

MIRA INFORM REPORT

Report No. :	529575
Report Date :	15.09.2018

IDENTIFICATION DETAILS

Name :	M. M. MARKETING SERVICES
Registered Office :	4 th Floor, A.C. Market, New Duck Bunglow Road, Patna – 800001, Bihar
Mobile No.:	91-7766919911 (Mr. Gautam Bose)
Country :	India
Financials (as on) :	31.03.2018
Year of Establishment:	Around 2006
Capital Investment / Paid-up Capital :	Not Divulged
IEC No.: [Import-Export Code No.]	Not Applicable (As informed by the management that firm does not have export and import)
PAN No.: [Permanent Account No.]	AFAPB3234Q
GSTN : [Goods & Service Tax Registration No.]	10AFAPB3234Q1ZW
Legal Form :	Sole Proprietary Concern
Line of Business :	Providing Advertising Services.(Confirmed by management)
No. of Employees :	05 (Approximately)

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

Maximum Credit Limit :	USD 100
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Status :	Small Concern
Payment Behaviour :	Slow but Correct
Litigation :	Clear
Comments :	<p>Subject is a proprietary concern and it was established in the year 2006.</p> <p>It is engaged in the business of providing advertising services.</p> <p>Mr. Gautam Bose (CEO) provided information and claimed that the subject has achieved a revenue of approximately INR 0.30 million for FY-2017 and a revenue of approximately INR 0.35 million for FY-2018. However, these figures are not yet verified.</p> <p>Rating takes into consideration, modest revenue base and small scale of business operations of the concern.</p> <p>Payments seem to be slow but correct.</p> <p>In view of aforesaid, the concern can be considered for business dealings with some caution.</p> <p>Note 1:</p> <p>Site visit was conducted at the given address and our executive has successfully traced the subject.</p> <p>At the premises, our executive met Mr. Gautam Bose (CEO), who confirmed the existence of the subject on the given address.</p> <p>As per our executive's observation, it is a 5 storey premise and the subject is situated on the fourth floor. Area of the premise is approximately 300 square feet.</p> <p>Location was easy to find, locality seems to be commercial and area near the premise seems to be upmarket.</p> <p>Landmark: AC Market</p> <p>Our executive has sighted 4 employees along with telephone, computers, air conditioner, office equipment and furniture items at the premises.</p> <p>Name board of the subject was sighted at the given address.</p> <p>On inquiry with Mr. Madanji (Staff) from "Shree Enterprises" and Vipul Kumar (Staff) of "S.G. Marketing", they confirmed the existence of the subject on the given address.</p>

	<p>Note 2:</p> <p>Mr. Gautam Bose (CEO) claimed that the business of the concern was not properly functional due to his mother's ill health for the past two years. But since the year 2017, normal business operations were resumed. He also claimed that the sister concern namely "Bose and Company" would be merged with the subject concern. However, the aforesaid claims could not be verified.</p>
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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

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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 15.09.2018

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 PARTED BY

Name :	Mr. Gautam Bose
Designation :	Chief Executive Officer
Contact No.:	91-7766919911
Date :	14.09.2018

LOCATIONS

Registered Office :	4 th Floor, A.C. Market, New Duck Bungalow Road, Patna – 800001, Bihar, India
Tel. No.:	Not Available
Mobile No.:	91-7766919911 (Mr. Gautam Bose)
Fax No.:	Not Available
E-Mail :	mmmarketingpatna@gail.com
Area :	350 Sq. ft.
Location :	Leased
Locality :	Commercial

SOLE PROPRIETOR

Name :	Mrs. Mousumi Bose
Designation :	Proprietor
Address :	Laxmi Uma Plaza, Prithvi Raj Path, Old Shubhchandni Gas Godown, Block – 201-202 East, Lohanipur, Phulwari, Patna – 800003, Bihar, India
Date of Birth/Age :	01.01.1975
Aadhaar Card No.:	265306134408

KEY EXECUTIVES

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Name :	Mr. Gautam Bose
Designation :	Chief Executive Officer
Address :	Laxmi Uma Plaza, Prithvi Raj Path, Old Shubhchandni Gas Godown, Block – 201-202 East, Lohanipur, Phulwari, Patna – 800003, Bihar, India
Date of Birth/Age :	07.12.1963
Aadhaar Card No.:	972322139631

BUSINESS DETAILS

Line of Business :	Providing Advertising Services.(Confirmed by management)
Brand Names :	Not Divulged
Agencies Held :	Not Divulged
Exports :	Not Available
Imports :	Not Available
Terms :	
Selling :	Cash and Cheque, NEFT
Purchasing :	Cash and Cheque, NEFT

GENERAL INFORMATION

Suppliers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--
Customers :	Corporate	
	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark:	--

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No. of Employees :	05 (Approximately)	
Bankers :	Bank Name	UCO Bank
	Branch	Exhibition Road (Branch), Patna – 800001, Bihar, India
	Person Name (With Designation)	--
	Contact Number	91-8051337345 / 91-612-2222335 (Ringling)
	Name of Account Holder	--
	Account Number	--
	Account Since (Date/Year of Account Opening)	--
	Average Balance Maintained (If Possible)	--
	Credit Facilities Enjoyed (If any)	--
	Account Operation	--
Remarks (If any)	--	

Auditors :	Not Available
Memberships :	Not Available
Collaborators :	Not Available
Sister Concern:	Bose and Company

CAPITAL STRUCTURE

Capital Investment :	
Owned :	Not Divulged
Borrowed :	Not Divulged
Total :	Not Divulged

FINANCIAL DATA
[all figures are in INR Million]

Particulars	31.03.2018	31.03.2017
Sales Turnover (Approximately)	0.350	0.300

Expected Sales (2018-2019) : INR 0.400 Million

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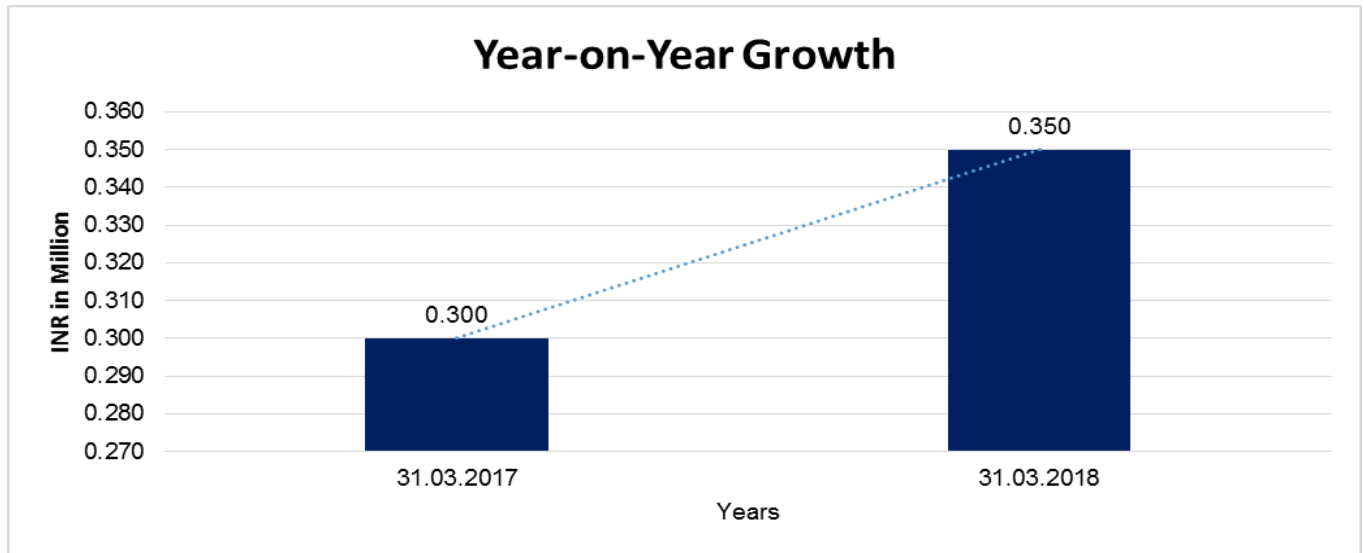
The above information has been parted by Mr. Gautam Bodse (Chief Executive Officer)

Note : Sole Proprietary and Partnership concerns are exempted from filing their financials with the Government Authorities or Registry Records.

FINANCIAL ANALYSIS
[all figures are in INR Million]

YEAR-ON-YEAR GROWTH

Year on Year Growth	31.03.2017	31.03.2018
	(INR In Million)	(INR In Million)
Sales (Approximately)	0.300	0.350
		16.667



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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 – Legal Form	Yes
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	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	Yes
17	Details of sister concerns (As site)	Yes
18	Major suppliers	No
19	Major customers	No
20	Banking Details	Yes
21	Banking facility details	No
22	Conduct of the banking account	--
23	Financials, if provided	Yes
24	Capital in the business	No
25	Last accounts filed at ROC, if applicable	No
26	Turnover of firm for last two years	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	Yes
29	Profitability for last three years	No
30	Major shareholders, if available	No
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 :	M. M. MARKETING SERVICES
Address :	4 th Floor, A.C. Market, New Duck Bungalow Road, Patna – 800001, Bihar, India
Mobile No.:	91-7766919911
Email:	mmmarketingpatna@gail.com
Person to whom we met:	Mr. Gautam Bose (Chief Executive Officer)
Name Board:	Sighted
Location:	Easy
Landmark (If Any):	A.C. Market
Total Floors of the building:	Five Floors
Subject situated on:	4 th Floor
Locality:	Commercial
Area of Premises :	300 sq. ft.
Area:	Upmarket
No. of Employees seen at Premises :	4
Visibility of Items:	<ul style="list-style-type: none"> • Telephone • Computer • Air Conditioner • Office Equipment
Furniture items sighted:	Table, Chair, Drawers, Office Equipment etc.
Sister Concern:	Bose and Company
Neighbour's Interview:	Name of company : Shree Enterprises Contact person name : Mr. Madanji (Staff) Name of company : S.G. Marketing Contact person name : Mr. Vipul Kumar (Staff)
Neighbour's overview:	Existence confirmed



MIRA INFORM PRIVATE LIMITED
605, Palmspring, Near D'Mart, Link Road,
Malad (West), Mumbai - 400 064. INDIA
Tel : 91-22-40448000 (44 lines)
Fax : 91-22-40448045 / 40448046
E-mail : mira@mirainform.com
info@mirainform.com
Website : <http://www.mirainform.com>
<http://www.miraglobalcheck.com>
<http://www.miraglobalcollections.com>

Proof of visit:	Visiting Card and Photograph
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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 71.81
UK Pound	1	INR 94.15
Euro	1	INR 83.97

INFORMATION DETAILS

Information Gathered by :	GAY
Analysis Done by :	VIVR
Report Prepared by :	SUJ

SCORE FACTORS

DEMERIT POINTS		
--BANK CHARGES	YES/NO	NO
--LITIGATION	YES/NO	NO
--OTHER ADVERSE INFORMATION	YES/NO	NO
MERIT POINTS		
--SOLE DISTRIBUTORSHIP	YES/NO	NO
--EXPORT ACTIVITIES	YES/NO	NO
--AFFILIATION	YES/NO	YES
--LISTED	YES/NO	NO
--OTHER MERIT FACTORS	YES/NO	YES

RATING EXPLANATIONS

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

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

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

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

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