

**LIVING ENTERTAINMENT ENTERPRISES PRIVATE LIMITED - 527910 MIRA PAGE NO. : 1**

## MIRA INFORM REPORT

|               |            |
|---------------|------------|
| Report No. :  | 527910     |
| Report Date : | 04.09.2018 |

### IDENTIFICATION DETAILS

|                                                  |                                                                                                                                                        |
|--------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name :                                           | LIVING ENTERTAINMENT ENTERPRISES PRIVATE LIMITED (w.e.f. 02.06.2015)                                                                                   |
| Formerly Known As :                              | GLOBAL MULTI TRADING PRIVATE LIMITED                                                                                                                   |
| Registered Office :                              | 18th Floor, A Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013, Maharashtra                                                      |
| Tel. No.:                                        | 91-22-71061234                                                                                                                                         |
| Country :                                        | India                                                                                                                                                  |
| Financials (as on) :                             | 31.03.2017                                                                                                                                             |
| Date of Incorporation :                          | 26.02.2014                                                                                                                                             |
| CIN No.:<br>[Company Identification No.]         | U22100MH2014PTC253635                                                                                                                                  |
| Capital Investment / Paid-up Capital :           | INR 1100.000 Million                                                                                                                                   |
| PAN No.:<br>[Permanent Account No.]              | AAFCG7768M                                                                                                                                             |
| GSTN :<br>[Goods & Service Tax Registration No.] | 29AAFCG7768M1ZP (Karnataka)<br>27AAFCG7768M1ZT (Maharashtra)                                                                                           |
| Legal Form :                                     | Private Limited Liability Company                                                                                                                      |
| Line of Business :                               | The main object of the Company is to carry on the business of Media and broadcasting development and operation related business. (Registered Activity) |
| No. of Employees :                               | Information declined 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> | B |
|------------------------|---|

| Credit Rating | Explanation | Rating Comments                                             |
|---------------|-------------|-------------------------------------------------------------|
| B             | Medium Risk | Business dealings permissible on a regular monitoring basis |

|                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Status :</b>            | Moderate                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Payment Behaviour :</b> | Slow but correct                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Litigation :</b>        | Clear                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Comments :</b>          | <p>Subject is a subsidiary of "New Media Broadcasting Private Limited" and was incorporated in the year 2014. The subject is engaged in the business of broadcasting and media development.</p> <p>For the financial year 2017, the company has achieved top line growth in its revenue as compared to its previous year but has reported losses during the year.</p> <p>The company possesses moderate financial risk profile marked by negative reserve level and high debt balance sheet profile.</p> <p>Rating further gets constrained on account of its continuous operational losses due to its presence in highly competitive media industry.</p> <p>However, these rating weakness gets partially offset by strong support received from its parent company.</p> <p>Payment seems to be slow but correct.</p> <p>In view of aforesaid, the company can be considered for business dealing with some caution.</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 04.09.2018

**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**

**MANAGEMENT NON-COOPERATIVE (Tel No.: 91-22-71061234)**

**LOCATIONS**

|                            |                                                                                                                                                                                  |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Registered Office :</b> | 18th Floor, A Wing, Marathon Futurex, N. M. Joshi Marg, Lower Parel, Mumbai – 400013, Maharashtra, India                                                                         |
| <b>Tel. No.:</b>           | 91-22-71061234/ 71061567                                                                                                                                                         |
| <b>Fax No.:</b>            | Not Available                                                                                                                                                                    |
| <b>E-Mail :</b>            | <a href="mailto:ravindra.mishra@zee.esselgroup.com">ravindra.mishra@zee.esselgroup.com</a><br><a href="mailto:ravindra.mishra@esselgroup.com">ravindra.mishra@esselgroup.com</a> |

**DIRECTORS**

**As on 31.03.2018**

|                            |                                                                                                          |
|----------------------------|----------------------------------------------------------------------------------------------------------|
| <b>Name :</b>              | Mr. Himanshu Pradeep Mody                                                                                |
| <b>Designation :</b>       | Director                                                                                                 |
| <b>Address :</b>           | 1201/B, Gardenia Building, Vasant Valley Film City Road, Malad (East), Mumbai-400097, Maharashtra, India |
| <b>Date of Birth/Age :</b> | 28.12.1977                                                                                               |

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|                              |                                                                                 |
|------------------------------|---------------------------------------------------------------------------------|
| <b>Date of Appointment :</b> | 18.03.2015                                                                      |
| <b>DIN No.:</b>              | 00686830                                                                        |
| <b>Name :</b>                | Mr. Hitesh Kantilal Vakil                                                       |
| <b>Designation :</b>         | Director                                                                        |
| <b>Address :</b>             | 802, Vasant Aradhana Tower, Near Mahavir Nagar, Kandivali (West), Mumbai-400067 |
| <b>Date of Birth/Age :</b>   | 16.09.1960                                                                      |
| <b>Date of Appointment :</b> | 18.03.2015                                                                      |
| <b>DIN No.:</b>              | 00686877                                                                        |

**MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN**

As on 31.03.2017

| <b>Names of Shareholders</b>                                   | <b>No. of Shares</b> |
|----------------------------------------------------------------|----------------------|
| New Media Broadcast Private Limited                            | 109999999            |
| New Media Broadcast Private Limited jointly with Anil Chougule | 1                    |
| <b>Total</b>                                                   | <b>11000000</b>      |

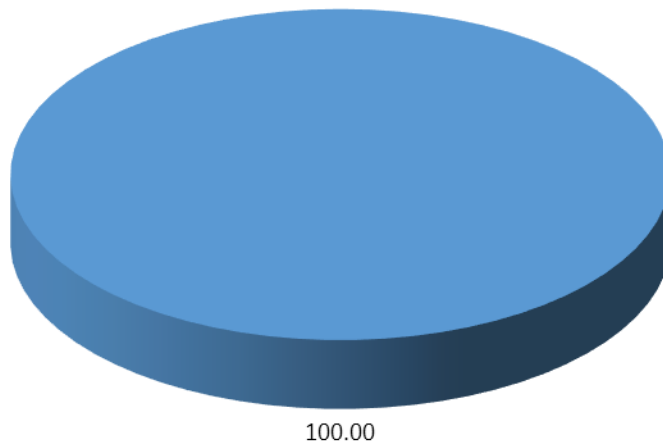
**Equity Share Break up (Percentage of Total Equity)**

As on 29.09.2017

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

### Share holding pattern

■ Promoters (Body corporate)



### BUSINESS DETAILS

|                             |                                                                                                                                                        |                                      |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| <b>Line of Business :</b>   | The main object of the Company is to carry on the business of Media and broadcasting development and operation related business. (Registered Activity) |                                      |
| <b>Products/ Services :</b> | <b>Item Code No.</b>                                                                                                                                   | <b>Product/ Services Description</b> |
|                             | 99732100                                                                                                                                               | Entertainment                        |
| <b>Brand Names :</b>        | Not Available                                                                                                                                          |                                      |
| <b>Agencies Held :</b>      | Not Available                                                                                                                                          |                                      |
| <b>Exports :</b>            | Not Available                                                                                                                                          |                                      |
| <b>Imports :</b>            | Not Available                                                                                                                                          |                                      |
| <b>Terms :</b>              | 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 declined by the management              |                                                               |                                        |
| <b>Bankers :</b>          | <b>Bank Name</b>                                    | RBL Bank Limited                                              |                                        |
|                           | <b>Branch</b>                                       | Shahupuri, Kolhapur, Kolhapur –<br>416001, 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 (If Possible)</b>     | --                                                            |                                        |
|                           | <b>Credit Facilities Enjoyed (If any)</b>           | --                                                            |                                        |
|                           | <b>Account Operation</b>                            | --                                                            |                                        |
|                           | <b>Remarks (If any)</b>                             | --                                                            |                                        |
| <b>Facilities :</b>       | <b>Secured Loan</b>                                 | <b>31.03.2017<br/>(INR in Million)</b>                        | <b>31.03.2016<br/>(INR in Million)</b> |
|                           | <b>Long-term Borrowings</b>                         |                                                               |                                        |
|                           | Term loans from banks                               | 1400.000                                                      | 0.000                                  |
|                           |                                                     |                                                               |                                        |
|                           | <b>Total</b>                                        | <b>1400.000</b>                                               | <b>0.000</b>                           |

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|                                                      |                                                                                                                                                                                                                    |
|------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Auditors :</b>                                    |                                                                                                                                                                                                                    |
| <b>Name :</b>                                        | B S Sharma and Company<br>Chartered Accountants                                                                                                                                                                    |
| <b>Address :</b>                                     | Mumbai, Maharashtra, India                                                                                                                                                                                         |
| <b>Income-tax PAN of auditor or auditor's firm :</b> | AABPS8241E                                                                                                                                                                                                         |
| <b>Memberships :</b>                                 | Not Available                                                                                                                                                                                                      |
| <b>Collaborators :</b>                               | Not Available                                                                                                                                                                                                      |
| <b>Holding Company :</b>                             | New Media Broadcasting Private Limited (CIN No.: U09211DL1999PTC102264)                                                                                                                                            |
| <b>Subsidiaries / fellow subsidiaries :</b>          | Living Entertainment Limited                                                                                                                                                                                       |
| <b>Associates / Joint Ventures :</b>                 | Veria International Limited                                                                                                                                                                                        |
| <b>Other related parties :</b>                       | <ul style="list-style-type: none"> <li>• Zee Entertainment Enterprises Limited</li> <li>• Taj Television (India) Private Limited</li> <li>• Pan India Network Limited</li> <li>• Jay Properties Limited</li> </ul> |

**CAPITAL STRUCTURE**

As on 29.09.2017

**Authorised Capital :**

| No. of Shares | Type          | Value         | Amount               |
|---------------|---------------|---------------|----------------------|
| 110000000     | Equity Shares | INR 10/- each | INR 1100.000 Million |
|               |               |               |                      |

**Issued, Subscribed & Paid-up Capital :**

| No. of Shares | Type          | Value         | Amount               |
|---------------|---------------|---------------|----------------------|
| 110000000     | Equity Shares | INR 10/- each | INR 1100.000 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                              | 1100.000        | 1100.000        | 250.000        |
| (b) Reserves and Surplus                       | (379.605)       | (47.187)        | 0.000          |
| (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>720.395</b>  | <b>1052.813</b> | <b>250.000</b> |
| (3) Non-Current Liabilities                    |                 |                 |                |
| (a) long-term borrowings                       | 1400.000        | 0.000           | 0.000          |
| (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>1400.000</b> | <b>0.000</b>    | <b>0.000</b>   |
| (4) Current Liabilities                        |                 |                 |                |
| (a) Short-term borrowings                      | 2985.100        | 2985.100        | 0.000          |
| (b) Trade payables                             | 395.347         | 168.379         | 0.000          |
| (c) Other current liabilities                  | 10.925          | 4.095           | 2.673          |
| (d) Short-term provisions                      | 0.000           | 0.000           | 0.000          |
| <b>Total Current Liabilities (4)</b>           | <b>3391.372</b> | <b>3157.574</b> | <b>2.673</b>   |
| <b>TOTAL</b>                                   | <b>5511.767</b> | <b>4210.387</b> | <b>252.673</b> |
| <b>II. ASSETS</b>                              |                 |                 |                |
| (1) Non-current assets                         |                 |                 |                |
| (a) Fixed Assets                               |                 |                 |                |
| (i) Tangible assets                            | 10.424          | 0.195           | 0.000          |
| (ii) Intangible Assets                         | 65.031          | 45.442          | 0.000          |
| (iii) Tangible assets capital work-in-progress | 0.000           | 0.000           | 0.000          |
| (iv) Intangible assets under development       | 11.409          | 8.165           | 0.000          |
| (b) Non-current Investments                    | 3899.514        | 4054.814        | 250.000        |
| (c) Deferred tax assets (net)                  | 0.000           | 0.000           | 0.000          |
| (d) Long-term loans and advances               | 0.000           | 0.000           | 0.000          |
| (e) Other Non-current assets                   | 7.874           | 7.759           | 2.576          |
| <b>Total Non-Current Assets</b>                | <b>3994.252</b> | <b>4116.375</b> | <b>252.576</b> |

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|                                   |                 |                 |                |
|-----------------------------------|-----------------|-----------------|----------------|
| (2) Current assets                |                 |                 |                |
| (a) Current investments           | 0.000           | 0.000           | 0.000          |
| (b) Inventories                   | 0.000           | 32.146          | 0.000          |
| (c) Trade receivables             | 26.622          | 36.243          | 0.000          |
| (d) Cash and bank balances        | 12.911          | 9.378           | 0.097          |
| (e) Short-term loans and advances | 1476.042        | 13.659          | 0.000          |
| (f) Other current assets          | 1.940           | 2.586           | 0.000          |
| <b>Total Current Assets</b>       | <b>1517.515</b> | <b>94.012</b>   | <b>0.097</b>   |
|                                   |                 |                 |                |
| <b>TOTAL</b>                      | <b>5511.767</b> | <b>4210.387</b> | <b>252.673</b> |

**PROFIT & LOSS ACCOUNT**

|                  | PARTICULARS                                                                   | 31.03.2017       | 31.03.2016      | 31.03.2015   |
|------------------|-------------------------------------------------------------------------------|------------------|-----------------|--------------|
|                  | <b>SALES</b>                                                                  |                  |                 |              |
|                  | Total Revenue from operations                                                 | 334.109          | 87.355          | 0.000        |
|                  | Other Income                                                                  | 0.170            | 0.000           | 0.000        |
|                  | <b>TOTAL</b>                                                                  | <b>334.279</b>   | <b>87.355</b>   | <b>0.000</b> |
|                  |                                                                               |                  |                 |              |
| <b>Less</b>      | <b>EXPENSES</b>                                                               |                  |                 |              |
|                  | Purchases of Stock-in-Trade                                                   | 16.254           | 6.836           | 0.000        |
|                  | Changes in inventories of finished goods, work-in-progress and Stock-in-Trade | 119.503          | 59.919          | 0.000        |
|                  | Employee benefit expense                                                      | 18.127           | 12.214          | 0.000        |
|                  | Other expenses                                                                | 497.883          | 49.878          | 0.000        |
|                  | <b>TOTAL</b>                                                                  | <b>651.767</b>   | <b>128.847</b>  | <b>0.000</b> |
|                  |                                                                               |                  |                 |              |
|                  | <b>PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION</b>     | <b>(317.488)</b> | <b>(41.492)</b> | <b>0.000</b> |
|                  |                                                                               |                  |                 |              |
| <b>Less</b>      | <b>FINANCIAL EXPENSES</b>                                                     | 1.349            | 0.018           | 0.000        |
|                  |                                                                               |                  |                 |              |
|                  | <b>PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION</b>              | <b>(318.837)</b> | <b>(41.510)</b> | <b>0.000</b> |
|                  |                                                                               |                  |                 |              |
| <b>Less/ Add</b> | <b>DEPRECIATION/ AMORTISATION</b>                                             | 13.581           | 5.677           | 0.000        |
|                  |                                                                               |                  |                 |              |
|                  | <b>PROFIT/ (LOSS) BEFORE TAX</b>                                              | <b>(332.418)</b> | <b>(47.187)</b> | <b>0.000</b> |
|                  |                                                                               |                  |                 |              |
| <b>Less</b>      | <b>TAX</b>                                                                    | 0.000            | 0.000           | 0.000        |
|                  |                                                                               |                  |                 |              |
|                  | <b>PROFIT/ (LOSS) AFTER TAX</b>                                               | <b>(332.418)</b> | <b>(47.187)</b> | <b>0.000</b> |
|                  |                                                                               |                  |                 |              |
|                  | <b>Earnings / (Loss) Per Share (INR)</b>                                      | <b>(3.02)</b>    | <b>(0.47)</b>   | <b>0.00</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 flows from (used in) operations           | (1500.830) | 40.756     | 0.000      |
| Net cash flows from (used in) operating activities | (1505.123) | 38.473     | 0.000      |

**KEY RATIOS**

**EFFICIENCY RATIOS**

| PARTICULARS                                                       | 31.03.2017 | 31.03.2016 | 31.03.2015 |
|-------------------------------------------------------------------|------------|------------|------------|
| Average Collection Days<br>(Sundry Debtors / Income * 365 Days)   | 29.08      | 151.44     | 0.00       |
| Account Receivables Turnover<br>(Income / Sundry Debtors)         | 12.55      | 2.41       | 0.00       |
| Average Payment Days<br>(Sundry Creditors / Purchases * 365 Days) | 8877.92    | 8990.39    | 0.00       |
| Inventory Turnover<br>(Operating Income / Inventories)            | 0.00       | (1.29)     | 0.00       |
| Asset Turnover<br>(Operating Income / Net Fixed Assets)           | (3.66)     | (0.77)     | 0.00       |

**LEVERAGE RATIOS**

| PARTICULARS                                                          | 31.03.2017 | 31.03.2016 | 31.03.2015 |
|----------------------------------------------------------------------|------------|------------|------------|
| Debt Ratio<br>((Borrowing + Current Liabilities) / Total Assets)     | 0.87       | 0.75       | 0.01       |
| Debt Equity Ratio<br>(Total Liability / Networth)                    | 6.09       | 2.84       | 0.00       |
| Current Liabilities to Networth<br>(Current Liabilities / Net Worth) | 4.71       | 3.00       | 0.01       |
| Fixed Assets to Networth<br>(Net Fixed Assets / Networth)            | 0.12       | 0.05       | 0.00       |
| Interest Coverage Ratio                                              | (235.35)   | (2305.11)  | 0.00       |

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|                            |  |  |  |
|----------------------------|--|--|--|
| (PBIT / Financial Charges) |  |  |  |
|----------------------------|--|--|--|

**PROFITABILITY RATIOS**

| PARTICULARS                                            |   | 31.03.2017 | 31.03.2016 | 31.03.2015 |
|--------------------------------------------------------|---|------------|------------|------------|
| Net Profit Margin<br>[(PAT / Sales) * 100]             | % | (99.49)    | (54.02)    | 0.00       |
| Return on Total Assets<br>((PAT / Total Assets) * 100) | % | (6.03)     | (1.12)     | 0.00       |
| Return on Investment (ROI)<br>((PAT / Networth) * 100) | % | (46.14)    | (4.48)     | 0.00       |

**SOLVENCY RATIOS**

| PARTICULARS                                                                   |  | 31.03.2017 | 31.03.2016 | 31.03.2015 |
|-------------------------------------------------------------------------------|--|------------|------------|------------|
| Current Ratio<br>(Current Assets / Current Liabilities)                       |  | 0.45       | 0.03       | 0.04       |
| Quick Ratio<br>((Current Assets – Inventories) / Current Liabilities)         |  | 0.45       | 0.02       | 0.04       |
| G-Score Ratio Financial<br>(Networth / Total Assets)                          |  | 0.13       | 0.25       | 0.99       |
| G-Score Ratio Debt<br>(Debts / Equity Capital)                                |  | 3.99       | 2.71       | 0.00       |
| G-Score Ratio Liquidity<br>(Total Current Assets / Total Current Liabilities) |  | 0.45       | 0.03       | 0.04       |

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

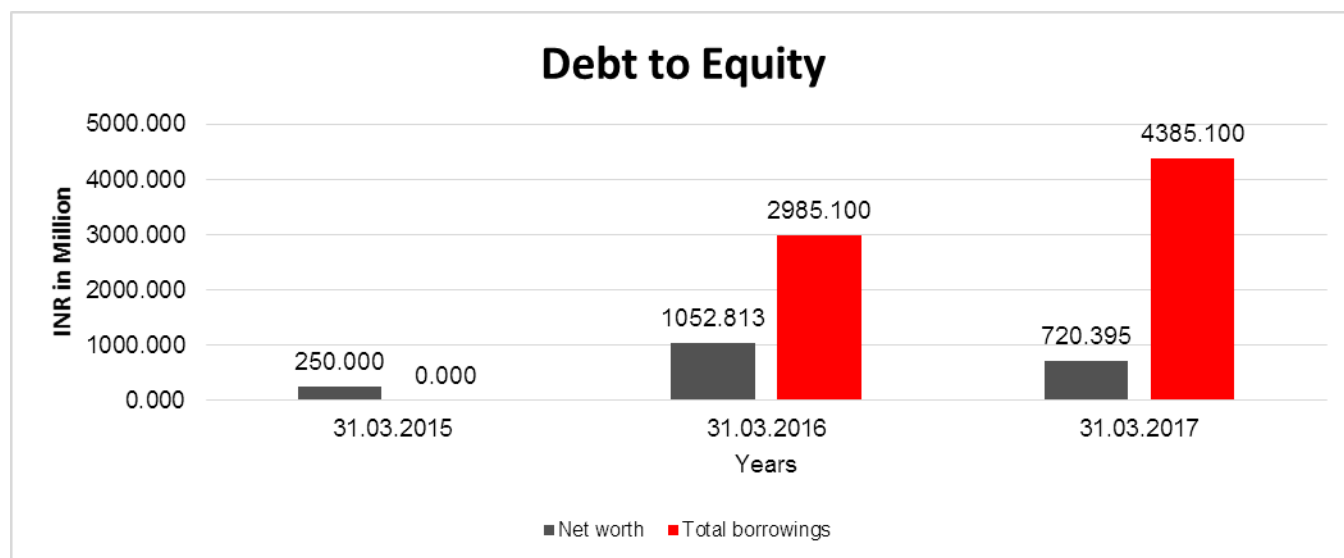
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**FINANCIAL ANALYSIS**  
*[all figures are in INR Million]*

**DEBT EQUITY RATIO**

| Particular                                | 31.03.2015<br>(INR In Million) | 31.03.2016<br>(INR In Million) | 31.03.2017<br>(INR In Million) |
|-------------------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Share Capital                             | 250.000                        | 1100.000                       | 1100.000                       |
| Reserves & Surplus                        | 0.000                          | (47.187)                       | (379.605)                      |
| Money received against share warrants     | 0.000                          | 0.000                          | 0.000                          |
| Share Application money pending allotment | 0.000                          | 0.000                          | 0.000                          |
| <b>Net worth</b>                          | <b>250.000</b>                 | <b>1052.813</b>                | <b>720.395</b>                 |
| Long-term borrowings                      | 0.000                          | 0.000                          | 1400.000                       |
| Short term borrowings                     | 0.000                          | 2985.100                       | 2985.100                       |
| <b>Total borrowings</b>                   | <b>0.000</b>                   | <b>2985.100</b>                | <b>4385.100</b>                |
| <b>Debt/Equity ratio</b>                  | <b>0.000</b>                   | <b>2.835</b>                   | <b>6.087</b>                   |

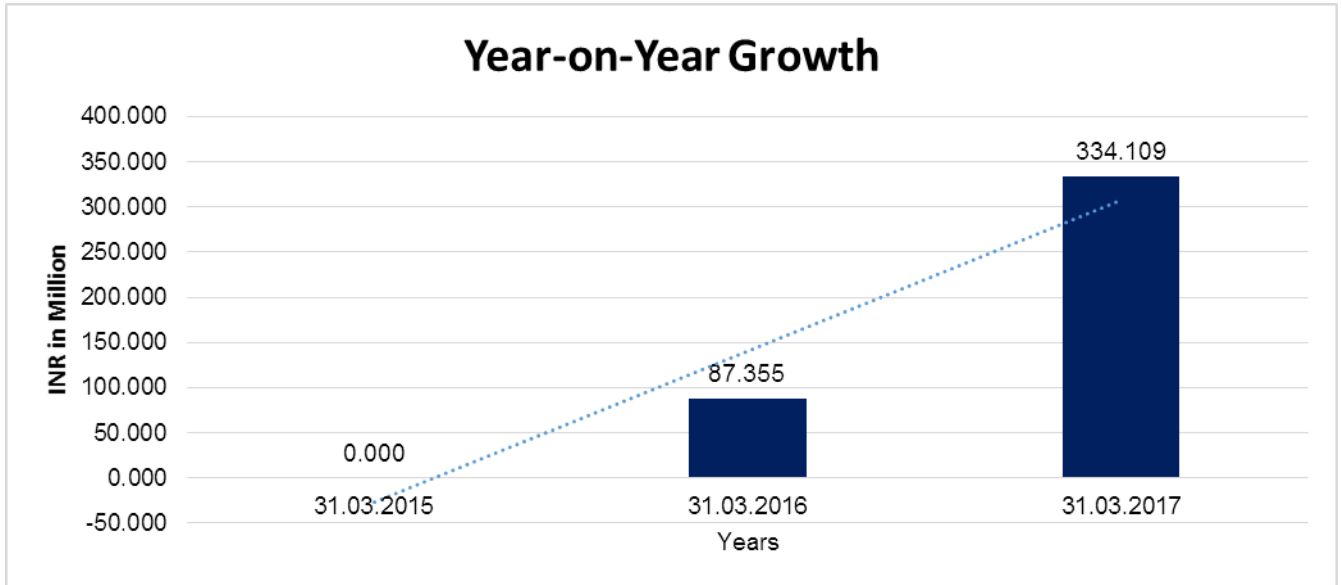


**YEAR-ON-YEAR GROWTH**

| Year on Year Growth | 31.03.2015<br>(INR In Million) | 31.03.2016<br>(INR In Million) | 31.03.2017<br>(INR In Million) |
|---------------------|--------------------------------|--------------------------------|--------------------------------|
| Sales               | 0.000                          | 87.355                         | 334.109                        |
|                     |                                | <b>0.000</b>                   | <b>282.473</b>                 |

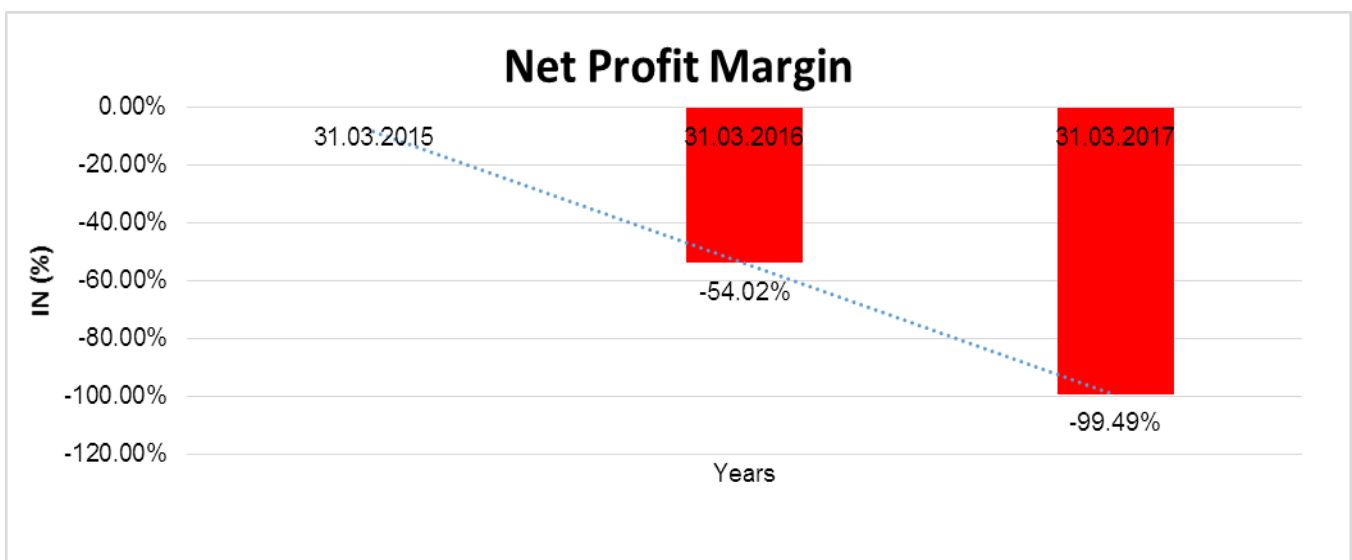
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**NET PROFIT MARGIN**

| Net Profit Margin | 31.03.2015       | 31.03.2016       | 31.03.2017       |
|-------------------|------------------|------------------|------------------|
|                   | (INR In Million) | (INR In Million) | (INR In Million) |
| Sales             | 0.000            | 87.355           | 334.109          |
| Profit/ (Loss)    | 0.000            | (47.187)         | (332.418)        |
|                   | <b>0.000</b>     | <b>(54.02 %)</b> | <b>(99.49 %)</b> |



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**LOCAL AGENCY FURTHER INFORMATION**

| Sr. No. | Check list by info agents                           | Available in Report (Yes/No) |
|---------|-----------------------------------------------------|------------------------------|
| 1       | Year of establishment                               | Yes                          |
| 2       | Constitution of the entity -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                           |
| 16      | No. of employees                                    | No                           |
| 17      | Details of sister concerns                          | Yes                          |
| 18      | Major suppliers                                     | No                           |
| 19      | Major customers                                     | No                           |
| 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                           |

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**CORPORATE INFORMATION:**

Living Entertainment Enterprises Private Limited (Formerly known as Global Multi Trading Private Limited) ("LEEPL "the Company") was incorporated on 26th February, 2014 in the name by the Office of the Registrar of Companies, in the state of Maharashtra with Company Registration No. U22100MH2014PTC253635. The main object of the Company is to carry on the business of Media and broadcasting development and operation related business.

**FINANCIAL PERFORMANCE**

This being the 3rd year of the Company, the Company has generated review from operation of INR 334.109 Million as compared to revenue of INR 87.355 Million during the previous year and due to promotional expenses and operating expenses incurred during the year, the Company made loss of INR 332.418 Million during the year under review as compared to loss of INR 47.187 Million during the previous year.

**UNSECURED LOAN**

| PARTICULARS                                 | 31.03.2017<br>(INR in Million) | 31.03.2016<br>(INR in Million) |
|---------------------------------------------|--------------------------------|--------------------------------|
| <b>Short-term borrowings</b>                |                                |                                |
| Fully convertible debentures intercorporate | 2985.100                       | 2985.100                       |
|                                             |                                |                                |
| <b>Total</b>                                | <b>2985.100</b>                | <b>2985.100</b>                |

**INDEX OF CHARGES**

| Charges Registered |               |               |                               |                  |              |                                                                                                  |
|--------------------|---------------|---------------|-------------------------------|------------------|--------------|--------------------------------------------------------------------------------------------------|
| SN o               | SRN           | Charge Id     | Charge Holder Name            | Date of Creation | Amount       | Address                                                                                          |
| 1                  | G962538<br>36 | 1001970<br>64 | CATALYST TRUSTEES HIP LIMITED | 09/04/2018       | 4100000000.0 | GDA House, First Floor, Plot No. 85S. No. 94 & 95, Bhusari Colony (Right), KothrudPuneMa411038IN |
| 2                  | G425608<br>54 | 1000944<br>07 | RBL BANK LIMITED              | 27/03/2017       | 2290000000.0 | SHAHUPURI,KOLHAPUR,KOLHAPURMa416001IN                                                            |
| 3                  | G286776<br>15 | 1000646<br>15 | YES BANK LIMITED              | 08/11/2016       | 40000000.0   | 9TH FLOOR, NEHRU CENTRE, DISCOVERY OF INDIA,DR. ANNIE BESANT ROAD, WORLI,MumbaiMH400018IN        |

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**FIXED ASSETS**

- Furniture and fixtures
- Office equipment
- Computer equipments

**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 71.30 |
| UK Pound  | 1    | INR 91.70 |
| Euro      | 1    | INR 82.72 |

**INFORMATION DETAILS**

|                                  |     |
|----------------------------------|-----|
| <b>Information Gathered by :</b> | SRT |
| <b>Analysis Done by :</b>        | NRG |
| <b>Report Prepared by :</b>      | SUD |

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**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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