

MIRA INFORM REPORT

Report No. :	537372
Report Date :	31.10.2018

IDENTIFICATION DETAILS

Name :	PROMOTION IN MOTION, INC.
Registered Office :	251 Little Falls Drive Wilmington New Castle DE 19808
Country :	United States
Financials (as on) :	2017 (Summarized)
Date of Incorporation :	1979
Legal Form :	Corporation
Line of Business :	Manufactures and markets confections, fruit snacks, fruit rolls, and snack food in the United States.
No. of Employees :	260 employees

RATING & COMMENTS

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

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

Status :	God
Payment Behaviour :	Regular
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.

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ECGC Country Risk Classification List

Country Name	Previous Rating (30.06.2018)	Current Rating (30.09.2018)
United States	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

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UNITED STATES - ECONOMIC OVERVIEW

The US has the most technologically powerful economy in the world, with a per capita GDP of \$59,500. US firms are at or near the forefront in technological advances, especially in computers, pharmaceuticals, and medical, aerospace, and military equipment; however, their advantage has narrowed since the end of World War II. Based on a comparison of GDP measured at purchasing power parity conversion rates, the US economy in 2014, having stood as the largest in the world for more than a century, slipped into second place behind China, which has more than tripled the US growth rate for each year of the past four decades.

In the US, private individuals and business firms make most of the decisions, and the federal and state governments buy needed goods and services predominantly in the private marketplace. US business firms enjoy greater flexibility than their counterparts in Western Europe and Japan in decisions to expand capital plant, to lay off surplus workers, and to develop new products. At the same time, businesses face higher barriers to enter their rivals' home markets than foreign firms face entering US markets.

Long-term problems for the US include stagnation of wages for lower-income families, inadequate investment in deteriorating infrastructure, rapidly rising medical and pension costs of an aging population, energy shortages, and sizable current account and budget deficits.

The onrush of technology has been a driving factor in the gradual development of a "two-tier" labor market in which those at the bottom lack the education and the professional/technical skills of those at the top and, more and more, fail to get comparable pay raises, health insurance coverage, and other benefits. But the globalization of trade, and especially the rise of low-wage producers such as China, has put additional downward pressure on wages and upward pressure on the return to capital. Since 1975, practically all the gains in household income have gone to the top 20% of households. Since 1996, dividends and capital gains have grown faster than wages or any other category of after-tax income.

Imported oil accounts for more than 50% of US consumption and oil has a major impact on the overall health of the economy. Crude oil prices doubled between 2001 and 2006, the year home prices peaked; higher gasoline prices ate into consumers' budgets and many individuals fell behind in their mortgage payments. Oil prices climbed another 50% between 2006 and 2008, and bank foreclosures more than doubled in the same period. Besides dampening the housing market, soaring oil prices caused a drop in the value of the dollar and a deterioration in the US merchandise trade deficit, which peaked at \$840 billion in 2008. Because the US economy is energy-intensive, falling oil prices since 2013 have alleviated many of the problems the earlier increases had created.

The sub-prime mortgage crisis, falling home prices, investment bank failures, tight credit, and the global economic downturn pushed the US into a recession by mid-2008. GDP contracted until the third quarter of 2009, the deepest and longest downturn since the Great Depression. To help stabilize financial markets, the US Congress established a \$700 billion Troubled Asset Relief Program in October 2008. The government used some of these funds to purchase equity in US banks and industrial corporations, much of which had been returned to the government by early 2011. In January 2009, Congress passed and former President Barack OBAMA signed a bill providing an additional \$787 billion fiscal stimulus to be used over 10 years - two-thirds on additional spending and one-third on tax cuts - to create jobs and to help the economy recover. In 2010 and 2011, the federal budget deficit reached nearly 9% of GDP. In 2012, the Federal Government reduced the growth of spending and the deficit shrank to 7.6% of GDP. US revenues from taxes and other sources are lower, as a percentage of GDP, than those of most other countries.

Wars in Iraq and Afghanistan required major shifts in national resources from civilian to military purposes and contributed to the growth of the budget deficit and public debt. Through FY 2018, the direct costs of the wars will have totaled more than \$1.9 trillion, according to US Government figures.

In March 2010, former President OBAMA signed into law the Patient Protection and Affordable Care Act (ACA), a health insurance reform that was designed to extend coverage to an additional 32 million Americans by 2016,

through private health insurance for the general population and Medicaid for the impoverished. Total spending on healthcare - public plus private - rose from 9.0% of GDP in 1980 to 17.9% in 2010.

In July 2010, the former president signed the DODD-FRANK Wall Street Reform and Consumer Protection Act, a law designed to promote financial stability by protecting consumers from financial abuses, ending taxpayer bailouts of financial firms, dealing with troubled banks that are "too big to fail," and improving accountability and transparency in the financial system - in particular, by requiring certain financial derivatives to be traded in markets that are subject to government regulation and oversight.

The Federal Reserve Board (Fed) announced plans in December 2012 to purchase \$85 billion per month of mortgage-backed and Treasury securities in an effort to hold down long-term interest rates, and to keep short-term rates near zero until unemployment dropped below 6.5% or inflation rose above 2.5%. The Fed ended its purchases during the summer of 2014, after the unemployment rate dropped to 6.2%, inflation stood at 1.7%, and public debt fell below 74% of GDP. In December 2015, the Fed raised its target for the benchmark federal funds rate by 0.25%, the first increase since the recession began. With continued low growth, the Fed opted to raise rates several times since then, and in December 2017, the target rate stood at 1.5%.

In December 2017, Congress passed and President Donald TRUMP signed the Tax Cuts and Jobs Act, which, among its various provisions, reduces the corporate tax rate from 35% to 21%; lowers the individual tax rate for those with the highest incomes from 39.6% to 37%, and by lesser percentages for those at lower income levels; changes many deductions and credits used to calculate taxable income; and eliminates in 2019 the penalty imposed on taxpayers who do not obtain the minimum amount of health insurance required under the ACA. The new taxes took effect on 1 January 2018; the tax cut for corporations are permanent, but those for individuals are scheduled to expire after 2025. The Joint Committee on Taxation (JCT) under the Congressional Budget Office estimates that the new law will reduce tax revenues and increase the federal deficit by about \$1.45 trillion over the 2018-2027 period. This amount would decline if economic growth were to exceed the JCT's estimate.

Source : CIA



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Fax : 91-22-40448045 / 40448046
E-mail : mira@mirainform.com
info@mirainform.com
Website : <http://www.mirainform.com>
<http://www.miraglobalcheck.com>
<http://www.miraglobalcollections.com>

STATUTORY INFORMATION

Order	Promotion in Motion INC
Address in the order	United States
Legal Name	PROMOTION IN MOTION, INC.
Trade Name	The Promotion in Motion Companies, Inc.
ID	ID
ID Details	2072539
Creation Date	1979
Incorporation Date	10/3/1985
Legal Address	REGISTERED AGENT INFORMATION Name: CORPORATION SERVICE COMPANY Address: 251 LITTLE FALLS DRIVE City: WILMINGTON County: New Castle State: DE Postal Code: 19808 Phone: 302- 636-5401
Operative Address	25 Commerce Drive P.O. Box 8 Allendale, NJ 07401- 0008 USA
Telephone	1-800-369-7391
Fax	1-800-369-7391
Legal Form	CORPORATION
E-Mail	mail@promotioninmotion.com
Registered In	DELAWARE
Website	www.promotioninmotion.com
Contact	Michael G. Rosenberg, Founder, Chief Executive Officer and President
Staff	260 employees
Activity	SIC Code: 2064, Candy and Other Confectionery Products NAICS Code: 311340, Nonchocolate Confectionery Manufacturing

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BANKS

Name of Bank	Reported Amount
There are not informed banks	
Description	The company does not make its banking data public.

HISTORY

History	The company was founded in 1979
Key Developments	<p>The Promotion in Motion Companies, Inc. Launches New Original GUMMI FUNMIX Oct 9 18</p> <p>The Promotion In Motion Companies Inc. launched new Original GUMMI FUNMIX®. Original Gummi FunMix® is initially offered in SIX irresistible varieties: GUMMI PARTY® combines up to 18 Gummi favorites including Gummi Cherries, Gummi Oranges n Cream and Strawberries n Cream Swirly Drops, along with Gummi Bears, Gummi Worms, Gummi Sharks and more; SOUR PARTY® is a tantalizing blend of up to 16 varieties of Sour Gummies and other Sour Candy Treats including bite size Rainbow Belts, Crème Filled Sour Licorice Straws, Sour Mini Worms, Sour Cherries and more; SODA POP PARTY™ packs 6 favorite soft drink flavors into a single bag, from classics like Cola, Lemon-Lime, Orange and Grape, to trendy flavors including Cherry Cola and Strawberry, with classic bottle shapes; FRUIT RINGS PARTY™ wheels out 6 delectable flavors mixing Peach Rings and Apple Rings with Lemon Rings, Strawberry Rings, Blue Raspberry Rings and Classic Watermelon Rings, all on a Marshmallow wheel; SERIOUSLY SOUR® is sure and is pucker-full of up to 17 shockingly sour varieties, combining Sour Gummi Rings, Sour Gummi Strawberry Bottles, Sour Soothers, Sour Peaches, Sour Raspberries and many more; and BERRY PARTY™ (Coming early 2019) is a gourmet pick of 5 varieties in each pack, all coated with indescribable Candy Nonpareils around soft luscious gummi centers of Strawberry, Blackberry, Blueberry, Red Raspberry and Black Raspberry.</p>

Parent Company NA

PRINCIPAL ACTIVITY

General Description	PROMOTION IN MOTION, INC. manufactures and markets confections, fruit snacks, fruit rolls, and snack food in the United States.
Service/Product Description	It offers yogurts, milk chocolate raisins, chocolate candies, milk chocolate peanuts and almonds, gummi candies, sour candies, chocolate wafers, chocolate almonds and mints, and cookie dough miniatures. The company sells its products through retailers, distributors, wholesalers, and sales representatives, as well as online.
Sales	Wholesale and Retail
Operations Area	National and International
Imports From	India and Spain
Export To	Mexico
Employees	260 employees
Payments With Suppliers	Regular
Brands	
Brand	Comments
SQWISH	NA
Welch's Fruit Snacks	NA
Original Gummi Fun Mix	NA
Sour Jacks	NA
Nuclear SQWorms	NA
Suisse	NA
Toggi	NA
Tuxedos	NA
Buddy Bears	NA

Clients

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PROMOTION IN MOTION, INC. - 537372

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Name of Client	Country	Comments
Comercializadora Kram SA De Cv	MEXICO	NA
Cadena Comercial Oxxo SA De Cv	MEXICO	NA
Novedades Exclusivas Novidexs De RI De Cv	MEXICO	NA
Comments	-	

Suppliers Supplier Name	Country	Comments
Shakti Pharmatech Pvt., Ltd.	INDIA	NA
The Paper Products Ltd	INDIA	NA
Jake, S.A.	SPAIN	NA
Comments	-	

LOCATION

Headquarters	25 Commerce Drive P.O. Box 8 Allendale, NJ 07401-0008 USA
Branches	The company has additional offices, warehouses, and manufacturing facilities in the United States
Industries	NA

GROUP STRUCTURE AND SUBDIARY COMPANIES

Listed at the stock exchange	NO
Capital	Stock Class: Common No. of Shares: 10 Stock Class: Non-voting common No. of shares: 990
Shareholders (%)	This is a private company. The company does not disclose information on shareholders. The following information has been obtained through private sources and could not be confirmed:
Management	Major holder is Michael G. Rosenberg Michael G. Rosenberg, Founder, Chief Executive Officer and President

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 E-mail : mira@mirainform.com
 info@mirainform.com
 Website : http://www.mirainform.com
 http://www.miraglobalcheck.com
 http://www.miraglobalcollections.com

Subsidiary Companies	Joseph Vittoria, Chief Administrative Officer and Executive Vice President Josh Shapiro, Vice President of Marketing Basant Dwivedi, Chief Operating Officer Jeff Scudillo, Vice President Special Markets Jonathan Lewis, Brand Manager Lisa Eustic, Marketing Director
Related Companies	The company manufactures and markets licensed, proprietary and private label brands produced largely through its manufacturing affiliate PIM Brands, LLC, located in Somerset, NJ. The company also has wholly-owned affiliates in the U.K., Canada and Spain and maintains offices, warehouses and manufacturing sites throughout the United States, Canada and other locations worldwide. The company has additional offices, warehouses, and manufacturing facilities in Canada.

FINANCIAL INFORMATION

General Description	The company does not make its financial statements public. The following information has been provided by private sources:
Year/Currency	2017 USD
Estimated Net Assets	9,350,000
Money Flow	Normal
Import Fob Dollar Year	Amount
There are not Import Fob Dollar informed	
Export Fob Dollar Year	Amount
There are not Export Fob Dollar informed	

LEGAL FILINGS

Lawsuits	Jaret Intern., Inc. v. Promotion in Motion, Inc., 826 F. Supp. 69 (E.D.N.Y. 1993) US District Court for the Eastern District of New York - 826 F. Supp. 69 (E.D.N.Y. 1993)
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June 16, 1993

Malaco Leaf, AB v. Promotion in Motion, Inc., 287 F. Supp. 2d 355 (S.D.N.Y. 2003)
US District Court for the Southern District of New York - 287 F. Supp. 2d 355 (S.D.N.Y. 2003)
October 1, 2003

-MF PROMOTION IN MOTION, INC. et al v. BEECH-NUT NUTRITION CORPORATION, No. 2:2009cv01228 - Document 34 (D.N.J. 2011)
Court Description: LETTER OPINION. Signed by Judge William J. Martini on 12/20/11. (gh,)

PROMOTION IN MOTION, INC. et al v. BEECH-NUT NUTRITION CORPORATION, No. 2:2009cv01228 - Document 55 (D.N.J. 2012)
Court Description: OPINION. Signed by Judge William J. Martini on 10/17/12. (gh,)

-MCA THE HERSHEY COMPANY et al v. PROMOTION IN MOTION, INC., No. 2:2007cv01601 - Document 154 (D.N.J. 2011)
Court Description: OPINION fld. Signed by Judge Susan D. Wigenton on 11/7/11. (sr,)

Promotion In Motion Inc. v. Ferrara Candy Company et al
Filing 80
MEMORANDUM ORDER Granting 68 MOTION to Amend, filed by Promotion In Motion Inc.. Signed by Judge Richard G. Andrews on 10/11/2016. (nms)

PROMOTION IN MOTION, INC. v. ALDI, INC.
Plaintiff: PROMOTION IN MOTION, INC.
Defendant: ALDI, INC.
Case Number: 2:2014cv00389
Filed: January 17, 2014
Court: New Jersey District Court
Office: Newark Office
County: Bergen
Referring Judge: Mark Falk
Presiding Judge: William J. Martini
Nature of Suit: Trademark
Cause of Action: 15:1125
Jury Demanded By: None

PROMOTION IN MOTION, INC. v. THE FOREIGN CANDY COMPANY, INC.

Trademarks

Plaintiff: PROMOTION IN MOTION, INC.
Defendant: THE FOREIGN CANDY COMPANY, INC.
Case Number: 2:2013cv00471
Filed: January 23, 2013
Court: New Jersey District Court
Office: Newark Office
County: Bergen
Referring Judge: Madeline C. Arleo
Presiding Judge: Susan D. Wigenton
Nature of Suit: Trademark
Cause of Action: 15:1125 Trademark Infringement
(Lanham Act)
Jury Demanded By: Defendant
TOGGI - Trademark Details
Status: 800 - Registered And Renewed
Image for trademark with serial number 75212489
Serial Number75212489
Registration Number2172399
Word MarkTOGGI
Status800 - Registered And Renewed
Status Date2018-07-20
Filing Date1996-12-13
Registration Number2172399
Registration Date1998-07-14
Mark Drawing1000 - Typeset:
Word(s)/letter(s)/number(s) Typeset
Published for Opposition Date1997-09-02
Attorney NameJoshua Blechner
Law Office Assigned Location CodeL10
Employee NameHUGHITT, ELIZABETH A

PROMOTION IN MOTION INC. - Trademark Details
Status: 800 - Registered And Renewed
Image for trademark with serial number 75490197
Serial Number75490197
Registration Number2232389
Word MarkPROMOTION IN MOTION INC.
Status800 - Registered And Renewed
Status Date2009-03-25
Filing Date1998-05-22
Registration Number2232389
Registration Date1999-03-16
Mark Drawing1000 - Typeset:
Word(s)/letter(s)/number(s) Typeset
Published for Opposition Date1998-12-22
Law Office Assigned Location CodeL10
Employee NameEHARD, ANDREW

SOUR JACKS - Trademark Details

Status: 800 - Registered And Renewed
Image for trademark with serial number 74269247
Serial Number74269247
Registration Number1813914
Word MarkSOUR JACKS
Status800 - Registered And Renewed
Status Date2013-01-30
Filing Date1992-04-27
Registration Number1813914
Registration Date1993-12-28
Mark Drawing1000 - Typeset:
Word(s)/letter(s)/number(s) Typeset
Published for Opposition Date1993-05-04
Attorney NameRichard M. Goldberg
Law Office Assigned Location CodeG60
Employee NameFRIEDMAN, RICHA

STRAWBERRY TWISTEROOS - Trademark Details
Status: 800 - Registered And Renewed
Image for trademark with serial number 74597976
Serial Number74597976
Registration Number2057884
Word MarkSTRAWBERRY TWISTEROOS
Status800 - Registered And Renewed
Status Date2007-05-31
Filing Date1994-11-14
Registration Number2057884
Registration Date1997-04-29
Mark Drawing1000 - Typeset:
Word(s)/letter(s)/number(s) Typeset
Published for Opposition Date1995-08-29
Attorney NameRICHARD M. GOLDBERG
Law Office Assigned Location CodeL10
Employee NameWILSON, ANGELA BISHOP

FRUIT FLIES - Trademark Details
Status: 606 - Abandoned - No Statement Of Use Filed
Image for trademark with serial number 78699474
Serial Number78699474
Word MarkFRUIT FLIES
Status606 - Abandoned - No Statement Of Use Filed
Status Date2009-09-07
Filing Date2005-08-24
Mark Drawing4000 - Standard character mark Typeset
Published for Opposition Date2006-05-16
Law Office Assigned Location CodeL10
Employee NameFAHRENKOPF, PAUL E

DIRT BALLS - Trademark Details

Patents Registered

Status: 606 - Abandoned - No Statement Of Use Filed
Image for trademark with serial number 78335835

Serial Number78335835

Word MarkDIRT BALLS

Status606 - Abandoned - No Statement Of Use Filed

Status Date2007-12-17

Filing Date2003-12-03

Mark Drawing4000 - Standard character mark Typeset

Published for Opposition Date2004-09-21

Law Office Assigned Location CodeM60

Employee NamePHAM, LANA H

Extrudable candy fruit flavored food product

Patent number: 6548090

Abstract: A candy product intended to be extruded in a ribbon/belt format and capable of being extruded and rolled upon itself to create a candy roll product eliminating the need of an underlying support material, and of the type generally including as ingredients, sweetening agents, flavoring agents, binders, water, stabilizers, acidulants, fruit flavorants, and coloring agents, the improvement comprising the addition of between 0.25% and 5% by weight of gelatin thereby to provide an extrudable candy.

Type: Grant

Filed: April 13, 2001

Date of Patent: April 15, 2003

Assignee: Promotion In Motion Companies, Inc.

Inventor: Basant K. Dwivedi

ALL NATURAL FRUIT SNACK AND METHOD OF
MANUFACTURING AN ALL NATURAL FRUIT SNACK
Publication number: 20100266744

Abstract: A fruit snack manufactured, in summary, by removing moisture from commercially available juice concentrates (e.g., containing about 30% moisture) by heating for a short time the juice concentrate and vacuuming away excess moisture to produce a fruit juice concentrate with about a 15 to 20% moisture content, mixing the reduced moisture content fruit juice concentrate with fruit purees and gelling agents, preferably both pectin and gelatin, to produce a cooked mass, and depositing the cooked mass in a Mogul machine to produce the molded fruit snack.

Type: Application

Filed: April 14, 2010

Publication date: October 21, 2010

Applicant: THE PROMOTION IN MOTION
COMPANIES, INC.

Inventor: Basant K. DWIVEDI

**JUICE-FILLED FRUIT SNACKS AND METHOD OF
MANUFACTURING JUICE-FILLED FRUIT SNACKS**
Publication number: 20120251667

Abstract: A juice-filled fruit snack and a method of manufacturing thereof in which the fruit snack has a gelled shell and a liquid center with a water binder in an amount sufficient to bind the water content of the liquid center to prevent the liquid center from leaking out of the gelled shell, and the amount of the water binder is lower than an amount that otherwise causes the liquid center to substantially increase in thickness or viscosity. The water binder is between 0.05 to 0.4% xanthan gum.

Type: Application

Filed: March 27, 2012

Publication date: October 4, 2012

Applicant: THE PROMOTION IN MOTION
COMPANIES, INC.

Inventor: Basant K. DWIVEDI

**Fruit snack with probiotics and method of
manufacturing a fruit snack with probiotics**
Patent number: 9750267

Abstract: A fruit snack with probiotics that is stable at room temperature is manufactured by combining various ingredients including fruit juices/purees to produce a slurry and cooking the slurry to produce a center that contains a high moisture content. The fruit snack center is covered with a barrier layer which in turn is covered by an outer layer that contains heat sensitive ingredients, such as probiotic cultures. The barrier layer substantially prevents migration of moisture from the center to the outer layer, and the fruit snack is cooled prior to applying the outer layer to minimize damage/harm to the heat sensitive ingredients. In addition to including probiotic cultures and being stable at room temperature, the fruit snack has other desirable characteristics including a chewy soft texture and fruit-flavorings, and may be manufactured using traditional processes.

Type: Grant

Filed: October 22, 2008

Date of Patent: September 5, 2017

Assignee: THE PROMOTION IN MOTION
COMPANIES, INC.

Inventor: Basant K. Dwivedi

No found

Renewals

UCC (Uniform Commercial Code)

No records found

OFAC Sanctions List Search

The company is not listed in the OFAC list.

SUMMARY

Summary

Founded in 1979, PROMOTION IN MOTION, INC. manufactures and markets confections, fruit snacks, fruit rolls, and snack food in the United States.

The company has approximately 260 employees and generates an estimated USD 9.3 million in annual estimated net assets.

The company imports from India and Spain, and exports to Mexico, operating within national and international markets.

This has been an ACTIVE company incorporated in DELAWARE in 1985.

RISK INFORMATION

Debts

Controlled

Payments

Regular

Cash Flow

Normal

State

ACTIVE

INTERVIEW

First Name

Linda

Position

Operator

Comments

The person contacted confirmed trade name, telephone number, website, principal activity and main products, operations area and explained that the company has other locations in USA. She refused to provide further information.



MIRA INFORM PRIVATE LIMITED

605, Palmspring, Near D'Mart, Link Road,
Malad (West), Mumbai - 400 064. INDIA

Tel : 91-22-40448000 (44 lines)

Fax : 91-22-40448045 / 40448046

E-mail : mira@mirainform.com

info@mirainform.com

Website : <http://www.mirainform.com>

<http://www.miraglobalcheck.com>

<http://www.miraglobalcollections.com>

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 73.57
UK Pound	1	INR 94.18
Euro	1	INR 83.71
USD	1	INR 74.04

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	VIVR
Report Prepared by :	SDA

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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)