

MIRA INFORM REPORT

Report No. :	528456
Report Date :	05.09.2018

IDENTIFICATION DETAILS

Name :	STARJAI DIGITAL OOH MEDIA PRIVATE LIMITED (w.e.f 26.04.2018)
Formerly Known As :	STARTEJAI ADSOLUTIONS PRIVATE LIMITED
Registered Office :	A/57, New Empire Industrial Estate, Kondavita Road, J.B Nagar, Andheri (East), Mumbai – 400059, Maharashtra
Mobile No.:	91-9890526732 (Mr. Darshan Gala)
Country :	India
Financials (as on) :	31.03.2018 (Provisional)
Date of Incorporation :	29.03.2017
CIN No.: [Company Identification No.]	U74999MH2017PTC293190
Capital Investment / Paid-up Capital :	INR 0.100 Million
IEC No.: [Import-Export Code No.]	Not Applicable (As informed by the management that firm does not have export and import)
TAN No.:	MUMS90006A
PAN No.: [Permanent Account No.]	AAYCS4275Q
GSTN : [Goods & Service Tax Registration No.]	27AAYCS4275Q1Z2
Legal Form :	Private Limited Liability Company
Line of Business :	Providing digital advertising services (Registered Activity and also Confirmed by management)
No. of Employees :	20 (Approximately)

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RATING & COMMENTS

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

MIRA's Rating : C

Credit Rating	Explanation	Rating Comments
C	Medium High Risk	Business dealings permissible preferably on secured basis

Status :	Relatively New Business
Payment Behaviour :	Unknown
Litigation :	Clear
Comments :	<p>Subject was incorporated on 29th March 2017 and it is engaged in providing digital advertising services.</p> <p>Management is yet to file its financials with Government Registry.</p> <p>As per provisional financials of March 2018, the company has achieved a revenue of INR 2.30 million but has reported losses.</p> <p>Rating is constrained on account of company's absence of audited financials to evaluate risk associated with company.</p> <p>However, rating weakness is partially offset by banker (HDFC Bank) positive feedback and they are satisfied with their banking transactions.</p> <p>Payments seems to be unknown.</p> <p>In view of aforesaid, the company can be considered for business dealings at safe and secured trade terms and conditions.</p> <p>Note:</p> <p>Site visit was conducted on the given address which you have provided. Our executive had successfully traced the given address.</p> <p>At the premises, our executive met with Mr. Darshan Gala (Senior Accountant) who confirmed the existence of the subject at the given address and he provided with contact details (9890526732).</p> <p>As per our executive's observation, it is a ground + 1 storey building and subject is situated on ground floor. Area of the premises is 800 SQ FT and 20 employees were sighted at the premises. Location was easy to find and locality seems to be industrial. Area seems to be upmarket. Landmark- Regent Hotel.</p>

	Name board of the subject was not sighted at the premises.
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NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

ECGC Country Risk Classification List

Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
India	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

EXTERNAL AGENCY RATING

Rating Agency Name	Not Available
Rating	Not Available
Rating Explanation	Not Available
Date	Not Available

RBI DEFAULTERS' LIST STATUS

Subject's name is not enlisted as a defaulter in the publicly available RBI Defaulters' list.

EPF (Employee Provident Fund) DEFAULTERS' LIST STATUS

Subject's name is not enlisted as a defaulter in the publicly available EPF (Employee Provident Fund) Defaulters' list as of 31-03-2018.

BIFR (Board for Industrial & Financial Reconstruction) LISTING STATUS

Subject's name is not listed as a Sick Unit in the publicly available BIFR (Board for Industrial & Financial Reconstruction) list as of 05.09.2018

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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 PARTED BY

Name :	Mr. Darshan Gala
Designation :	Senior Accountant
Contact No.:	91-9890526732
Date :	04.09.2018

LOCATIONS

Registered Office :	A/57, New Empire Industrial Estate, Kondavita Road, J.B Nagar, Andheri (East), Mumbai – 400059, Maharashtra, India
Tel. No.:	Not Available
Mobile No.:	91-9890526732 (Mr. Darshan Gala) 91-9588888880 (Mr. Rajiv Krishnakumar Sanghvi)
Fax No.:	Not Available
E-Mail :	rajiv@digially.in accounts@digially.in
Website :	www.digially.in
Area:	800 Sq. Ft. (As per site visit)
Location :	Rented
Locality :	Commercial

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DIRECTORS

As on 31.03.2018

Name :	Mrs. Parul Sohag Acharya		
Designation :	Director		
Address :	L-101, Bhoomi Breeze, Raheja Estate, Kulupwadi, Borivali (East), Mumbai-400066, Maharashtra, India		
Date of Appointment :	11.10.2017		
DIN No.:	07963747		
Name :	Mr. Rajiv Krishnakumar Sanghvi		
Designation :	Additional Director		
Address :	Shiv Shrusti, Wing A, Cts No. 1C1/1, Flat No.502, Mhadalayout, Mahavir Nagar, Cirle, Rdp-12/13, Link Road, Mumbai -400067, Maharashtra, India		
Date of Appointment :	25.04.2018		
DIN No.:	02098749		
Other Directorship:			
CIN/FCRN	Company Name	Begin Date	End Date
U52590MH2004PTC149512	VISTAS NETWORK MARKETING PRIVATE LIMITED	11/11/2004	-
U64203MH2009PTC195876	VISTAAS DIGITAL MEDIA PRIVATE LIMITED	17/09/2009	-
U72900MH2011PTC218762	TECHANTEM IT SOLUTIONS PRIVATE LIMITED	16/06/2011	-
U74120MH2011PTC223148	VISTAAS MOBILITY PRIVATE LIMITED	07/06/2012	-
U74900MH2005PTC155000	VISTAS STRATEGIES PRIVATE LIMITED	22/07/2005	-
U74999MH2012PTC228051	COPIOUS INTERNET PRIVATE LIMITED	12/09/2015	-

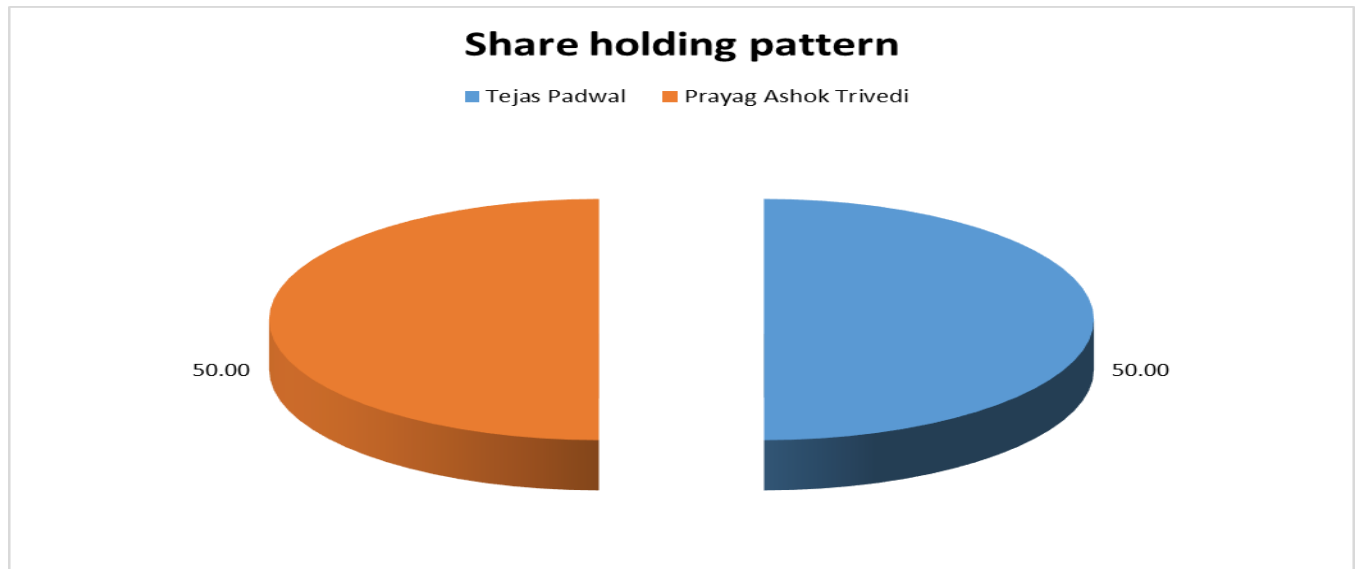
KEY EXECUTIVES

Name :	Mr. Darshan Gala
Designation :	Senior Accountant

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

As on 28.03.2017

Names of Shareholders	No. of Shares	% of Holding
Tejas Padwal	2500	50.00
Prayag Ashok Trivedi	2500	50.00
Total	5000	100.00



BUSINESS DETAILS

Line of Business :	Providing digital advertising services (Registered Activity and also Confirmed by management)
Brand Names :	Not Available
Agencies Held :	Not Available
Exports :	Not Available
Imports :	Not Available
Terms :	
Selling :	Cheque
Purchasing :	Cheque

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PRODUCTION STATUS NOT AVAILABLE

GENERAL INFORMATION

Suppliers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
Customers :	End Users	
	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
Remark:	--	
No. of Employees :	20 (Approximately)	
Bankers :	Bank Name	HDFC Bank Limited
	Branch	Sahara Plaza, J. B. Nagar, Andheri Kurla Road, Andheri (East), Mumbai-400059, Maharashtra, India
	Person Name (With Designation)	Mr. Surendra (Assistant Branch Manager)
	Contact Number	91-7498039784
	Name of Account Holder	STARJAI DIGITAL OOH MEDIA PRIVATE LIMITED
	Account Number	50200032071956
	Account Since (Date/Year of Account Opening)	Last 2 Months
	IFSC Code:	HDFC0001204
	Average Balance Maintained (If Possible)	--
	Credit Facilities Enjoyed (If any)	--
	Account Operation	Current Account
	Remarks (If any)	Mr. Surendra (Assistant Branch Manager) gave positive feedback about subject and they are satisfied with the transaction of subject.

Auditors :	
Name :	Sudhir Kedia and Company Chartered Accountants
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

CAPITAL STRUCTURE

As on 28.03.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
10000	Equity Shares	INR 10/- each	INR 0.100 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
10000	Equity Shares	INR 10/- each	INR 0.100 Million

FINANCIAL DATA
[all figures are in INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS			31.03.2018 (Provisional)
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital			0.100
(b) Reserves & Surplus			(2.305)
(c) Money received against share warrants			0.000
(2) Share Application money pending allotment			0.000
Total Shareholders' Funds (1) + (2)			(2.205)
(3) Non-Current Liabilities			
(a) long-term borrowings			0.000
(b) Deferred tax liabilities (Net)			0.000
(c) Other long term liabilities			0.000
(d) long-term provisions			0.000
Total Non-current Liabilities (3)			0.000
(4) Current Liabilities			
(a) Short term borrowings			6.774
(b) Trade payables			1.121
(c) Other current liabilities			0.092
(d) Short-term provisions			0.000
Total Current Liabilities (4)			7.987
TOTAL			5.782
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets			0.646
(ii) Intangible Assets			0.000
(iii) Capital work-in-progress			1.228
(iv) Intangible assets under development			0.000
(b) Non-current Investments			0.000
(c) Deferred tax assets (net)			0.000

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(d) Long-term Loan and Advances			0.000
(e) Other Non-current assets			0.000
Total Non-Current Assets			1.874
(2) Current assets			
(a) Current investments			0.000
(b) Inventories			0.000
(c) Trade receivables			0.367
(d) Cash and cash equivalents			0.901
(e) Short-term loans and advances			2.394
(f) Other current assets			0.246
Total Current Assets			3.908
TOTAL			5.782

PROFIT & LOSS ACCOUNT

	PARTICULARS			31.03.2018 (Provisional)
	SALES			
	Income			2.301
	Other Income			0.000
	TOTAL			2.301
Less	EXPENSES			
	Cost of Materials Consumed			0.000
	Employees benefits expense			0.775
	Other expenses			3.769
	TOTAL			4.544
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION			(2.243)
Less	FINANCIAL EXPENSES			0.000
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION			(2.243)
Less/ Add	DEPRECIATION/ AMORTISATION			0.062
	PROFIT/ (LOSS) BEFORE TAX			(2.305)

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Less	TAX			0.000
	PROFIT/ (LOSS) AFTER TAX			(2.305)
	Earnings / (Loss) Per Share (INR)			(230.50)

CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars			31.03.2018 (Provisional)
Current Maturities of Long term debt			NA
Cash generated from operations			NA
Net cash flows from (used in) operations			NA
Net cash flows from (used in) operating activity			NA

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS			31.03.2018 (Provisional)
Average Collection Days (Sundry Debtors / Income * 365 Days)			58.22
Account Receivables Turnover (Income / Sundry Debtors)			6.27
Average Payment Days (Sundry Creditors / Purchases * 365 Days)			0.00
Inventory Turnover (Operating Income / Inventories)			0.00
Asset Turnover (Operating Income / Net Fixed Assets)			(1.20)

LEVERAGE RATIOS

PARTICULARS			31.03.2018 (Provisional)
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)			1.38
Debt Equity Ratio (Total Liability / Networth)			(3.07)
Current Liabilities to Networth			(3.62)

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(Current Liabilities / Net Worth)			
Fixed Assets to Networth (Net Fixed Assets / Networth)			(0.85)
Interest Coverage Ratio (PBIT / Financial Charges)			0.00

PROFITABILITY RATIOS

PARTICULARS				31.03.2018 (Provisional)
Net Profit Margin ((PAT / Sales) * 100)	%			(100.17)
Return on Total Assets ((PAT / Total Assets) * 100)	%			(39.87)
Return on Investment (ROI) ((PAT / Networth) * 100)	%			104.54

SOLVENCY RATIOS

PARTICULARS				31.03.2018 (Provisional)
Current Ratio (Current Assets / Current Liabilities)				0.49
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)				0.49
G-Score Ratio Financial (Networth / Total Assets)				(0.38)
G-Score Ratio Debt (Debts / Equity Capital)				67.74
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)				0.49

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

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3]	Locality of the entity	Yes
4]	Premises details	Yes
5]	Buyer visit details	Yes
6]	Contact numbers	Yes
7]	Name of the person contacted	Yes
8]	Designation of contact person	Yes
9]	Promoter's background	Yes
10]	Date of Birth of Proprietor / Partners / Directors	No
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	Yes
17]	Details of sister concerns	No
18]	Major suppliers	No
19]	Major customers	No
20]	Banking Details	Yes
21]	Banking facility details	Yes
22]	Conduct of the banking account	Yes
23]	Financials, if provided	Yes
24]	Capital in the business	Yes
25]	Last accounts filed at ROC, if applicable	No
26]	Turnover of firm for last about 1 year	Yes
27]	Reasons for variation <> 20%	--
28]	Estimation for coming financial year	No
29]	Profitability For Last about 1 year	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	Yes
35]	Negative Reporting by Auditors in the Annual Report	No

OBSERVATION POINTS

Name of Company :	STARJAI DIGITAL OOH MEDIA PRIVATE LIMITED

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Address :	A/57, New Empire Industrial Estate, Kondavita Road, J.B Nagar, Andheri (East), Mumbai – 400059, Maharashtra, India
Mobile No.:	91-9890526732
Email:	accounts@digially.in
Person to whom we met:	Mr. Darshan Gala Designation: Senior Accountant
Name Board:	Not Sighted
Location:	Easy
Landmark (If Any):	Regent Hotel
Total Floors of the building:	Ground + 1 Storey Building
Subject situated on:	Ground Floor
Locality:	Industrial
Area of Premises :	800 Sq. Ft.
Area:	Upmarket
No. of Employees seen at Premises :	20 (Approximately)
Visibility of Items:	<ul style="list-style-type: none"> • Computer • Air Conditioner • Office Equipment
Furniture items sighted:	Yes
Proof of visit:	Visiting Card and Photograph

INDEX OF CHARGES: NO CHARGES EXIST FOR THE COMPANY

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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 71.18
UK Pound	1	INR 91.46
Euro	1	INR 82.49

INFORMATION DETAILS

Information Gathered by :	AKY
Analysis Done by :	VIV
Report Prepared by :	RKI

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	NO
--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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