

MIRA INFORM REPORT

Report No. :	527239
Report Date :	03.09.2018

IDENTIFICATION DETAILS

Name :	CERATELLE MARKETING LIMITED
Registered Office :	20 Mansel Drive, Warkworth, Auckland 0618
Country :	New Zealand
Date of Incorporation :	26.06.2006
Com. Reg. No.:	1833366
Legal Form :	Private Limited Liability Company
Line of Business :	The subject imports and distributes general merchandise products for non-food grocery, general merchandise, and DIY retailers.
No. of Employees :	20 (Est.)

RATING & COMMENTS

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

MIRA's Rating :	B
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Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

Status :	Moderate
Payment Behaviour :	Unknown
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 (31.12.2017)	Current Rating (01.04.2018)
New Zealand	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

NEW ZEALAND - ECONOMIC OVERVIEW

Over the past 40 years, the government has transformed New Zealand from an agrarian economy, dependent on concessionary British market access, to a more industrialized, free market economy that can compete globally. This dynamic growth has boosted real incomes, but left behind some at the bottom of the ladder and broadened and deepened the technological capabilities of the industrial sector.

Per capita income rose for 10 consecutive years until 2007 in purchasing power parity terms, but fell in 2008-09. Debt-driven consumer spending drove robust growth in the first half of the decade, fueling a large balance of payments deficit that posed a challenge for policymakers. Inflationary pressures caused the central bank to raise its key rate steadily from January 2004 until it was among the highest in the OECD in 2007 and 2008. The higher rate attracted international capital inflows, which strengthened the currency and housing market while aggravating the current account deficit. Rising house prices, especially in Auckland, have become a political issue in recent years, as well as a policy challenge in 2016 and 2017, as the ability to afford housing has declined for many.

Expanding New Zealand's network of free trade agreements remains a top foreign policy priority. New Zealand was an early promoter of the Trans-Pacific Partnership (TPP) and was the second country to ratify the agreement in May 2017. Following the United States' withdrawal from the TPP in January 2017, on 10 November 2017 the remaining 11 countries agreed on the core elements of a modified agreement, which they renamed the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). In November 2016, New Zealand opened negotiations to upgrade its FTA with China; China is one of New Zealand's most important trading partners.

Source : CIA

IDENTIFICATION

Verified
Subject name: CERATELLE MARKETING LIMITED
Address: 20 Mansel Drive, Warkworth
Town: Auckland
Zip/postal code: 0618
Country: New Zealand
Telephone: +64 (9) 4222026
Fax: +64 (9) 4222023
Email: customer.care@ceratelle.co.nz
sales@ceratelle.co.nz
rick.silby@ceratelle.co.nz
marcus.mclean@ceratelle.co.nz
Website: www.ceratelle.co.nz

EXECUTIVE SUMMARY

Date registered: 26-06-2006
Legal form: Private Limited Liability Company
Authorised capital: NZD 1,000
Main activities: Importer and distributor of houseware.
Employees: 20 (est.)

REGISTRY DATA

Key Facts
Date registered: 26-06-2006
Legal form: Private Limited Liability Company
Registration no: 1833366
Registry auth.: Registrar of Companies
Tax number: NZBN: 9429034026229
Registry status: Live/Active

LEGAL FILINGS

Bankruptcy filings: None found
Court judgements: None found
Tax liens: None found
Legal cases: None found

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Other: None found

MANAGEMENT & STAFF

Key Managers

Name: Brendon James Brodie
Job title: Director

Name: Laughton D'arcy Brodie
Job title: Director

Name: Mark Robin Brodie
Job title: Director

Name: Timothy Scott Brodie
Job title: Director

Staff
No of employees 20 (est.)

BOARD OF DIRECTORS / OTHER APPOINTMENTS

Appointments

Name: Brendon James Brodie
Board function: Director
Date appointed: 02-07-2014
Address: 87 Mckinney Road, Rd 1
Warkworth, 0981
New Zealand

Name: Laughton D'arcy Brodie
Board function: Director
Date appointed: 02-07-2014
Address: 109 Sandspit Road, Rd 2
Warkworth, 0982
New Zealand

Name: Mark Robin Brodie
Board function: Director
Date appointed: 02-07-2014
Address: 7 Thompson Road, Rd 1
Warkworth, 0981
New Zealand

Name: Timothy Scott Brodie
Board function: Director
Date appointed: 02-07-2014
Address: 65 Blue Gum Drive
Warkworth, 0910
New Zealand

SHARE CAPITAL

Composition
Authorised: NZD 1,000
Number/type: 1,000 ordinary shares
Share value: NZD 1
Issued: 1,000 ordinary shares
Paid-up: NZD 1,000

SHAREHOLDERS/OWNERS

How Listed Full List

Composition
Name: Brendon James Brodie
No. of shares: 250 ordinary shares
% of shares: 25%
Address: 87 Mckinney Road, Rd 1
Warkworth, 0981
New Zealand

Name: Laughton D'arcy Brodie
No. of shares: 250 ordinary shares
% of shares: 25%
Address: 109 Sandspit Road, Rd 2
Warkworth, 0982
New Zealand

Name: Mark Robin Brodie
No. of shares: 250 ordinary shares
% of shares: 25%
Address: 7 Thompson Road, Rd 1
Warkworth, 0981
New Zealand

Name: Timothy Scott Brodie
No. of shares: 250 ordinary shares

% of shares: 25%
Address: 65 Blue Gum Drive
Warkworth, 0910
New Zealand

CORPORATE AFFILIATIONS

Comments None reported.

BANKING & FINANCING

Charges & Mortgages Time of Registration/PPSR Registration Date 18-Dec-2012 08:40
Debtor Name CERATELLE MARKETING LIMITED
Financing Statement Registration No. F859XC078GV0H989/C0001
Debtor Reference P41955
Org Type: Company
Incorporation No: 1833366
City/Town: WARKWORTH
Collateral Type: Goods - Other

Time of Registration/PPSR Registration Date 06-May-2014 12:24
Debtor Name CERATELLE MARKETING
Financing Statement Registration No. FH4RH1NT58947855
Debtor Reference CERMAR
Org Type: Partnership
Incorporation No:
City/Town: WARKWORTH
Collateral Type: Goods - Other

Time of Registration/PPSR Registration Date 07-Oct-2014 15:37
Debtor Name CERATELLE MARKETING
Financing Statement Registration No. F50W362W04Y9R174/C0006
Debtor Reference 0052490475
Org Type: Partnership
Incorporation No:
City/Town: WARKWORTH
Collateral Type: All Present And After Acquired Personal Property

Time of Registration/PPSR Registration Date 07-Oct-2014 15:37
Debtor Name CERATELLE MARKETING
Financing Statement Registration No. FJ783PP570J9M428/C0007
Debtor Reference 0052490475
Org Type: Partnership
Incorporation No:

City/Town: WARKWORTH
Collateral Type: Intangibles

Time of Registration/PPSR Registration Date 13-Jan-2015 14:25
Debtor Name CERATELLE MARKETING LIMITED
Financing Statement Registration No. FM55X9E81B69K822
Debtor Reference A/C 170201
Org Type: Company
Incorporation No: 1833366
City/Town: WARKWORTH
Collateral Type: Goods - Other

Time of Registration/PPSR Registration Date 16-Nov-2015 11:55
Debtor Name CERATELLE MARKETING LIMITED
Financing Statement Registration No. F61R8D90R9J25094
Debtor Reference C20241
Org Type: Company
Incorporation No: 1833366
City/Town: WARKWORTH
Collateral Type: Goods - Other

Time of Registration/PPSR Registration Date 02-Jun-2016 11:31
Debtor Name CERATELLE MARKETING LIMITED
Financing Statement Registration No. FM022C599U51V8N7
Debtor Reference
Org Type: Company
Incorporation No: 1833366
City/Town: AUCKLAND
Collateral Type: Goods - Other

FINANCIAL ACCOUNTS

Description
Required to file: No
Source: N/A

Comments The Subject's financial statements were not available in the course of our investigation.

OPERATIONS & HISTORY

Activities
Full description: The Subject imports and distributes general merchandise products for non-food grocery, general merchandise, and DIY retailers.

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Products/services:	KITCHEN & DINING: Food Storage Containers Kitchen Brushware Kitchen Utensils Microfibre Cloths Serviettes Tea Towels Glassware Mugs and Cups Picnic-Ware Pedal Bins Clocks Bakeware
	BEDROOM & BATHROOM: Premium Hangers Plastic Hangers Specialty Hangers Hot Water Bottle Bathroom Brushware Personal Care Towels Bean Bags – Indoor Wardrobe Storage
	FLOORING & OUTDOORS: Coir Mats Rubber Coir Mats Rubber Mats Polypropylene Mat Bella Polyprop Rug Cotton Mats Plush Rugs Bean Bags Citronella Candles Gardening
	LAUNDRY: Clothes Pegs Laundry Accessories Cloths and Sponges Laundry Brushware Storage Baskets Laundry Baskets Buckets and Basins Storage Hampers Tinware
Brands:	Effects Catch

Pop
InHome
Private Label

Sales
Export: Pacific Islands

PROPERTY & ASSETS

Premises The Subject principally operates from premises located at the heading address, consisting of a warehouse and administrative offices.

PAYMENTS

Purchase Terms
Local: Cash
Credits 14-30 days
Bank transfers

Imports: Credits 30 days net
Prepayments

Sales Terms
Local: Cash
Credits 14-30 days
Bank transfers

Exports: L/Cs
Credits 30 days net

Debt Collections / No negative information was found.
Judgements

Payment Experiences
Payment behaviour: Unknown

INVESTIGATIVE NOTES

Sources: Interviews and material provided by the Subject
Other official and local business sources

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 70.93
UK Pound	1	INR 92.35
Euro	1	INR 82.84
NZD	1	INR 46.92

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

INFORMATION DETAILS

Analysis Done by :	NIS
Report Prepared by :	TPT

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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)