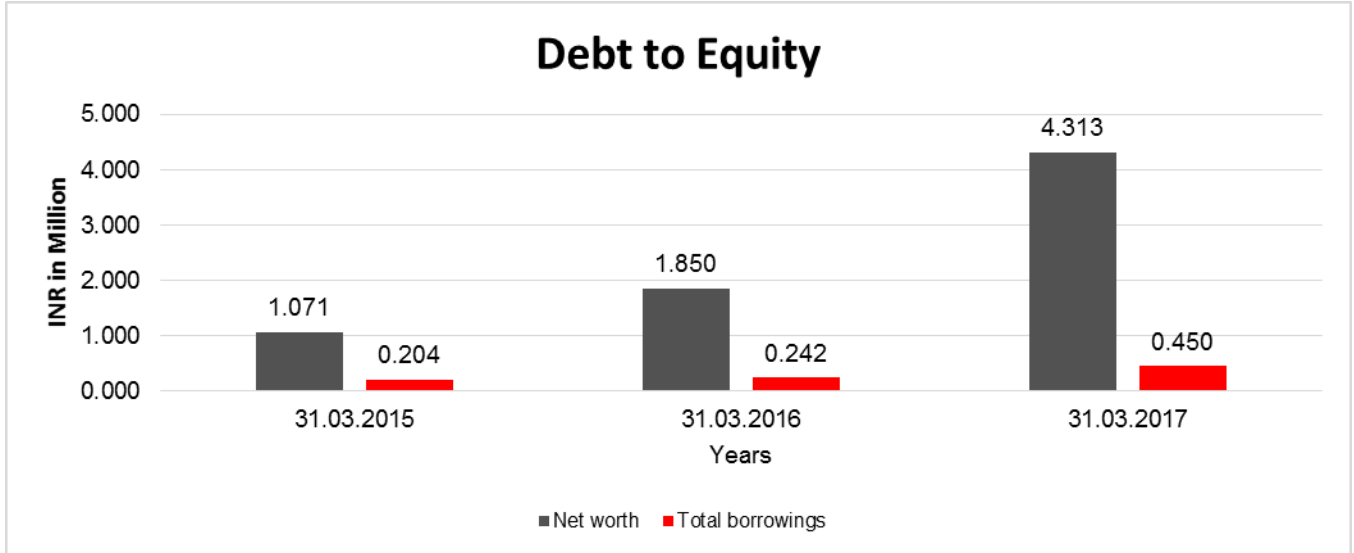
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

FINANCIAL ANALYSIS
[all figures are in INR Million]

DEBT EQUITY RATIO

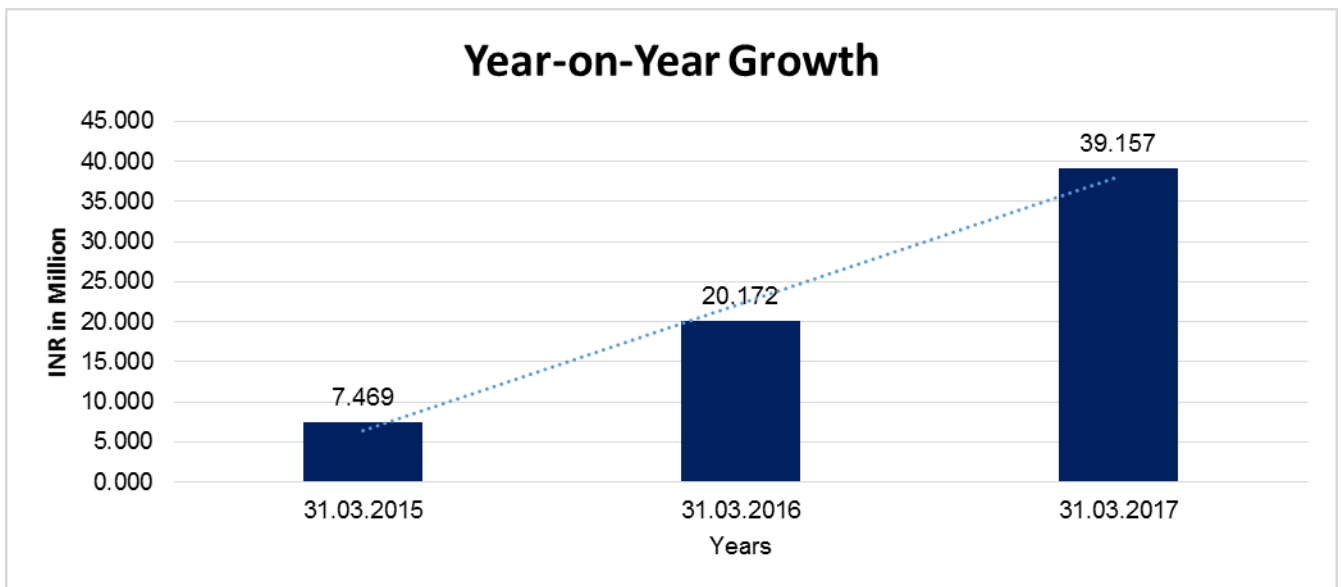
Particular	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Share Capital	0.100	0.100	0.100
Reserves & Surplus	0.971	1.750	4.213
Share Application money pending allotment	0.000	0.000	0.000
Net worth	1.071	1.850	4.313
Long Term borrowings	0.000	0.000	0.000
Short Term borrowings	0.204	0.242	0.450
Total borrowings	0.204	0.242	0.450
Debt/Equity ratio	0.190	0.131	0.104

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YEAR-ON-YEAR GROWTH

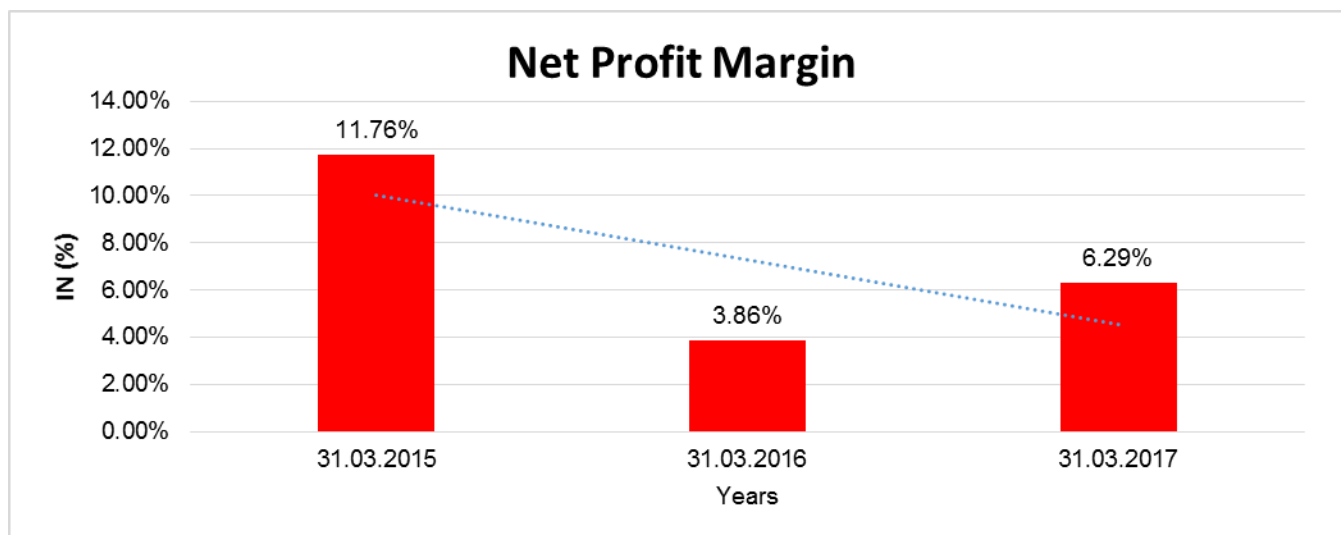
Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	7.469	20.172	39.157
		170.076	94.116



NET PROFIT MARGIN

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Net Profit Margin	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	7.469	20.172	39.157
Profit/(Loss)	0.878	0.778	2.463
	11.76%	3.86%	6.29%



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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	No
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	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

PERFORMANCE

The company has reported total income of INR 39.170 million for the current year as compared to INR 20.175 million income in the previous year, the net profit for the year amounted to INR 2.463 million in the current year as compared to INR 0.778 million in the previous year.

UNSECURED LOANS:

PARTICULARS	31.03.2017 INR In Million	31.03.2016 INR In Million
SHORT TERM BORROWINGS		
Loan from directors	0.450	0.242
Total	0.450	0.242

INDEX OF CHARGES: NO CHARGES EXISTS FOR COMPANY

FIXED ASSETS:

- Land
- Building
- Plant and Machinery
- Furniture and Fixture
- Office Equipment
- Computer
- Vehicles

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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 73.37
UK Pound	1	INR 94.16
Euro	1	INR 83.55

INFORMATION DETAILS

Information Gathered by :	SHW
Analysis Done by :	NIS
Report Prepared by :	RNA

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	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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