

## MIRA INFORM REPORT

Report No. :	527906
Report Date :	01.09.2018

### IDENTIFICATION DETAILS

Name :	DDB MUDRA PRIVATE LIMITED (w.e.f. 15.05.2012)
Formerly Known As :	MUDRA COMMUNICATIONS PRIVATE LIMITED
Registered Office :	Mudra House, Opposite Grand Hyatt, Santacruz (East) Mumbai-400055, Maharashtra
Tel. No.:	91-22-24233245
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	28.02.1980
CIN No.: [Company Identification No.]	U74300MH1980PTC022276
Capital Investment / Paid-up Capital :	INR 2.155 Million
PAN No.: [Permanent Account No.]	AAACM5763H
GSTN : [Goods & Service Tax Registration No.]	27AAACM5763H1ZC (Maharashtra) 33AAACM5763H1ZJ (Tamil Nadu) 29AAACM5763H1Z8 (Karnataka)
Legal Form :	Private Limited Liability Company
Line of Business :	Subject is in the business of providing advertising and related services. (Registered Activity)
No. of Employees :	Information denied by the management

### RATING & COMMENTS

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

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

<b>Status :</b>	Excellent
<b>Payment Behaviour :</b>	Regular
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>DDB Mudra Private Limited is a subsidiary of "Omnicom Group (Asia Pacific) Pte. Limited, Singapore". The company was incorporated in the year 1980 and is engaged in providing advertising services.</p> <p>For the financial year 2017, the company has achieved revenue growth of 5.05% as compared to the previous year along with a decent profit margin of 10.53%.</p> <p>Rating takes into consideration the subjects favourable earning per shares of INR 642.14 against the face value of INR 10.</p> <p>The sound financial risk profile of the company is marked by adequate net worth base along with negligible debt balance sheet profile due to unsecured debt recorded in the books and sufficient cash balance to meet its working capital needs.</p> <p>Payment seems to be regular.</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**

<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**

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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 01.09.2018

**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**

**Continuously Ringing (91-22-33080808/ 24233245)**

**LOCATIONS**

<b>Registered Office :</b>	Mudra House, Opposite Grand Hyatt, Santacruz (East) Mumbai-400055, Maharashtra, India
<b>Tel. No.:</b>	91-22-33080808/24233245
<b>Fax No.:</b>	91-22-33080300
<b>E-Mail :</b>	<a href="mailto:corp.finance@ddb mudragroup.com">corp.finance@ddb mudragroup.com</a> <a href="mailto:contact@ddb mudragroup.com">contact@ddb mudragroup.com</a>
<b>Website :</b>	<a href="http://www.ddbmudragroup.com">www.ddbmudragroup.com</a>
<b>Corporate Office :</b>	Brindavan, 2nd Floor, Shree Ram Mills Premises, G K Marg, Worli, Mumbai-400013, Maharashtra, India

**DIRECTORS**

**As on 31.03.2018**

<b>Name :</b>	Aditya Ranjan Kanthy
<b>Designation :</b>	Managing Director
<b>Address :</b>	D-101, Mittal Park Co-operative Housing Society Limited, J R

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	Mahatre Road, Juhu, Mumbai-400049, Maharashtra, India
<b>Date of Appointment :</b>	01.07.2017
<b>DIN No:</b>	07778932
<b>Name :</b>	Ms. Dara Akbarian
<b>Designation :</b>	Director
<b>Address :</b>	93 Grange Road #04-06 Singapore 249614
<b>Date of Birth/Age :</b>	19.08.1970
<b>Date of Appointment :</b>	31.10.2011
<b>DIN No.:</b>	03644153
<b>Name :</b>	Mr. Neeraj Puri
<b>Designation :</b>	Additional Director
<b>Address :</b>	C-30, Chirag Enclave, New Delhi-110048, India
<b>Date of Birth/Age :</b>	30.05.1967
<b>Date of Appointment :</b>	23.07.2012
<b>DIN No.:</b>	00217163
<b>Name :</b>	Mr. Daniel Adam Simon
<b>Designation :</b>	Additional Director
<b>Address :</b>	24-C Pasir Panjang Road, Chuville Singapore 118607
<b>Date of Appointment :</b>	10.05.2017
<b>DIN No.:</b>	02815384
<b>Name :</b>	Vineet Gupta
<b>Designation :</b>	Wholetime Director
<b>Address :</b>	B-305, Chitrakut Environs, Vibuthipura, Bangalore-560037, Karnataka, India
<b>Date of Appointment :</b>	01.07.2017
<b>DIN No.:</b>	06455595
<b>PAN No:</b>	AIEPG4788M

**KEY EXECUTIVES**

<b>Name :</b>	Anurag Phoolchand Bansal
<b>Designation :</b>	Chief Financial Officer
<b>Address :</b>	E 404, Oberai Splendor, Opposite Majas Depot, J V Link Road, Andheri (East), Mumbai-400060, Maharashtra, India
<b>Date of Appointment :</b>	20.09.2014
<b>PAN No.:</b>	AAHPB1800G
<b>Name :</b>	Vineet Gupta
<b>Designation :</b>	Chief Executive Officer
<b>Address :</b>	B-305, Chitrakut Environs, Vibuthipura, Bangalore-560037, Karnataka, India
<b>Date of Appointment :</b>	01.07.2017
<b>PAN No:</b>	AIEPG4788M

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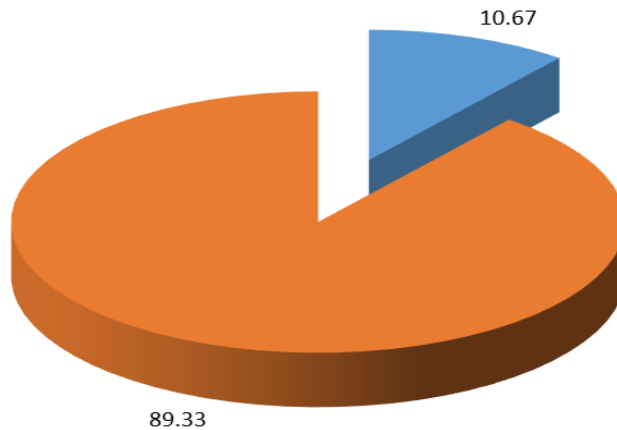
**MAJOR SHAREHOLDERS**

**AS ON 31.03.2017**

Names of Shareholders	No. of Shares	Percentage
DDB Worldwide Communications Group Inc. United States of America	23000	10.67
Omnicom Group (Asia Pacific) Pte. Limited, Singapore	192539	89.33
<b>Total</b>	<b>215539</b>	<b>100.00</b>

**Share holding pattern**

- DDB Worldwide Communications Group Inc. United States of America
- Omnicom Group (Asia Pacific) Pte. Limited, Singapore



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

**AS ON 08.07.2017**

Category	Percentage
Promoters- Body corporate	100.00
<b>Total</b>	<b>100.00</b>

**BUSINESS DETAILS**

<b>Line of Business :</b>	Subject is in the business of providing advertising and related services. (Registered Activity)
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<b>Products/ Services :</b>	<b>Item Code No.</b>	<b>Products/ Services Description</b>
	73100	Advertising and Related Services
<b>Brand Names :</b>	Not Available	
<b>Agencies Held :</b>	Not Available	
<b>Exports :</b>	Not Divulged	
<b>Imports :</b>	Not Divulged	
<b>Terms :</b>	Not Divulged	

**PRODUCTION STATUS – (NOT AVAILABLE)**

**GENERAL INFORMATION**

<b>Suppliers :</b>	<b>Reference :</b>	Not Divulged
	<b>Name of the Person :</b>	--
	<b>Contact No.:</b>	--
	<b>Since How Long Known :</b>	--
	<b>Maximum Limit Dealt :</b>	--
	<b>Experience :</b>	--
	<b>Remark:</b>	--
<b>Customers (Indirect Sources)</b>	<ul style="list-style-type: none"> <li>• Aditya Birla Nuvo</li> <li>• Bajaj Auto</li> <li>• Carrier Media</li> <li>• Chartered Speed</li> <li>• Dr. Lal Pathlabs</li> <li>• Future Group</li> <li>• Life Insurance Corporation</li> <li>• N Ranga Rao</li> <li>• SAP India</li> <li>• State Bank of India</li> <li>• Symphony</li> <li>• William J Clinton Foundation</li> <li>• Zydus Wellness</li> <li>• Britannia Industries</li> <li>• Hatton National Bank</li> <li>• HSIL Limited</li> </ul>	
<b>No. of Employees :</b>	Information denied by the management	
<b>Bankers :</b>	<b>Banker Name :</b>	HDFC Bank Limited

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	<b>Branch :</b>	HDFC Bank Housesenapati Bapat Marg, Lower Parel West, Mumbai - 400013, Maharashtra, India
	<b>Person Name (With Designation) :</b>	--
	<b>Contact Number :</b>	--
	<b>Name of Account Holder :</b>	--
	<b>Account Number :</b>	--
	<b>Account Since (Date/Year of Account Opening) :</b>	--
	<b>Average Balance Maintained :</b>	--
	<b>Credit Facilities Enjoyed (CC/OD/Term Loan) :</b>	--
	<b>Account Operation :</b>	--
	<b>Remark :</b>	--

<b>Auditors :</b>	
<b>Name :</b>	BSR and Company LLP Chartered Accountants
<b>Address :</b>	Lodha Excelus, 1st Floor, Apollo Mills Compound, N.M Joshi Marg, Mahalakshmi, Mumbai - 400011, Maharashtra, India
<b>Income-tax PAN of auditor or auditor's firm :</b>	AAKFB4397F
<b>Memberships :</b>	Not Available
<b>Collaborators :</b>	Not Available
<b>Ultimate Holding Company:</b>	Omnicom Group Inc.
<b>Subsidiary of Ultimate Holding Company:</b>	DDB Worldwide Communications Group Inc.
<b>Immediate Holding Company</b>	Omnicom Group (Asia Pacific) Pte Limited
<b>Subsidiary company:</b>	<ul style="list-style-type: none"> <li>• DDB Mudra Max Private Limited (U74300MH1975PTC018656)</li> <li>• Prime Green Media Private Limited (U22300MH2008PTC178363)</li> <li>• Multipliermudra Brand Solutions Private Limited (U74999MH2016PTC288558)</li> <li>• 22feet Tribal Worldwide Private Limited (U74900KA2009PTC049244)</li> <li>• Mudra Online Technologies Private Limited (U72200MH2000PTC265962)</li> <li>• DDB Marketing Services Private Limited (U74300MH2004PTC150026)</li> </ul>
<b>Party where the Company directly / indirectly exercises</b>	<ul style="list-style-type: none"> <li>• Chuo Senko Advertising India Private Limited</li> </ul>

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control (upto 6 June 2015):	
Fellow subsidiaries of Ultimate Holding Company:	<ul style="list-style-type: none"> <li>• Omnicom Media Group India Private Limited (formely known as Radeus Advertising Private Limited)</li> <li>• Interbrand Paris</li> <li>• Interbrand London Inc.</li> <li>• Interbrand Corporation</li> <li>• DDB Europe Limited</li> <li>• DDB Worldwide Pte Limited</li> <li>• DDB Worldwide Communications DBA Tribal DDB</li> <li>• DDB Japan Inc.</li> <li>• Interbrand Newyork Inc.</li> <li>• Interbrand UK</li> <li>• Omnicom Capital Inc</li> <li>• Omnicom Finance Plc</li> <li>• Omnicom India Marketing Advisory Services Private Limited</li> <li>• Interbrand Singapore Inc</li> <li>• Interbrand AG</li> <li>• Ketchum Sampark Private Limited</li> <li>• Interbrand Consulting (Shanghai) Co. Limited</li> <li>• Ketchum Sampark Private Limited</li> <li>• DDB London</li> <li>• Adam &amp; Eve DDB A Div of DDB UK Limited</li> <li>• Hall and Partners Europe Limited</li> <li>• DDB Worldwide Ltd Asia Pacific Division</li> <li>• Interbrand Corporation</li> <li>• Sellbytel Marketing Services Private Limited</li> <li>• Omnicom Media Group India Private Limited</li> <li>• Magnon Solutions Private Limited</li> <li>• Magnon Interactive Private Limited</li> <li>• OMG Digital India Private Limited (formerly known as Annalect Media India Private Limited)</li> <li>• TBWA Anthem Private Limited</li> <li>• Omnicom India Marketing Advisory Services Private Limited</li> </ul>

**CAPITAL STRUCTURE**

**AS ON: 31.03.2017**

**Authorised Capital :**

No. of Shares	Type	Value	Amount
490000	Equity Shares	INR 10/- each	INR 4.900 Million
1000	Preference Shares	INR 100/- each	INR 0.100 Million

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	<b>Total</b>	<b>INR 5.000 Million</b>
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**Issued, Subscribed & Paid-up Capital :**

<b>No. of Shares</b>	<b>Type</b>	<b>Value</b>	<b>Amount</b>
215539	Equity Shares	INR 10/- each	INR 2.155 Million

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

**ABRIDGED BALANCE SHEET (STANDALONE)**

<b>SOURCES OF FUNDS</b>	<b>31.03.2017</b>	<b>31.03.2016</b>	<b>31.03.2015</b>
<b>I. EQUITY AND LIABILITIES</b>			
(1) Shareholders' Funds			
(a) Share Capital	2.155	2.155	2.155
(b) Reserves and Surplus	1502.689	1364.283	1521.787
(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>1504.844</b>	<b>1366.438</b>	<b>1523.942</b>
(3) Non-Current Liabilities			
(a) long-term borrowings	0.000	0.000	0.000
(b) Deferred tax liabilities (Net)	70.883	46.592	44.888
(c) Other long-term liabilities	31.940	28.231	28.059
(d) long-term provisions	6.489	5.702	4.738
<b>Total Non-current Liabilities (3)</b>	<b>109.312</b>	<b>80.525</b>	<b>77.685</b>
(4) Current Liabilities			
(a) Short-term borrowings	1476.867	654.765	0.000
(b) Trade payables	430.875	455.123	383.608
(c) Other current liabilities	208.115	129.582	148.330
(d) Short-term provisions	1.831	1.579	6.434
<b>Total Current Liabilities (4)</b>	<b>2117.688</b>	<b>1241.049</b>	<b>538.372</b>
<b>TOTAL</b>	<b>3731.844</b>	<b>2688.012</b>	<b>2139.999</b>
<b>II. ASSETS</b>			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	435.510	478.748	517.055
(ii) Intangible Assets	12.851	14.069	17.532
(iii) Tangible assets 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	418.298	302.845	275.722
(c) Deferred tax assets (net)	0.000	0.000	0.000
(d) Long-term loans and advances	174.859	205.695	168.964
(e) Other Non-current assets	0.000	0.291	2.306
<b>Total Non-Current Assets</b>	<b>1041.518</b>	<b>1001.648</b>	<b>981.579</b>

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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	478.577	448.988	302.050
(d) Cash and bank balances	1375.814	809.549	580.329
(e) Short-term loans and advances	725.536	377.086	166.810
(f) Other current assets	110.399	50.741	109.231
<b>Total Current Assets</b>	<b>2690.326</b>	<b>1686.364</b>	<b>1158.420</b>
<b>TOTAL</b>	<b>3731.844</b>	<b>2688.012</b>	<b>2139.999</b>

**PROFIT & LOSS ACCOUNT (STANDALONE)**

	<b>PARTICULARS</b>	<b>31.03.2017</b>	<b>31.03.2016</b>	<b>31.03.2015</b>
	<b>SALES</b>			
	Total Revenue from operations	1314.757	1251.505	1219.808
	Other Income	270.192	171.481	163.734
	<b>TOTAL</b>	<b>1584.949</b>	<b>1422.986</b>	<b>1383.542</b>
<b>Less</b>	<b>EXPENSES</b>			
	Employee benefit expense	559.409	460.979	445.875
	Other expenses	797.727	814.477	829.585
	Exceptional items	(105.011)	0.000	0.000
	<b>TOTAL</b>	<b>1252.125</b>	<b>1275.456</b>	<b>1275.460</b>
	<b>PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>	<b>332.824</b>	<b>147.530</b>	<b>108.082</b>
<b>Less</b>	<b>FINANCIAL EXPENSES</b>	69.745	15.982	0.029
	<b>PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>	<b>263.079</b>	<b>131.548</b>	<b>108.053</b>
<b>Less</b>	<b>DEPRECIATION/ AMORTISATION</b>	53.882	59.173	43.483
	<b>PROFIT/ (LOSS) BEFORE TAX</b>	<b>209.197</b>	<b>72.375</b>	<b>64.570</b>
<b>Less</b>	<b>TAX</b>	70.791	24.939	16.388
	<b>PROFIT/ (LOSS) AFTER TAX</b>	<b>138.406</b>	<b>47.436</b>	<b>48.182</b>
<b>Add</b>	<b>PREVIOUS YEARS' BALANCE BROUGHT FORWARD</b>	<b>1291.483</b>	<b>1448.987</b>	<b>1400.805</b>
<b>Less</b>	<b>APPROPRIATIONS</b>			
	Interim dividend paid	0.000	170.276	0.000

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Tax on Proposed Dividend	0.000	34.664	0.000
<b>Balance Carried to the B/S</b>	<b>1429.889</b>	<b>1291.483</b>	<b>1448.987</b>
<b>EARNINGS IN FOREIGN CURRENCY</b>			
F.O.B. Value of Exports	31.292	36.052	41.897
<b>TOTAL EARNINGS</b>	<b>31.292</b>	<b>36.052</b>	<b>41.897</b>
<b>Earnings / (Loss) Per Share (INR)</b>	<b>642.14</b>	<b>220.08</b>	<b>223.54</b>

**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
Net cash flows from (used in) operations	75.171	(16.418)	74.409
Net cash flows from (used in) operating activities	35.632	(71.431)	113.093

**KEY RATIOS**

**EFFICIENCY RATIOS**

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days [Sundry Debtors / Income * 365]	132.86	130.95	90.38
Account Receivables Turnover [Income / Sundry Debtors]	2.75	2.79	4.04
Average Payment Days [Sundry Creditors / Purchases * 365]	0.00	0.00	0.00
Inventory Turnover [Operating Income / Inventories]	0.00	0.00	0.00
Asset Turnover [Operating Income / Net Fixed Assets]	0.74	0.30	0.20

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**LEVERAGE RATIOS**

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Debt Ratio [(Borrowing + Current Liabilities) / Total Assets]		0.57	0.46	0.25
Debt Equity Ratio (Borrowings / NetWorth)		0.98	0.48	0.00
Current Liabilities to Networth (Current Liabilities / NetWorth)		1.41	0.91	0.35
Fixed Assets to NetWorth (Net Fixed Assets / NetWorth)		0.30	0.36	0.35
Interest Coverage Ratio [PBIT / Financial Charges]		4.77	9.23	3726.97

**PROFITABILITY RATIOS**

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin [(PAT / Sales) * 100]	(%)	10.53	3.79	3.95
Return on Total Assets [(PAT / Total Assets) * 100]	(%)	3.71	1.76	2.25
Return on Investment (ROI) [(PAT / NetWorth) * 100]	(%)	9.20	3.47	3.16

**SOLVENCY RATIO**

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Current Ratio [Current Assets / Current Liabilities]		1.27	1.36	2.15
Quick Ratio [(Current Assets - Inventories) / Current Liabilities]		1.27	1.36	2.15
G-Score Ratio Financial [NetWorth / Total Assets]		0.40	0.51	0.71
G-Score Ratio Debt [Debts / Equity Capital]		685.32	303.84	0.00
G-Score Ratio Liquidity [Total Current Assets / Total Current Liabilities]		1.27	1.36	2.15

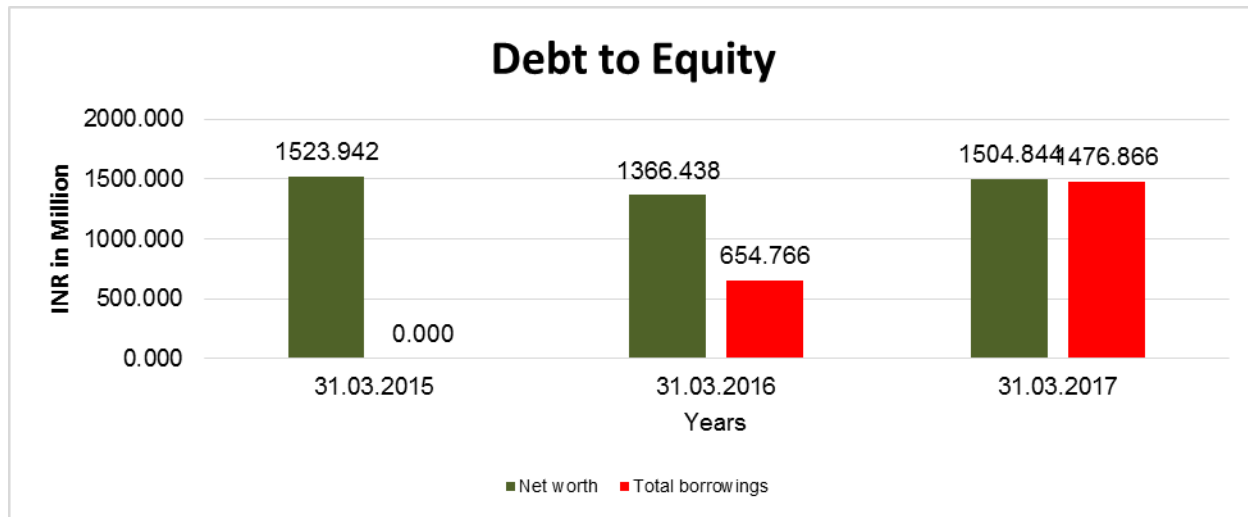
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

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

**DEBT EQUITY RATIO**

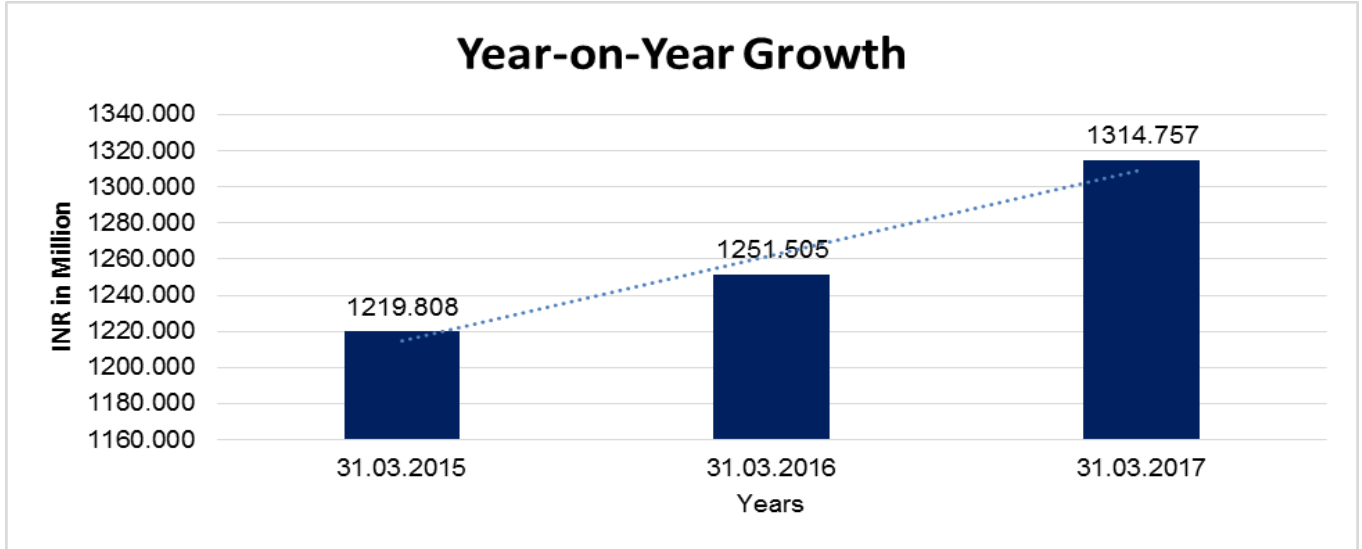
Particular	31.03.2015 (INR In Million)	31.03.2016 (INR In Million)	31.03.2017 (INR In Million)
Share Capital	2.155	2.155	2.155
Reserves & Surplus	1521.787	1364.283	1502.689
<b>Net worth</b>	<b>1523.942</b>	<b>1366.438</b>	<b>1504.844</b>
Long-term borrowings	0.000	0.000	0.000
Short term borrowings	0.000	654.766	1476.866
<b>Total borrowings</b>	<b>0.000</b>	<b>654.766</b>	<b>1476.866</b>
<b>Debt/Equity ratio</b>	<b>0.000</b>	<b>0.479</b>	<b>0.981</b>



**YEAR-ON-YEAR GROWTH**

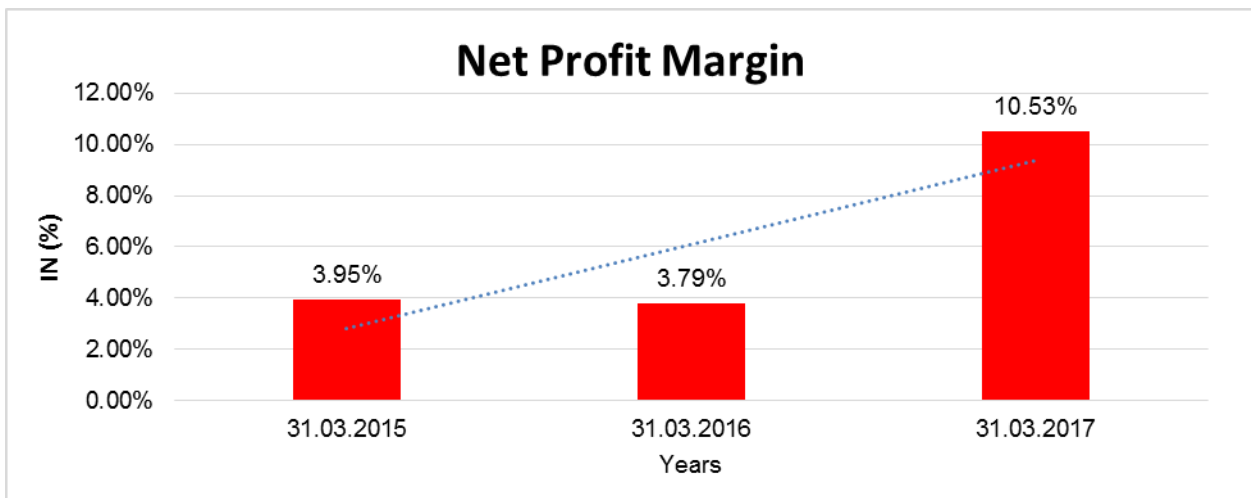
Year on Year Growth	31.03.2015 (INR In Million)	31.03.2016 (INR In Million)	31.03.2017 (INR In Million)
Sales	1219.808	1251.505	1314.757
		<b>2.599</b>	<b>5.054</b>

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**NET PROFIT MARGIN**

Net Profit Margin	31.03.2015 (INR In Million)	31.03.2016 (INR In Million)	31.03.2017 (INR In Million)
Sales	1219.808	1251.505	1314.757
Profit/ (Loss)	48.182	47.436	138.406
	<b>3.95 %</b>	<b>3.79 %</b>	<b>10.53 %</b>



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**ABRIDGED BALANCE SHEET (CONSOLIDATED)**

<b>SOURCES OF FUNDS</b>	<b>31.03.2017</b>	<b>31.03.2016</b>
<b>I. EQUITY AND LIABILITIES</b>		
(1) Shareholders' Funds		
(a) Share Capital	2.155	2.155
(b) Reserves and Surplus	2586.377	2213.201
(c) Money received against share warrants	0.000	0.000
(d) Minority interest	0.027	0.053
(2) Share Application money pending allotment	0.000	0.000
<b>Total Shareholders' Funds (1) + (2)</b>	<b>2588.559</b>	<b>2215.409</b>
(3) Non-Current Liabilities		
(a) long-term borrowings	0.000	0.000
(b) Deferred tax liabilities (Net)	39.922	12.270
(c) Other long-term liabilities	31.940	28.270
(d) long-term provisions	28.411	19.437
<b>Total Non-current Liabilities (3)</b>	<b>100.273</b>	<b>59.977</b>
(4) Current Liabilities		
(a) Short-term borrowings	1476.867	654.765
(b) Trade payables	2079.815	2331.243
(c) Other current liabilities	677.889	554.359
(d) Short-term provisions	14.030	4.481
<b>Total Current Liabilities (4)</b>	<b>4248.601</b>	<b>3544.848</b>
<b>TOTAL</b>	<b>6937.433</b>	<b>5820.234</b>
<b>II. ASSETS</b>		
(1) Non-current assets		
(a) Fixed Assets		
(i) Tangible assets	518.403	554.195
(ii) Intangible Assets	275.611	171.736
(iii) Tangible assets capital work-in-progress	0.000	0.000
(iv) Intangible assets under development	0.000	0.000
(b) Non-current Investments	0.000	0.000
(c) Deferred tax assets (net)	0.000	0.000
(d) Long-term loans and advances	504.112	731.628
(e) Other Non-current assets	0.000	0.324
<b>Total Non-Current Assets</b>	<b>1298.126</b>	<b>1457.883</b>
(2) Current assets		
(a) Current investments	19.449	5.564
(b) Inventories	0.000	0.000

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(c) Trade receivables	2140.067	2244.857
(d) Cash and bank balances	1431.881	1009.886
(e) Short-term loans and advances	1686.942	942.222
(f) Other current assets	360.968	159.822
<b>Total Current Assets</b>	<b>5639.307</b>	<b>4362.351</b>
<b>TOTAL</b>	<b>6937.433</b>	<b>5820.234</b>

**PROFIT & LOSS ACCOUNT (CONSOLIDATED)**

	<b>PARTICULARS</b>	<b>31.03.2017</b>	<b>31.03.2016</b>
	<b>SALES</b>		
	Total Revenue from operations	6703.330	5323.322
	Other Income	247.087	170.758
	<b>TOTAL</b>	<b>6950.417</b>	<b>5494.080</b>
<b>Less</b>	<b>EXPENSES</b>		
	Employee benefit expense	3018.390	2465.740
	Other expenses	3332.081	2718.793
	Exceptional items	(105.011)	0.000
	<b>TOTAL</b>	<b>6245.460</b>	<b>5184.533</b>
	<b>PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>	<b>704.957</b>	<b>309.547</b>
<b>Less</b>	<b>FINANCIAL EXPENSES</b>	72.013	23.605
	<b>PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>	<b>632.944</b>	<b>285.942</b>
<b>Less/ Add</b>	<b>DEPRECIATION/ AMORTISATION</b>	74.100	79.723
	<b>PROFIT/ (LOSS) BEFORE TAX</b>	<b>558.844</b>	<b>206.219</b>
<b>Less</b>	<b>TAX</b>	185.668	70.246
	<b>PROFIT/ (LOSS) AFTER TAX</b>	<b>373.176</b>	<b>135.973</b>
	<b>Earnings / (Loss) Per Share (INR)</b>	<b>1731.36</b>	<b>630.85</b>

**LOCAL AGENCY FURTHER INFORMATION**

<b>Sr. No.</b>	<b>Check list by info agents</b>	<b>Available in Report (Yes/No)</b>
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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	Yes
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	Yes
18	Major suppliers	No
19	Major customers	Yes
20	Banking Details	Yes
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

## REVIEW OF OPERATIONS

Whilst challenges were many, the company stayed focus on providing business solutions lead campaigns, advertising and marketing services.

Our faith in strategy, focused planning and partnering clients to provide them consulting and advisory services in the realm of advertising and marketing communication yielded positive results during the year under review. In a

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year with macro-headwinds coupled with daunting operating environment, the Company attained about 8.25% growth in revenue from operations as well succeeded to increase its gross profit margin by cost controlling measures. Effective cash management also contributed significantly to the growth in the profit of the Company.

Revenue booster were organic business from existing clients like Aditya Birla Nuvo, Bajaj Auto, Carrier Media, Chartered Speed, Dr. Lal Pathlabs, Future Group, Life Insurance Corporation, N Ranga Rao, SAP India, State Bank of India, Symphony, William J Clinton Foundation, Zydus Wellness etc. New prestigious clients also contributed significantly who were Britannia Industries, Hatton National Bank, HSIL Limited,

Impact Media, JSW IP Holdings, Maharashtra Tourism Development, Puma Sports, Syndicate Bank, Tribes Communication, Tribhuvandas Bhimji Zaveri, Ujjivan Finance etc.

The quality work that won awards at prestigious forums across different categories includes the awards at ABBYS, DMA, EFFIES, Kyoorius, etc.

Overcoming challenges with faith, focus and fortitude is our moto. Resolute determination with operational efficiencies, optimizing and leveraging resources will help us to continue our growth momentum.

## BACKGROUND

The Company was incorporated as a private limited company on 28 February 1980 under the Companies Act, 1956 with the primary objective of providing advertising services.

Consequent to the fresh Certificate of Incorporation dated 15 May 2012 obtained from the Registrar of Companies, Maharashtra, Ministry of Corporate Affairs, Ministry of Finance, Government of India, the name of the Company has been changed from Mudra Communications Private Limited to DDB Mudra Private Limited.

## UNSECURED LOANS:

Particulars	31.03.2017 (INR in Million)	31.03.2016 (INR in Million)
<b>LONG TERM BORROWINGS</b>		
<b>SHORT TERM BORROWINGS</b>		
Intercorporate deposits	1476.867	654.765
<b>Total</b>	<b>1476.867</b>	<b>654.765</b>

## INDEX OF CHARGES

SN o	SRN	Charge Id	Charge Holder Name	Date of Creation	Date of Modifica tion	Date of Satisfa ction	Amount	Address
1	G464662 31	901855 31	THE FEDERAL BANK LIMITED	05/12/198 9	-	16/06/2 017	4000000.0	ASHRAM ROADAHM

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								EDABADG J380009IN
2	G464685 00	901856 81	THE FEDERAL BANK LTD.	09/02/199 1	-	16/06/2 017	10000000.0	ASHRAM ROADAHM EDABADG JIN
3	G464649 54	901874 77	THE FEDERAL BANK LTD.	29/03/198 9	-	16/06/2 017	1312500.0	ASHRAM ROADAHM EDABADG JIN
4	G464700 35	901859 63	THE FEDERAL BANK LIMITED	13/08/199 3	-	16/06/2 017	21500000.0	ASHRAM ROADAHM EDABADG JIN
5	G434729 01	102293 93	HDFC BANK LIMITED	22/06/201 0	-	04/05/2 017	150000000.0	HDFC BANK HOUSESE NAPATI BAPAT MARGLO WER PAREL WMUMBAI MH400013 IN
6	B173358 86	102786 49	HDFC BANK LIMITED	17/08/200 9	-	26/07/2 011	100000000.0	HDFC BANK HOUSESE NAPATI BAPAT MARGLO WER PAREL WMUMBAI MH400013 IN
7	A729155 72	101555 87	HDFC BANK LIMITED	06/04/200 9	-	05/11/2 009	50000000.0	HDFC BANK HOUSESE NAPATI BAPAT MARGLO WER PAREL WMUMBAI MH400013 IN
8	Y102858 54	901839 55	HOUSING DEVELOPMEN	19/11/199 1	-	30/12/1 996	600000.0	NEELKAM AL;

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			T FINANCE CORPN. LIMITED					ASHRAM ROADAHM EDABADG J380009IN
9	Y102858 42	901839 43	THE FEDERAL BANK LTD.	09/02/199 1	-	20/02/1 996	2880000.0	ASHRAM ROADAHM EDABADG J380013IN
10	Y102868 28	901849 29	VICRAZE INVESTMENT S AND TRADING COMPANY PVT. LTD.	30/12/198 4	-	04/09/1 993	300000.0	1103RAHE JA CENBOMA BYMH4000 21IN

**FIXED ASSETS:**

**Tangible assets**

- Land
- Buildings
- Furniture and fixtures
- Vehicles
- Leasehold improvements
- Computer equipments
- Office equipment
- Windmill

**Intangible assets**

- Computer software

**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 70.93
UK Pound	1	INR 92.36
Euro	1	INR 82.84

**INFORMATION DETAILS**

<b>Information Gathered by :</b>	SPY
<b>Analysis Done by :</b>	PYK
<b>Report Prepared by :</b>	MTN

**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	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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