

**MIRA INFORM REPORT**

<b>Report No. :</b>	534963
<b>Report Date :</b>	30.10.2018

**IDENTIFICATION DETAILS**

<b>Name :</b>	SOCIAL CATALYZERS
<b>Registered Office :</b>	62, New Gandhi Nagar, Ghaziabad – 201001, Uttar Pradesh
<b>Mob. No.:</b>	91-9899897804 (Mr. Vaibhav Gupta)
<b>Country :</b>	India
<b>Financials (as on) :</b>	31.03.2018
<b>Year of Establishment:</b>	2015
<b>Capital Investment / Paid-up Capital :</b>	INR 6.909 Million
<b>PAN No.:</b> [Permanent Account No.]	ACZFS8909B
<b>GSTN :</b> [Goods & Service Tax Registration No.]	09ACZFS8909B2ZE
<b>Legal Form :</b>	Partnership Concern with an Unlimited Liability of the Partners
<b>Line of Business :</b>	Providing Influencer Marketing, Content Marketing, Video Virality, Community Marketing Services. [Confirmed by management]
<b>No. of Employees :</b>	8 (Approximately)

**RATING & COMMENTS**

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

<b>MIRA's Rating :</b>	A
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<b>Credit Rating</b>	<b>Explanation</b>	<b>Rating Comments</b>
A	Acceptable Risk	Business dealings permissible with moderate risk of default

<b>Maximum Credit Limit :</b>	USD 10000
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<b>Status :</b>	Satisfactory
<b>Payment Behaviour :</b>	Slow but correct
<b>Litigation :</b>	Clear

**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.

**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**

<b>Rating Agency Name</b>	Not Available
<b>Rating</b>	Not Available
<b>Rating Explanation</b>	Not Available
<b>Date</b>	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 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 PARTED BY**

<b>Name :</b>	Mr. Vaibhav Gupta
<b>Designation :</b>	Partner
<b>Contact No.:</b>	91-9899897804
<b>Date :</b>	27.10.2018

**LOCATIONS**

<b>Registered Office :</b>	62, New Gandhi Nagar, Ghaziabad – 201001, Uttar Pradesh, India
<b>Tel. No.:</b>	Not Available
<b>Mobile No.:</b>	91-9899897804 (Mr. Vaibhav Gupta)
<b>Fax No.:</b>	Not Available
<b>E-Mail :</b>	<a href="mailto:vaibhav.gupta@socialcatalyzers.com">vaibhav.gupta@socialcatalyzers.com</a>
<b>Website :</b>	<a href="http://www.socialcatalyzers.com">http://www.socialcatalyzers.com</a>
<b>Area :</b>	300 yard
<b>Location :</b>	Owned
<b>Locality :</b>	Commercial
<b>Operational Office :</b>	Unit No. 751, 7 <sup>th</sup> Floor, JMD Mega Polis Sohna Road, Sector 48, Gurugram – 122018, Haryana, India
<b>Area :</b>	2000 sq. ft.
<b>Location :</b>	Rented
<b>Locality :</b>	Commercial

**PARTNERS**

<b>Name :</b>	Mr. Kalyan Kumar
<b>Designation :</b>	Partner
<b>Name :</b>	Mr. Vaibhav Gupta
<b>Designation :</b>	Partner / Co-Founder

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<b>Name :</b>	Mr. Saurabh Tomar
<b>Designation :</b>	Partner

**KEY EXECUTIVE**

<b>Name :</b>	Mr. Prem Kumar
<b>Designation :</b>	Chief Executive Officer

**BUSINESS DETAILS**

<b>Line of Business :</b>	Providing Influencer Marketing, Content Marketing, Video Virality, Community Marketing Services. [Confirmed by management]
<b>Brand Names :</b>	Not Available
<b>Agencies Held :</b>	Not Available
<b>Exports :</b>	Not Available
<b>Imports :</b>	Not Available
<b>Terms :</b>	
<b>Selling :</b>	Advance Payment and Credit (30 days)
<b>Purchasing :</b>	Advance Payment and Credit (30 days)

**GENERAL INFORMATION**

<b>Suppliers :</b>	Not Available  <b>Note:</b> Since subject is service provider, supplier details Not Available														
<b>Customers :</b>	End Users <table border="1" style="margin-left: 20px;"> <tr> <td><b>Reference :</b></td> <td>Omicom Media Group</td> </tr> <tr> <td><b>Name of the Person :</b></td> <td>Mr. Chetan Muley (Associates Business Director)</td> </tr> <tr> <td><b>Contact No.:</b></td> <td>91-9881728950 E-Mail : <a href="mailto:Chetan.Muley@pdh.com">Chetan.Muley@pdh.com</a></td> </tr> <tr> <td><b>Since How Long Known :</b></td> <td>2 Years</td> </tr> <tr> <td><b>Maximum Limit Dealt :</b></td> <td>INR 5.000 Million (Monthly)</td> </tr> <tr> <td><b>Experience :</b></td> <td>--</td> </tr> <tr> <td><b>Remark:</b></td> <td>Mr. Chetan Muley confirmed that</td> </tr> </table>	<b>Reference :</b>	Omicom Media Group	<b>Name of the Person :</b>	Mr. Chetan Muley (Associates Business Director)	<b>Contact No.:</b>	91-9881728950 E-Mail : <a href="mailto:Chetan.Muley@pdh.com">Chetan.Muley@pdh.com</a>	<b>Since How Long Known :</b>	2 Years	<b>Maximum Limit Dealt :</b>	INR 5.000 Million (Monthly)	<b>Experience :</b>	--	<b>Remark:</b>	Mr. Chetan Muley confirmed that
<b>Reference :</b>	Omicom Media Group														
<b>Name of the Person :</b>	Mr. Chetan Muley (Associates Business Director)														
<b>Contact No.:</b>	91-9881728950 E-Mail : <a href="mailto:Chetan.Muley@pdh.com">Chetan.Muley@pdh.com</a>														
<b>Since How Long Known :</b>	2 Years														
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<b>Experience :</b>	--														
<b>Remark:</b>	Mr. Chetan Muley confirmed that														

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	they are getting excellent services from the subject company. Overall experience is excellent.				
<b>Reference :</b>	Vibrant Advertising				
<b>Name of the Person :</b>	Mr. Rajesh Chellapan (Associates Vice President)				
<b>Contact No.:</b>	91-9967061247 E-Mail : <a href="mailto:rajesh.chellapan@ril.com">rajesh.chellapan@ril.com</a>				
<b>Since How Long Known :</b>	3 Years				
<b>Maximum Limit Dealt :</b>	As per requirement				
<b>Experience :</b>	--				
<b>Remark:</b>	We had a word with Mr. Rajesh Chellapan (Associates Vice President) who confirmed that they know subject from last 3 years and they are satisfied with subject services.				
<b>Reference :</b>	Wat Consult				
<b>Name of the Person :</b>	Mr. Shanu Jain (Owner)				
<b>Contact No.:</b>	91-9004207614 E-Mail: <a href="mailto:Shanu@watconsult.com">Shanu@watconsult.com</a>				
<b>Since How Long Known :</b>	3 years				
<b>Maximum Limit Dealt :</b>	As per requirement				
<b>Experience :</b>	--				
<b>Remark:</b>	We spoke with Mr. Shanu Jain who gave us positive response about subject company. The experience is good and there is no complaint. They are satisfied with their services.				
<b>Reference :</b>	Isobar				
<b>Name of the Person :</b>	Mr. Dhawal Prajapati				
<b>Contact No.:</b>	91-9967866088 E-Mail: <a href="mailto:dhawal.prajapati@isobar.com">dhawal.prajapati@isobar.com</a>				
<b>Since How Long Known :</b>	--				
<b>Maximum Limit Dealt :</b>	--				
<b>Experience :</b>	--				
<b>Remark:</b>	Number is continuously ringing				
<b>No. of Employees :</b>	8 (Approximately)				
<b>Bankers :</b>	<table border="1"> <tr> <td><b>Bank Name</b></td> <td>Axis Bank</td> </tr> <tr> <td><b>Branch</b></td> <td>Gandhi Nagar, Ground Floor, Basement</td> </tr> </table>	<b>Bank Name</b>	Axis Bank	<b>Branch</b>	Gandhi Nagar, Ground Floor, Basement
<b>Bank Name</b>	Axis Bank				
<b>Branch</b>	Gandhi Nagar, Ground Floor, Basement				

		31 Main Road, Municipal No. 329, A Mahila Colony, Gandhi Nagar, Delhi – 110031 India
<b>Person Name (With Designation)</b>		Mr. Saurabh Kumar (Branch Operation Head)
<b>Contact Number</b>		91-11-22078241
<b>Name of Account Holder</b>		Social Catalyzers
<b>Account Number</b>		916020024709949
<b>IFSC Code</b>		UTIB0002565
<b>MICR Code</b>		110211160
<b>Swift Code</b>		AXISINBB166
<b>Account Since (Date/Year of Account Opening)</b>		2015
<b>Average Balance Maintained (If Possible)</b>		--
<b>Credit Facilities Enjoyed (If any)</b>		Current Account
<b>Account Operation</b>		Satisfactory
<b>Remarks (If any)</b>		Banker gave us positive response about subject company. They are satisfied with their banking transaction.

<b>Auditors :</b>	
<b>Name :</b>	Manoj Bansal and Company Chartered Accountants
<b>Address :</b>	37-B, Gali No. 2, East Azad Nagar, Krishna Nagar, Delhi – 110051, India
<b>Mobile No.:</b>	91-9811543161
<b>E-Mail :</b>	<a href="mailto:ca.manojbansal37@gmail.com">ca.manojbansal37@gmail.com</a>
<b>Membership No.:</b>	92856
<b>Memberships :</b>	Not Available
<b>Collaborators :</b>	Not Available
<b>Sister Concern:</b>	Not Available

**CAPITAL STRUCTURE**

As on 31.03.2018

Name of Partner	Ratio	Balance as on 01.04.2017	Deposit Adjustments	Profit of the year	Salary	Drawing	Balance as on 31.03.2018
Vaibhav Gupta	34%	1.291	0.00	1.247	1.200	1.578	2.161
Kalyan Kumar	33%	0.949	0.00	1.210	1.200	0.818	2.542
Saurabh Kumar	33%	1.274	0.00	1.210	1.200	1.478	2.206
<b>Total</b>	<b>100.00%</b>	<b>3.514</b>	<b>0.00</b>	<b>3.667</b>	<b>3.600</b>	<b>3.874</b>	<b>6.909</b>

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

**ABRIDGED BALANCE SHEET**

<b>SOURCES OF FUNDS</b>		<b>31.03.2018</b>	<b>31.03.2017</b>
<b>SHAREHOLDERS FUNDS</b>			
1] Partner's Capital		6.909	3.514
2] Share Application Money		0.000	0.000
3] Reserves & Surplus		0.000	0.000
4] (Accumulated Losses)		0.000	0.000
<b>NETWORTH</b>		<b>6.909</b>	<b>3.514</b>
<b>LOAN FUNDS</b>			
1] Secured Loans		0.000	0.000
2] Unsecured Loans		0.000	0.000
<b>TOTAL BORROWING</b>		<b>0.000</b>	<b>0.000</b>
DEFERRED TAX LIABILITIES		0.000	0.000
<b>TOTAL</b>		<b>6.909</b>	<b>3.514</b>
<b>APPLICATION OF FUNDS</b>			
<b>FIXED ASSETS [Net Block]</b>			
Capital work-in-progress		0.136	0.124
		0.000	0.000
<b>INVESTMENT</b>			
DEFERREX TAX ASSETS		0.000	0.000
		0.000	0.000
<b>CURRENT ASSETS, LOANS &amp; ADVANCES</b>			
Inventories		0.000	0.000
Sundry Debtors		15.077	19.706
Cash & Bank Balances		6.838	2.282
Other Current Assets		1.063	0.000
Loans & Advances		0.098	0.000
<b>Total Current Assets</b>		<b>23.076</b>	<b>21.988</b>
<b>Less : CURRENT LIABILITIES &amp; PROVISIONS</b>			
Sundry Creditors		16.961	13.028
Other Current Liabilities		(0.658)	5.570
Provisions		0.000	0.000
<b>Total Current Liabilities</b>		<b>16.303</b>	<b>18.598</b>
<b>Net Current Assets</b>		<b>6.773</b>	<b>3.390</b>
<b>MISCELLANEOUS EXPENSES</b>			
		0.000	0.000
<b>TOTAL</b>		<b>6.909</b>	<b>3.514</b>

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**PROFIT & LOSS ACCOUNT**

	PARTICULARS		31.03.2018	31.03.2017
	<b>SALES</b>			
	Income		42.336	28.882
	Other Income		0.051	0.000
	<b>TOTAL</b>		<b>42.387</b>	<b>28.882</b>
<b>Less</b>	<b>EXPENSES</b>			
	Service Charges Paid		12.294	0.000
	Accounting Charges		0.048	0.048
	Advertising and Publicity		1.284	0.000
	Associates fees paid		6.459	20.076
	Audit Fees		0.015	0.015
	Business Promotion		0.031	0.076
	Bonus		0.074	0.000
	Commission on sale		10.073	1.170
	Conference Expenses		0.000	0.120
	Conveyance Expenses		0.200	0.182
	Delayed Payment Intt Paid		0.062	0.000
	Foreign Exchange Fluctuation		0.298	0.000
	Interest paid on late payment		0.001	0.000
	Electricity Expenses		0.000	0.012
	Income tax expenses		0.000	0.873
	Misc. Expenses		0.022	0.019
	Office Maintenance Expenses		0.033	0.022
	Partner Salary		3.600	2.490
	Printing and Stationary		0.026	0.012
	Rebate and Discount		0.023	0.048
	Round off		0.001	0.000
	Salary		0.913	1.563
	Staff Welfare		0.042	0.035
	Swatch Bharat Cess Paid		0.009	0.000
	Telephone Expenses		0.037	0.054
	Travelling Expenses		1.495	0.218
	<b>TOTAL</b>		<b>37.040</b>	<b>27.033</b>
	<b>PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>		<b>5.347</b>	<b>1.849</b>
<b>Less</b>	<b>FINANCIAL EXPENSES</b>		0.006	0.013

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	<b>PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>		<b>5.341</b>	<b>1.836</b>
<b>Less</b>	<b>DEPRECIATION/ AMORTISATION</b>		0.033	0.010
	<b>PROFIT/ (LOSS) BEFORE TAX</b>		<b>5.308</b>	<b>1.826</b>
<b>Less</b>	<b>TAX</b>		1.640	0.000
	<b>PROFIT/ (LOSS) AFTER TAX</b>		<b>3.668</b>	<b>1.826</b>

The above information has been parted by Mr. Vaibhav Gupta (Partner)

**Note** : Sole Proprietary and Partnership concerns are exempted from filing their financials with the Government Authorities or Registry.

**KEY RATIOS**

**EFFICIENCY RATIOS**

<b>PARTICULARS</b>		<b>31.03.2018</b>	<b>31.03.2017</b>
Average Collection Days (Sundry Debtors / Income * 365 Days)		129.99	249.04
Account Receivables Turnover (Income / Sundry Debtors)		2.81	1.47
Average Payment Days (Sundry Creditors / Purchases * 365 Days)		0.00	0.00
Inventory Turnover (Operating Income / Inventories)		0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)		39.32	14.91

**LEVERAGE RATIOS**

<b>PARTICULARS</b>		<b>31.03.2018</b>	<b>31.03.2017</b>
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)		0.70	0.84

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Debt Equity Ratio (Total Liability / Networth)		0.00	0.00
Current Liabilities to Networth (Current Liabilities / Net Worth)		2.36	5.29
Fixed Assets to Networth (Net Fixed Assets / Networth)		0.02	0.04
Interest Coverage Ratio (PBIT / Financial Charges)		891.17	142.23

**PROFITABILITY RATIOS**

PARTICULARS		31.03.2018	31.03.2017
Net Profit Margin ((PAT / Sales) * 100)	%	8.66	6.32
Return on Total Assets ((PAT / Total Assets) * 100)	%	15.80	8.26
Return on Investment (ROI) ((PAT / Networth) * 100)	%	53.09	51.96

**SOLVENCY RATIOS**

PARTICULARS		31.03.2018	31.03.2017
Current Ratio (Current Assets / Current Liabilities)		1.42	1.18
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		1.42	1.18
G-Score Ratio Financial (Networth / Total Assets)		0.30	0.16
G-Score Ratio Debt (Debts / Equity Capital)		0.00	0.00
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		1.42	1.18

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	31.03.2017	31.03.2018
	INR In Million	INR In Million
Partner's Capital	3.514	6.909
Reserves & Surplus	0.000	0.000
Share Application money pending allotment	0.000	0.000
<b>Net worth</b>	<b>3.514</b>	<b>6.909</b>
Secured loan	0.000	0.000
Unsecured loan	0.000	0.000
<b>Total borrowings</b>	<b>0.000</b>	<b>0.000</b>
<b>Debt/Equity ratio</b>	<b>0.000</b>	<b>0.000</b>

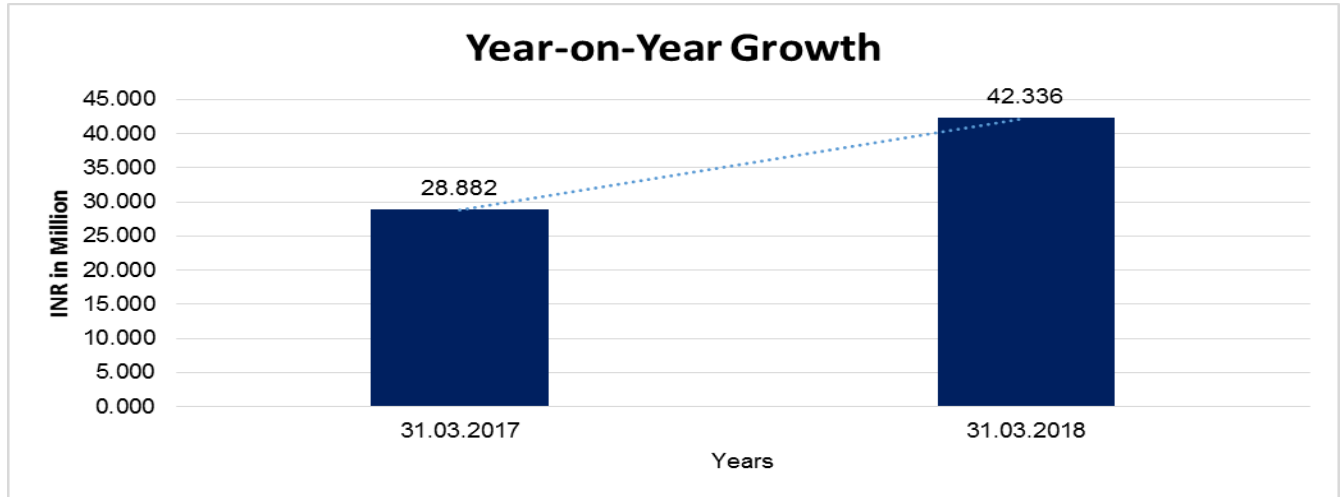
**Debt to Equity**



**YEAR-ON-YEAR GROWTH**

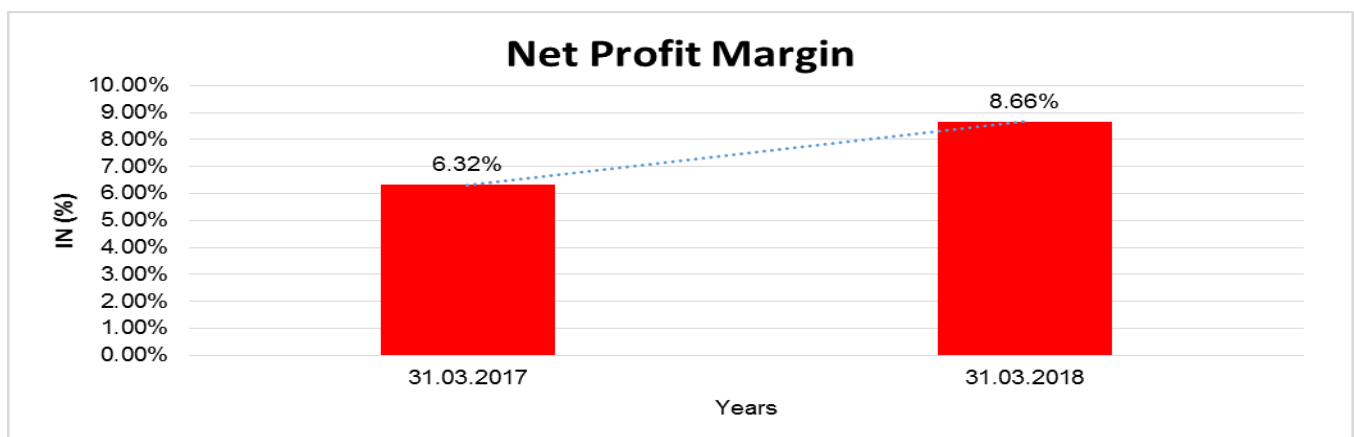
Year on Year Growth	31.03.2017	31.03.2018
	INR In Million	INR In Million
Sales	28.882	42.336
		<b>46.583</b>

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**NET PROFIT MARGIN**

Net Profit Margin	31.03.2017	31.03.2018
	INR In Million	INR In Million
Sales	28.882	42.336
Profit	1.826	3.668
	<b>6.32%</b>	<b>8.66%</b>



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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 – Legal Form	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	No
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)	Yes
16	No. of employees	Yes
17	Details of sister concerns	No
18	Major suppliers	No
19	Major customers	Yes
20	Banking Details	Yes
21	Banking facility details	No
22	Conduct of the banking account	Yes
23	Financials, if provided	Yes
24	Capital in the business	Yes
25	Last accounts filed at ROC, if applicable	No
26	Turnover of firm for last two years	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last two years	Yes
30	Major shareholders, if available	No
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

**FIXED ASSETS**

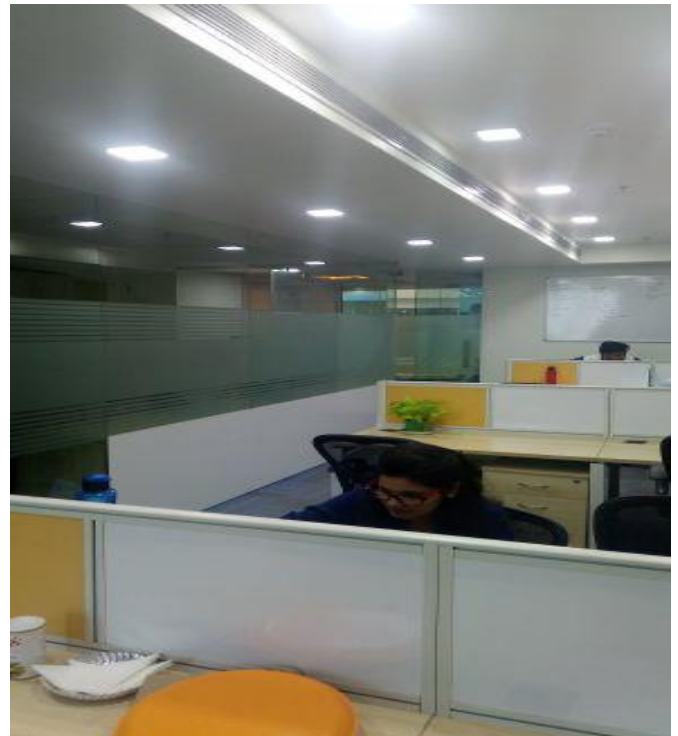
- Air Conditioner
- Laptop
- Mobile
- Printer

**OBSERVATION POINTS**

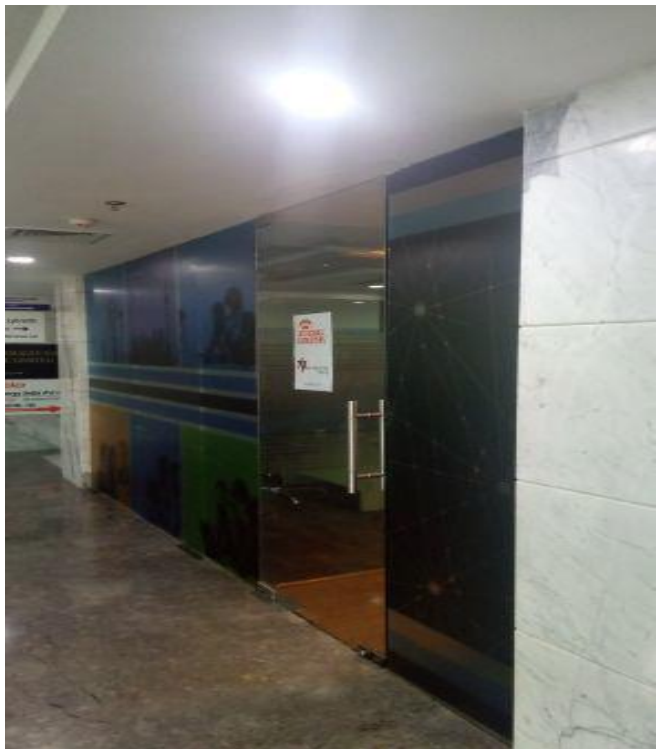
<b>Name of Company :</b>	SOCIAL CATALYZERS
<b>Address :</b>	Unit No. 751, 7 <sup>th</sup> Floor, JMD Mega Polis Sohna Road, Sector 48, Gurugram – 122018, Haryana, India
<b>Mobile No.:</b>	91-9810045594
<b>Email :</b>	<a href="mailto:kalyan.kumar@socialcatalyzers.com">kalyan.kumar@socialcatalyzers.com</a>
<b>Person to whom we met:</b>	Mr. Prem Kumar
<b>Designation :</b>	Chief Executive Officer
<b>Name Board :</b>	Sighted
<b>Location:</b>	Easy
<b>Total Floors of the building:</b>	Multi Storey Building
<b>Subject situated on :</b>	7 <sup>th</sup> Floor
<b>Locality:</b>	Commercial
<b>Area of premises :</b>	2000 sq. ft.
<b>Area :</b>	Upmarket
<b>No. of employees seen at premises:</b>	8
<b>Visibility of Items:</b>	<ul style="list-style-type: none"> <li>• Telephone</li> <li>• Fax Machine</li> <li>• Telex</li> <li>• Air Conditioner</li> <li>• Office Equipment</li> <li>• Xerox Machine</li> </ul>
<b>Neighbour's interview :</b>	Contact person name: Dalbir (Local Resident) Neighbor's overview: Confirmed Existence  Name of company: Cooper Lybranth Contact person name: Mr. Sanjay Neighbor's overview: Confirmed Existence

<b>Proof of visit:</b>	Photographs
------------------------	-------------

**Photographs:**



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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 records 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 73.54
UK Pound	1	INR 94.18
Euro	1	INR 83.67

**INFORMATION DETAILS**

<b>Information Gathered by :</b>	SPR
<b>Analysis Done by :</b>	PRI
<b>Report Prepared by :</b>	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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