

## MIRA INFORM REPORT

<b>Report No. :</b>	537529
<b>Report Date :</b>	31.10.2018

### IDENTIFICATION DETAILS

<b>Name :</b>	EVERYMEDIA TECHNOLOGIES PRIVATE LIMITED
<b>Registered Office :</b>	302, Triton, Green Field Estate, AB Nair Marg, Mumbai – 400049, Maharashtra
<b>Tel. No.:</b>	91-484-2322643 / 91-22-65272077
<b>Country :</b>	India
<b>Financials (as on) :</b>	31.03.2017
<b>Date of Incorporation :</b>	12.06.2009
<b>CIN No.:</b> [Company Identification No.]	U72900MH2009PTC193273
<b>Capital Investment / Paid-up Capital :</b>	INR 0.100 Million
<b>PAN No.:</b> [Permanent Account No.]	AACCE2158E
<b>GSTN :</b> [Goods & Service Tax Registration No.]	Not Divulged
<b>Legal Form :</b>	Private Limited Liability Company
<b>Line of Business :</b>	The company is engaged in a business of service sector- others (Providing media marketing services). [Registered Activity]
<b>No. of Employees :</b>	Information denied by the management

### RATING & COMMENTS

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

**MIRA's Rating :**

A

Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

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<b>Status :</b>	Satisfactory
<b>Payment Behaviour :</b>	Usually correct
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>Subject was incorporated in the year 2009. It is engaged in providing media marketing services.</p> <p>As per the financials of FY 2017, the company has achieved revenue growth of 9.86% as compared to the previous year along with an average profit margin of 7.71%.</p> <p>The satisfactory financial risk profile of the company is marked by sufficient networth base along with negligible debt balance sheet profile.</p> <p>Rating takes into consideration the subject's healthy earnings per share of INR 1785 against the face value of INR 10.</p> <p>Payment seems to be usually correct.</p> <p>In view of aforesaid, the company can be considered for business dealings at usual trade terms and conditions.</p>

**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 31.10.2018

**IBBI (Insolvency and Bankruptcy Board of India) LISTING STATUS**

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Subject's name is not listed in the publicly available IBBI (Insolvency and Bankruptcy Board of India) list as of report date.

**INFORMATION DENIED**

**Management Non-Cooperative (91-484-2322643)**

**LOCATIONS**

<b>Registered Office :</b>	302, Triton, Green Field Estate, AB Nair Marg, Mumbai – 400049, Maharashtra, India
<b>Tel. No.:</b>	91-484-2322643 / 91-22-65272077
<b>Fax No.:</b>	Not Available
<b>E-Mail :</b>	<a href="mailto:gautambthakker@gmail.com">gautambthakker@gmail.com</a>

**DIRECTORS**

**AS ON 31.03.2018**

<b>Name :</b>	Jayshree Bharat Thakker
<b>Designation :</b>	Director
<b>Address :</b>	302, Triton Green Field Society, A.B. Nair Marg Opposite Juhu Post Office, Juhu, Mumbai – 400049, Maharashtra, India
<b>Date of Birth/Age :</b>	10.09.1954
<b>Date of Appointment :</b>	21.04.2012
<b>DIN No.:</b>	01950323
<b>Name :</b>	Mr. Gautam Bharat Thakker
<b>Designation :</b>	Director
<b>Address :</b>	302, Triton Green Filed Estate, A B Nair Marg, Juhu, Mumbai – 400049, Maharashtra, India
<b>Date of Birth/Age :</b>	23.04.1976
<b>Date of Appointment :</b>	12.06.2009
<b>DIN No.:</b>	01950343
<b>Name :</b>	Mr. Pravin Parmar Hamir
<b>Designation :</b>	Director
<b>Address :</b>	A-1104, Ashok Enclave, Chincholi Bunder Road, Off Link Road, Malad (West), Mumbai – 400064, Maharashtra, India
<b>Date of Appointment :</b>	07.08.2015
<b>DIN No.:</b>	03229539
<b>Name :</b>	Mr. Parag Mahesh Bhansali
<b>Designation :</b>	Director
<b>Address :</b>	33/7, Woodarch Shere Punjab Society, Near Gurudwara, Andheri (East),

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	Mumbai – 400093, Maharashtra, India
<b>Date of Appointment :</b>	01.02.2014
<b>DIN No.:</b>	03231031
<b>Name :</b>	Pooja Gautam Thakker
<b>Designation :</b>	Director
<b>Address :</b>	302, Triton Green Field Estate, A B Nair Marg, Juhu, Mumbai – 400049, Maharashtra, India
<b>Date of Birth/Age :</b>	11.03.1987
<b>Date of Appointment :</b>	04.09.2017
<b>DIN No.:</b>	07723839

**MAJOR SHAREHOLDERS**

**AS ON 31.03.2017**

<b>Names of Shareholders</b>	<b>No. of Shares</b>
Parag Mahesh Bhansali	3000
Pravin Parmar Hamir	3000
Gautam Bharat Thakker	3000
Jayshree Bharat Thakker	500
Pooja Gautam Thakker	500
<b>Total</b>	<b>10000</b>

**Equity Share Break up (Percentage of Total Equity)**

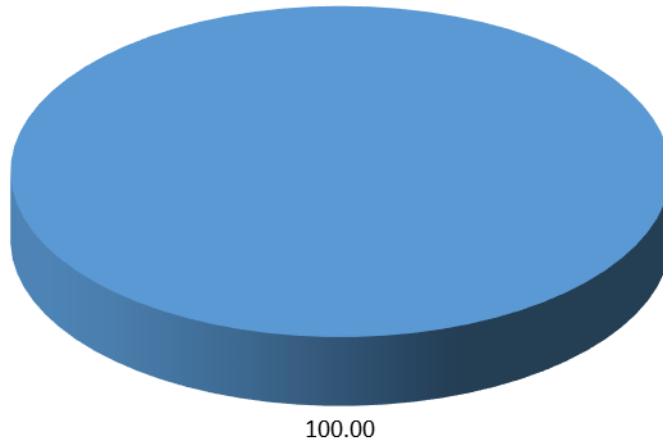
**AS ON 30.09.2017**

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

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### Share holding pattern

■ Promoters [Individual/Hindu Undivided Family (Indian)]



### BUSINESS DETAILS

<b>Line of Business :</b>	The company is engaged in a business of service sector- others (Providing media marketing services). [Registered Activity]	
<b>Products / Services :</b>	<b>Name and Description of main products / services</b>	<b>ITC Code</b>
	Other advertising services	99831690
<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)

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**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>	--	
<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>	Information denied by the management		
<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>Facilities :</b>	<b>SECURED LOANS</b>	<b>31.03.2017</b>	<b>31.03.2016</b>
		<b>INR In Million</b>	<b>INR In Million</b>
	<b>LONG TERM BORROWINGS</b>		
	<b>Term Loans- From HDFC Banks</b>		
	HDFC Bank – Car Loan 22819919	0.271	0.694
	Loan from HDFC 26634446	0.000	0.491
<b>Total</b>	<b>0.271</b>	<b>1.185</b>	

<b>Auditors :</b>	
<b>Name :</b>	Motilal and Associates Chartered Accountants
<b>Address :</b>	B-102, Om Datta Mandir CHS, Om Datta Mandir Cross Road, Malad (East), Mumbai – 400097, Maharashtra, India
<b>Tel. No.:</b>	91-22-28642358 / 28658119
<b>E-Mail :</b>	<a href="mailto:motilalassociates@gmail.com">motilalassociates@gmail.com</a>
<b>PAN No.:</b>	AAYFM9710D
<b>Membership No.:</b>	172906
<b>Memberships :</b>	Not Available
<b>Collaborators :</b>	Not Available
<b>Subsidiary companies :</b>	<ul style="list-style-type: none"> <li>• Box Office Media Private Limited</li> <li>• Queer Ink Ventures Private Limited</li> <li>• Rain Drop Digital Private Limited</li> <li>• Sand Box Films Private Limited</li> <li>• Third I-Mediacom Private Limited</li> <li>• Unimedia Communications Private Limited</li> </ul>
<b>Other related party :</b>	<ul style="list-style-type: none"> <li>• Aurum Communications Private Limited</li> </ul>

**CAPITAL STRUCTURE**

**AS ON 30.09.2017**

**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	31.03.2016	31.03.2015
<b>I. EQUITY AND LIABILITIES</b>			
(1) Shareholders' Funds			
(a) Share Capital	0.100	0.100	0.100
(b) Reserves & Surplus	57.923	40.068	26.155
(c) Money received against share warrants	0.000	0.000	0.000
(2) Share Application money pending allotment	0.000	0.000	0.000
<b>Total Shareholders' Funds (1) + (2)</b>	<b>58.023</b>	<b>40.168</b>	<b>26.255</b>
(3) Non-Current Liabilities			
(a) Long-term borrowings	13.900	12.633	13.453
(b) Deferred tax liabilities (Net)	0.000	0.000	0.000
(c) Other long term liabilities	0.000	0.000	0.000
(d) Long-term provisions	0.000	0.000	0.000
<b>Total Non-current Liabilities (3)</b>	<b>13.900</b>	<b>12.633</b>	<b>13.453</b>
(4) Current Liabilities			
(a) Short term borrowings	0.000	0.000	0.000
(b) Trade payables	31.469	12.969	13.249
(c) Other current liabilities	22.430	5.835	8.485
(d) Short-term provisions	12.686	7.308	6.663
<b>Total Current Liabilities (4)</b>	<b>66.585</b>	<b>26.112</b>	<b>28.397</b>
<b>TOTAL</b>	<b>138.508</b>	<b>78.913</b>	<b>68.105</b>
<b>II. ASSETS</b>			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	1.786	2.403	3.364
(ii) Intangible Assets	0.000	0.000	0.000
(iii) Capital work-in-progress	1.350	0.000	0.000
(iv) Intangible assets under development	0.000	0.000	0.000
(b) Non-current Investments	0.346	0.000	0.000
(c) Deferred tax assets (net)	0.527	0.430	0.265
(d) Long-term Loan and Advances	0.000	0.000	0.000
(e) Other Non-current assets	0.000	0.000	0.000
<b>Total Non-Current Assets</b>	<b>4.009</b>	<b>2.833</b>	<b>3.629</b>

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(2) Current assets			
(a) Current investments	0.000	0.050	0.000
(b) Inventories	0.000	0.000	0.000
(c) Trade receivables	110.064	54.841	41.698
(d) Cash and cash equivalents	5.083	3.301	1.774
(e) Short-term loans and advances	0.000	0.000	0.000
(f) Other current assets	19.352	17.888	21.004
<b>Total Current Assets</b>	<b>134.499</b>	<b>76.080</b>	<b>64.476</b>
<b>TOTAL</b>	<b>138.508</b>	<b>78.913</b>	<b>68.105</b>

**PROFIT & LOSS ACCOUNT**

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	<b>SALES</b>			
	Income	231.487	210.710	166.272
	Other Income	0.001	0.010	0.066
	<b>TOTAL</b>	<b>231.488</b>	<b>210.720</b>	<b>166.338</b>
<b>Less</b>	<b>EXPENSES</b>			
	Employee Benefits Expenses	73.869	44.608	37.219
	Other Expenses	125.958	141.099	113.156
	<b>TOTAL</b>	<b>199.827</b>	<b>185.707</b>	<b>150.375</b>
	<b>PROFIT/(LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>	<b>31.661</b>	<b>25.013</b>	<b>15.963</b>
<b>Less</b>	<b>FINANCIAL EXPENSES</b>	<b>3.549</b>	<b>2.766</b>	<b>1.351</b>
	<b>PROFIT/(LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>	<b>28.112</b>	<b>22.247</b>	<b>14.612</b>
<b>Less</b>	<b>DEPRECIATION/ AMORTISATION</b>	<b>1.047</b>	<b>1.217</b>	<b>2.008</b>
	<b>PROFIT/(LOSS) BEFORE TAX</b>	<b>27.065</b>	<b>21.030</b>	<b>12.604</b>
<b>Less</b>	<b>TAX</b>	<b>9.211</b>	<b>7.117</b>	<b>4.129</b>
	<b>PROFIT/(LOSS) AFTER TAX</b>	<b>17.854</b>	<b>13.913</b>	<b>8.475</b>
	<b>Earnings / (Loss) Per Share (INR)</b>	<b>1785.00</b>	<b>1391.00</b>	<b>847.00</b>

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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	NA	NA	NA
Net cash from operating activities	6.416	5.493	NA

**KEY RATIOS**

**EFFICIENCY RATIOS**

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	173.54	95.00	91.54
Account Receivables Turnover (Income / Sundry Debtors)	2.10	3.84	3.99
Inventory Turnover (Operating Income / Inventories)	0.00	0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)	10.10	10.41	4.75

**LEVERAGE RATIOS**

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.58	0.49	0.61
Debt Equity Ratio (Total Liability / Networth)	0.24	0.31	0.51
Current Liabilities to Networth (Current Liabilities / Net Worth)	1.15	0.65	1.08
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.05	0.06	0.13
Interest Coverage Ratio (PBIT / Financial Charges)	8.92	9.04	11.82

**PROFITABILITY RATIOS**

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
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PAT to Sales ((PAT / Sales) * 100)	%	7.71	6.60	5.10
Return on Total Assets ((PAT / Total Assets) * 100)	%	12.89	17.63	12.44
Return on Investment (ROI) ((PAT / Networth) * 100)	%	30.77	34.64	32.28

**SOLVENCY RATIOS**

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)	2.02	2.91	2.27
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)	2.02	2.91	2.27
G-Score Ratio Financial (Networth / Total Assets)	0.42	0.51	0.39
G-Score Ratio Debt (Debts / Equity Capital)	139.00	126.33	134.53
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)	2.02	2.91	2.27

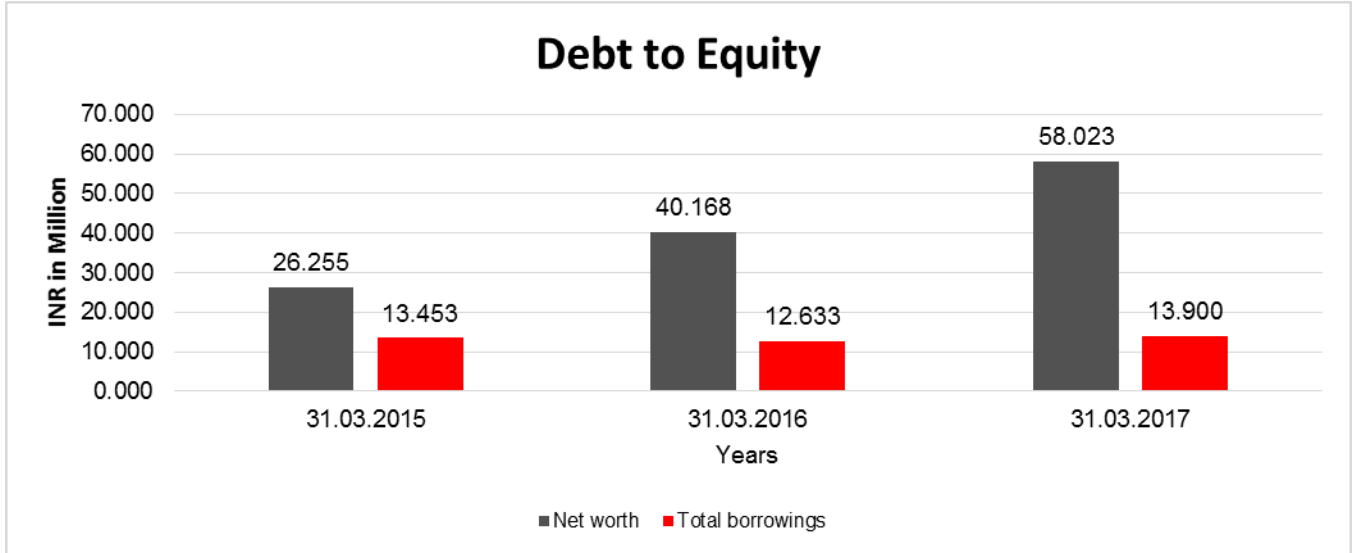
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

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

**DEBT EQUITY RATIO**

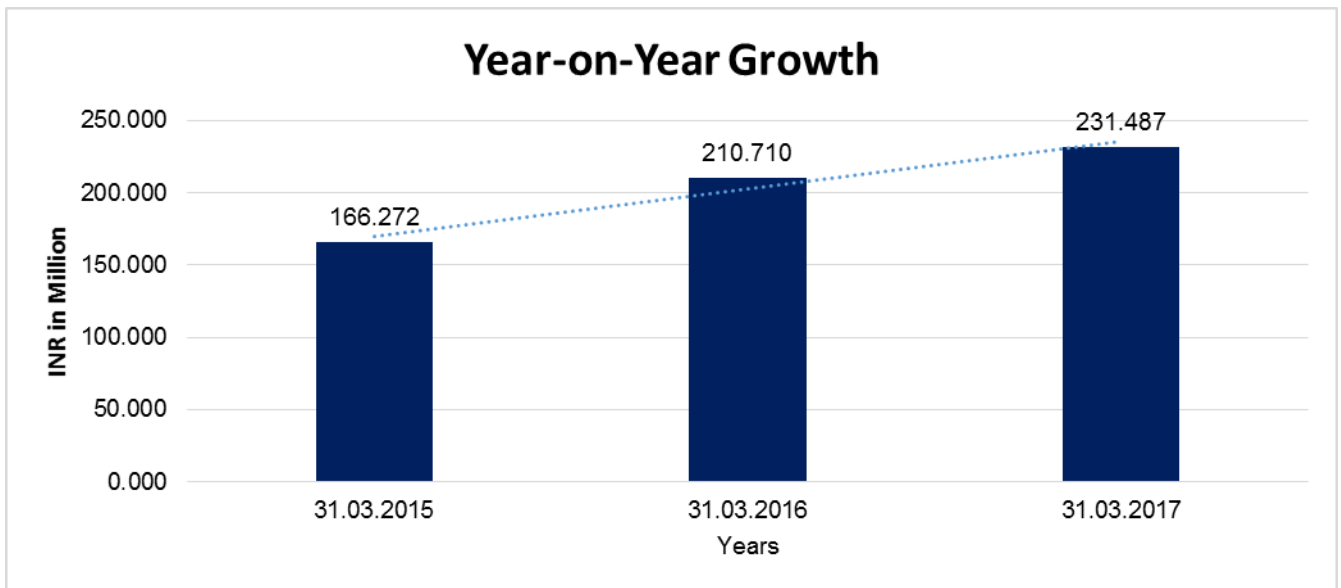
Particular	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Share Capital	0.100	0.100	0.100
Reserves & Surplus	26.155	40.068	57.923
<b>Net worth</b>	<b>26.255</b>	<b>40.168</b>	<b>58.023</b>
Long Term borrowings	13.453	12.633	13.900
Short Term borrowings	0.000	0.000	0.000
<b>Total borrowings</b>	<b>13.453</b>	<b>12.633</b>	<b>13.900</b>
<b>Debt/Equity ratio</b>	<b>0.512</b>	<b>0.315</b>	<b>0.240</b>

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**YEAR-ON-YEAR GROWTH**

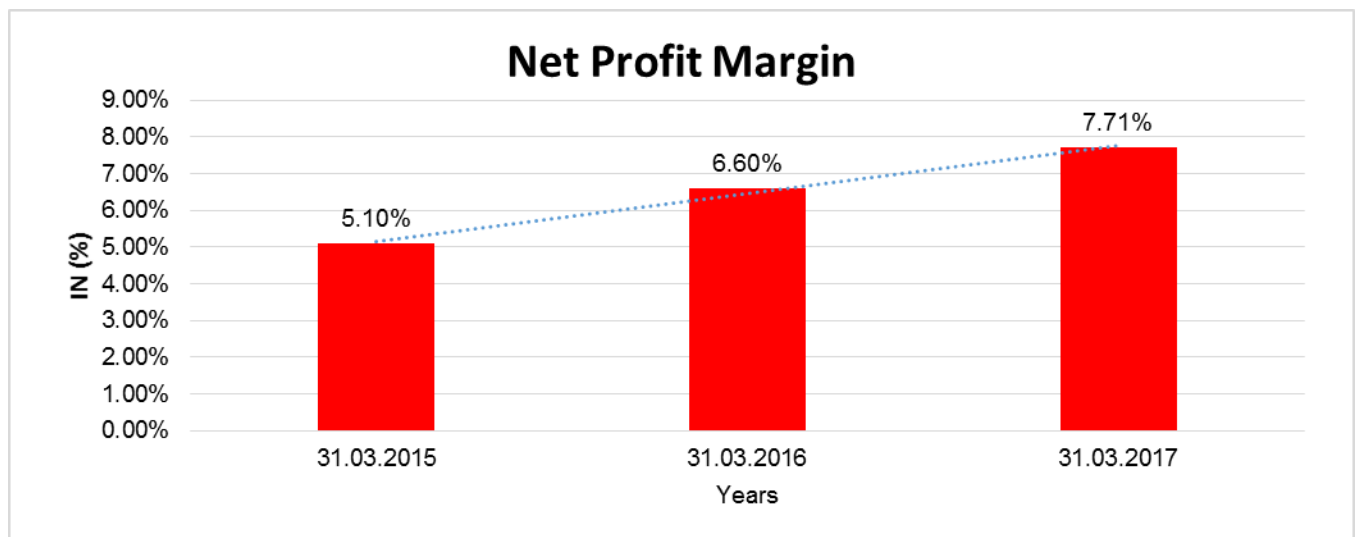
Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million
Sales	166.272	210.710	231.487
		<b>26.726</b>	<b>9.860</b>



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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	166.272	210.710	231.487
Profit/(Loss)	8.475	13.913	17.854
	<b>5.10%</b>	<b>6.60%</b>	<b>7.71%</b>



**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	No
8	Designation of contact person	No
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

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16	No. of employees	No
17	Details of sister concerns	Yes
18	Major suppliers	No
19	Major customers	No
20	Banking Details	No
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 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

## CORPORATE INFORMATION

The company is a private company domiciled in India and incorporated under the provision of the companies act, 1956. The company is engaged in a business of service sector- others (Providing media marketing services).

## UNSECURED LOANS:

PARTICULARS	31.03.2017 INR In Million	31.03.2016 INR In Million
<b>LONG TERM BORROWINGS</b>		
<b>Loans and advances</b>		
Bajaj Finance	2.983	2.749
HDFC Bank – 32437898	0.893	1.536
Standard Chartered – SCBLN	2.264	3.865
ICICI new BL.UPMUM00031291579	1.315	2.673
Tata Capital	2.679	0.000
Capital First	1.862	0.000
Kotak	1.368	0.000
Raindrop	0.265	0.000
Loan from Gautam Thakker	0.000	0.625
<b>Total</b>	<b>13.629</b>	<b>11.448</b>

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

**FIXED ASSETS:**

- Mobile
- Motor Bike
- Computer and Laptop
- Motor Car
- Attendance Equipment
- Bio Matric Machine
- Refrigerator
- Air Conditioner
- Camera
- Electricity Fittings
- Furniture and Fixture
- Telephone
- Tablet
- Data Card
- Air Cooler
- Hand Dryer

**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 73.57
UK Pound	1	INR 94.18
Euro	1	INR 83.71

**INFORMATION DETAILS**

Information Gathered by :	GYT
Analysis Done by :	PRY
Report Prepared by :	NKT

**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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