

MIRA INFORM REPORT

Report No. :	529015
Report Date :	14.09.2018

IDENTIFICATION DETAILS

Name :	KNAM MARKETING FZE
Registered Office :	Block C-1, Office No - B.C. 1300226, Ajman Free Zone
Country :	United Arab Emirates
Financials (as on) :	31.12.2017
Date of Incorporation :	08.12.2016
Com. Reg. No.:	20260
Legal Form :	Free Zone Establishment
Line of Business :	Trading as importers, wholesalers and distributors of waste and printing paper.
No. of Employees :	4

RATING & COMMENTS

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

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

Status :	Satisfactory
Payment Behaviour :	Slow but Correct
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)
United Arab Emirates	A2	A2

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

UNITED ARAB EMIRATES - ECONOMIC OVERVIEW

The UAE has an open economy with a high per capita income and a sizable annual trade surplus. Successful efforts at economic diversification have reduced the portion of GDP from the oil and gas sector to 30%.

Since the discovery of oil in the UAE nearly 60 years ago, the country has undergone a profound transformation from an impoverished region of small desert principalities to a modern state with a high standard of living. The government has increased spending on job creation and infrastructure expansion and is opening up utilities to greater private sector involvement. The country's free trade zones - offering 100% foreign ownership and zero taxes - are helping to attract foreign investors.

The global financial crisis of 2008-09, tight international credit, and deflated asset prices constricted the economy in 2009. UAE authorities tried to blunt the crisis by increasing spending and boosting liquidity in the banking sector. The crisis hit Dubai hardest, as it was heavily exposed to depressed real estate prices. Dubai lacked sufficient cash to meet its debt obligations, prompting global concern about its solvency and ultimately a \$20 billion bailout from the UAE Central Bank and Abu Dhabi Government that was refinanced in March 2014.

The UAE's dependence on oil is a significant long-term challenge, although the UAE is one of the most diversified countries in the Gulf Cooperation Council. Low oil prices have prompted the UAE to cut expenditures, including on some social programs, but the UAE has sufficient assets in its sovereign investment funds to cover its deficits. The government reduced fuel subsidies in August 2015, and introduced excise taxes (50% on sweetened carbonated beverages and 100% on energy drinks and tobacco) in October 2017. A five-percent value-added tax was introduced in January 2018. The UAE's strategic plan for the next few years focuses on economic diversification, promoting the UAE as a global trade and tourism hub, developing industry, and creating more job opportunities for nationals through improved education and increased private sector employment.

Source : CIA

BRIEF SUMMARY

COMPANY NAME	KNAM MARKETING FZE			
ADDRESS	Building Block C-1, Office No - B.C. 1300226	Area Ajman Free Zone	Town Ajman	PO Box N/A
PHONE	Verified Phones: (+91 99) 9008 0704 (Vikram Kumar) / (+91 97) 1753 8855			
EMAIL/WEBSITE	Email: accounts@knam.in / Website: www.knam.in			
ACTIVITY	NACE 4690 - Non-specialised wholesale trade; NACE 4677 - Wholesale of waste and scrap;			
PRINCIPAL	Amit Goel Managing Director		Workforce 4	
LEGAL INFO	Date Of Est. 08/12/2016	Reg. No. 20260	Legal Form Free Establishment	Status Zone Active
CAPITAL	CURRENCY AED		AMOUNT 185,000	
OPINION ON MAX CREDIT	CURRENCY AED		AMOUNT 400,000	

IDENTIFICATION

CO. NAME	KNAM MARKETING FZE
BUILDING	Block C-1, Office No - B.C. 1300226
AREA	Ajman Free Zone
TOWN	Ajman
COUNTRY	United Arab Emirates
PHONE	(+91 99) 9008 0704 (Vikram Kumar) / (+91 97) 1753 8855 (Rahul Gupta) / (+91 120) 248 4379
VERIFIED EMAIL	accounts@knam.in / amit@knam.in
WEBSITE	www.knam.in
REGISTERED ADDRESS	Block C-1, Office No - B.C. 1300226 Ajman Free Zone Ajman

SENIOR PERSONNEL

MANAGEMENT	NAME Amit Goel	POSITION Managing Director
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	(currently in USA)	
	Vikram Kumar	Accounts Manager
	Rahul Gupta	Marketing Manager
WORKFORCE	NO. OF EMPLOYEES	PERIOD
	4	09.2018
	7 (subject's parent in India)	09.2018

FINANCIAL SUMMARY

TURNOVER	31/12/2017	31/08/2018 (Quarterly Results)
	USD 4,963,000	USD 13,237,633
NET PROFIT / (LOSS)	Not given but stated to be 10-15% of the sales turnover	
TURNOVER (PROJECTED)	USD 20,000,000 - 2018	
FISCAL YEAR-END	31 December.	

LEGAL STATUS

INCORPORATION REGISTRATION NO.	08/12/2016	
	LICENSE NUMBER	ISSUED BY
	License No.: 20260 (expiry date: 07/12/2018)	Ajman Free Zone Authority
AUTHORISED CAPITAL	AMOUNT	CURRENCY
	185,000	AED
PAID-UP CAPITAL	AMOUNT	CURRENCY
	185,000	AED
BUSINESS HISTORY	The Company was incorporated in Ajman Free Zone on 8 December 2016.	
LEGAL FORM STATUS	Free Zone Establishment Active	
SOLE SHAREHOLDER	NAME	PERCENTAGE
	Knem Marketing Private Limited	100.00%
	WP-30, Sector-71, Noida (201301)	
	Uttar Pradesh	
	India	
	Phone: (+91 120) 248 4379	
	Email: mail@knem.in	
	Est.: 22/03/2010	
	CIN No.: U51909CH2010PTC032109	

* According to the Amiri decree no.3 of 1996 issued

by H.H. Sheikh
Humaid Bin Rashid Al Nuaimi, Ruler of Ajman, granting autonomous status to Ajman Free Zone (established 1988), a company incorporated in Ajman Free Zone shall be registered as one of the following: Free Zone Entity (FZE) is a legal entity owned (100%) by either a person or a corporate body, must have a capital equivalent to US DLRS 50,000, the liability of the owner is limited to the amount of the share capital; Free Zone Company (FZC) has a separate legal identity and the liability of its owner is limited to the value of the paid up shared capital: Branch of a foreign company - licenses under this category are issued to foreign companies established outside the UAE than intend to incept a branch or a subsidiary of their foreign registered company. The activity may be commercial, industrial or professional/services; branch of a local company-licenses under this category are issued to companies holding a valid license from any UAE licensing authority except from other Free Zones.

OPERATION

BANKERS

Emirates Islamic Bank
Al Mina Road - Branch
Jumeirah Palms Residence Building
PO Box: 6564
Dubai

ACTIVITY CODE (NACE)

Telephone: (+971 6) 0059 9995
4690 - Non-specialised wholesale trade; 4677 - Wholesale of waste and scrap;

LINE OF BUSINESS

Trading as importers, wholesalers and distributors of waste and printing paper.

Subject's range of printing papers includes:

- Coated Paper - standard + improved;
- Art paper woodfree, c2s;
- LWC;
- MWC;
- HWC;
- MFC;

**IMPORT FROM
EXPORT TO
FACILITIES**

RELATED COMPANIES

- Uncoated Paper;
- SC-A / MagazinPapier;
- Glazed News;
- Woodfree Uncoated Printing/Writing Paper;
- Woodfree Coloured Paper;
- Labelpaper;
- Greyboard;
- Folding Box Board - GD, GT,DU,GC;
- Poly-coated Paper;
- Glasine Paper;
- Used leather released paper;
- Self- Adhesive Paper;
- Self- Adhesive Vinyls;
- Siliconized Paper;
- Chromo Paper.

Europe, USA, Australia, New Zealand and Middle East.

India.

Premises comprising administrative offices located at the heading address.

Associates

1. Justrelief Wellness Private Limited
2201, Sector 21-C Chandigarh CH 160022 IN
India
Est.: 08/05/2015
CIN No.: U24232CH2015PTC035525
2. Justrelief Medicare Private Limited
WP-30, Sector 71 NOIDA NOIDA Gautam Buddha
Nagar UP 201301 IN
India
Est.: 18/03/2016
CIN No.: U74120UP2016PTC077356
3. Continua Kids Private Limited
C/O Rajiv Chhabra, C 512 A, Sushant Lok - 1
Gurgaon Gurgaon HR 122002 IN
India
Est.: 17/05/2016
CIN No.: U85121HR2016PTC064149
4. Justrelief Healthcare Services Private
Limited
SCO 35-36 1ST FLOOR SECTOR 17-C CHANDIGARH CH
160017 IN
India
Est.: 03/06/2015
CIN No.: U24232CH2015PTC035563

PAYMENT RECORDS

CREDIT OPINION

We consider it is acceptable to deal with subject.

SPECIAL REMARKS

INTERVIEWED

Vikram Kumar (Accounts Manager).

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 72.75
UK Pound	1	INR 94.62
Euro	1	INR 84.32
UAE Dh	1	INR 19.54

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

INFORMATION DETAILS

Analysis Done by :	DIV
Report Prepared by :	SDA

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RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)