

MIRA INFORM REPORT

Report No. :	530052
Report Date :	15.09.2018

IDENTIFICATION DETAILS

Name :	MATRIX INDIA ENTERTAINMENT CONSULTANTS PRIVATE LIMITED
Registered Office :	5, Agnelo, 1 st and 2 nd Floor, Khadeshwari Mandir Marg, Near Mount Mary Steps, Bandra (West), Mumbai – 400050, Maharashtra
Tel. No.:	91-22-32542492
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	18.06.2001
CIN No.: [Company Identification No.]	U92132MH2001PTC132371
Capital Investment / Paid-up Capital :	INR 0.300 Million
PAN No.: [Permanent Account No.]	AACCM7659J
GSTN : [Goods & Service Tax Registration No.]	27AACCM7659J1ZY
Legal Form :	Private Limited Liability Company
Line of Business :	Subject is engaged in Providing Models, Celebrity Management and Branded Content Services. [Registered Activity]
No. of Employees :	Information denied by the management

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
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A	Acceptable Risk	Business dealings permissible with moderate risk of default
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Status :	Good
Payment Behaviour :	Regular
Litigation :	Clear
Comments :	<p>Subject was incorporated in the year 2001. Subject is engaged in providing Models, Celebrity Management and Branded Content Services.</p> <p>For the financial year 2017, the company has achieved a decent growth in its revenue as compared to its previous year along with fair profitability margin during the year.</p> <p>Rating takes into consideration, healthy financial risk profile marked by adequate net worth base and strong debt protections metrics due to debt free balance sheet profile.</p> <p>Rating continues to derive strength from its established track record of business operations backed by well experienced management team.</p> <p>Payments seem to be regular.</p> <p>In view of aforesaid, the company can be considered for business dealings at usual trade terms and conditions.</p>

NOTES :

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

EXTERNAL AGENCY RATING

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

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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 DENIED BY

Name :	Mr. Amar
Designation :	Office Executive
Contact No.:	91-22-26455196
Date :	15.09.2018

LOCATIONS

Registered Office :	5, Agnelo, 1 st and 2 nd Floor, Khadeshwari Mandir Marg, Near Mount Mary Steps, Bandra (West), Mumbai – 400050, Maharashtra, India
Tel. No.:	91-22-26455196
Fax No.:	91-22-26455196
E-Mail :	info@matrixbay.com jeetu@matrixbay.com
Website :	http://www.matrixbay.com

DIRECTORS

AS ON 31.03.2018

Name :	Ms. Reshma Jairam Shetty
Designation :	Whole-Time Director
Address :	26 Sonny Apartments, St. Paul's Road Bandra (West), Mumbai-400050, Maharashtra, India
Date of Birth/Age :	28.07.1970
Date of Appointment :	18.06.2001
PAN No.:	AANPS1105K
DIN No.:	00219258
Name :	Mr. Vivek Madhav Kamath
Designation :	Whole-Time Director
Address :	601 Abhar, 5 th Road, Khar, Mumbai-400052, Maharashtra, India
Date of Birth/Age :	14.06.1969
Date of Appointment :	02.07.2003
PAN No.:	ABDPK7380F

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DIN No.:	00237710
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KEY EXECUTIVE

Name :	Mr. Amar
Designation :	Office Executive

MAJOR SHAREHOLDERS

AS ON 31.03.2017

Names of Shareholders	No. of Shares	Percentage
Reshma Jairam Shetty	20100	67.00
Vivek Madhav Kamath	9900	33.00
Total	30000	100.00

Share holding pattern

■ Reshma Jairam Shetty ■ Vivek Madhav Kamath



AS ON 29.09.2017

Equity Share Break up Category	Percentage
Promoters - Individual/Hindu Undivided Family – Indian	100.00
Total	100.00

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BUSINESS DETAILS

Line of Business :	Subject is engaged in Providing Models, Celebrity Management and Branded Content Services. [Registered Activity]	
Products / Services :	Item Code No. (ITC Code)	Product Description
	99963106	Models and Celebrity Management and Branded content
Brand Names :	Not Available	
Agencies Held :	Not Available	
Exports :	Not Divulged	
Imports :	Not Divulged	
Terms :	Not Divulged	

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 :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark :	--
No. of Employees :	Information denied by the management	
Bankers :	Bank Name	Not Divulged
	Branch	--

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	Person Name (With Designation)	--
	Contact Number	--
	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)	--

Financial Institution :	Kotak Mahindra Prime Limited, 27 BKC, C 27, G Block, Bandra Kurla Complex, Bandra (East), Mumbai-400051, Maharashtra, India
Auditors :	
Name :	N. R. Golechha and Company Chartered Accountants
Address :	3-A, Nalini Apartments, 347 Linking Road, Khar (West), Mumbai, Maharashtra, India
Income-tax PAN of auditor or auditor's firm :	AADFN6146R
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

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CAPITAL STRUCTURE

AS ON 29.09.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
50000	Equity Shares	INR 10/- each	INR 0.500 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
30000	Equity Shares	INR 10/- each	INR 0.300 Million

FINANCIAL DATA
[all figures are INR Million]

ABRIDGED BALANCE SHEET

SOURCES OF FUNDS	31.03.2017	31.03.2016	31.03.2015
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital	0.300	0.300	0.300
(b) Reserves and Surplus	544.744	544.517	432.207
(c) Money received against share warrants	0.000	0.000	0.000
(2) Share Application money pending allotment	0.000	0.000	0.000
Total Shareholders' Funds (1) + (2)	545.044	544.817	432.507
(3) Non-Current Liabilities			
(a) long-term borrowings	0.000	0.000	0.000
(b) Deferred tax liabilities (Net)	0.000	0.000	0.000
(c) Other long-term liabilities	4.449	0.000	0.000
(d) long-term provisions	0.000	0.000	0.000
Total Non-current Liabilities (3)	4.449	0.000	0.000
(4) Current Liabilities			
(a) Short-term borrowings	0.000	0.000	0.414
(b) Trade payables	141.199	54.935	105.228
(c) Other current liabilities	59.049	59.085	41.695
(d) Short-term provisions	0.000	0.000	0.015
Total Current Liabilities (4)	200.248	114.020	147.352
TOTAL	749.741	658.837	579.859
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	13.518	8.248	5.316
(ii) Intangible Assets	0.000	0.000	0.000
(iii) Tangible assets capital work-in-progress	0.000	0.000	0.000
(iv) Intangible assets under development	0.000	0.000	0.000
(b) Non-current Investments	5.899	5.499	5.499
(c) Deferred tax assets (net)	0.000	0.000	0.000
(d) Long-term loans and advances	2.714	4.256	0.727
(e) Other Non-current assets	0.000	0.000	0.000
Total Non-Current Assets	22.131	18.003	11.542

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(2) Current assets			
(a) Current investments	0.000	0.000	0.000
(b) Inventories	0.000	0.000	0.000
(c) Trade receivables	40.672	52.833	78.904
(d) Cash and bank balances	205.402	67.325	99.128
(e) Short-term loans and advances	480.786	519.926	389.535
(f) Other current assets	0.750	0.750	0.750
Total Current Assets	727.610	640.834	568.317
TOTAL	749.741	658.837	579.859

PROFIT & LOSS ACCOUNT

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	SALES			
	Total Revenue from operations	2994.917	2615.535	2466.939
	Other Income	43.625	14.684	3.597
	TOTAL	3038.542	2630.219	2470.536
Less	EXPENSES			
	Cost of Materials Consumed	0.000	0.000	2135.567
	Employee benefit expense	21.586	19.693	17.577
	CSR expenditure	5.440	5.150	4.024
	Other expenses	2723.506	2316.605	22.559
	TOTAL	2750.532	2341.448	2179.727
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	288.010	288.771	290.809
Less	FINANCIAL EXPENSES	1.104	0.796	0.478
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	286.906	287.975	290.331
Less	DEPRECIATION/ AMORTISATION	6.292	3.139	3.547
	PROFIT/ (LOSS) BEFORE TAX	280.614	284.836	286.784
Less	TAX	98.091	100.116	98.009
	PROFIT/ (LOSS) AFTER TAX	182.523	184.720	188.775
	EARNINGS IN FOREIGN CURRENCY			

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F.O.B. Value of Exports	336.031	250.047	105.845
TOTAL EARNINGS	336.031	250.047	105.845
Earnings / (Loss) Per Share (INR)	6084.10	6157.34	6292.50

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
Net cash flows from (used in) operations	422.741	150.729	286.784
Net cash flows from (used in) operating activities	322.816	49.235	286.784

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365)	4.96	7.37	11.67
Account Receivables Turnover (Income / Sunday Debtors)	73.64	49.51	31.27
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	0.00	0.00	17.99
Inventory Turnover (Operating Income / Inventories)	0.00	0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)	21.31	35.01	54.70

LEVERAGE RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.27	0.17	0.25
Debt Equity Ratio (Total Liability / Networth)	0.00	0.00	0.00
Current Liabilities to Networth (Current Liabilities / Net Worth)	0.37	0.21	0.34

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Fixed Assets to Networth (Net Fixed Assets / Networth)	0.02	0.02	0.01
Interest Coverage Ratio (PBIT / Financial Charges)	260.88	362.78	608.39

PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin [(PAT / Sales) * 100]	%	6.09	7.06	7.65
Return on Total Assets ((PAT / Total Assets) * 100)	%	24.34	28.04	32.56
Return on Investment (ROI) ((PAT / Networth) * 100)	%	33.49	33.90	43.65

SOLVENCY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)		3.63	5.62	3.86
Quick Ratio ((Current Assets – Inventories) / Current Liabilities)		3.63	5.62	3.86
G-Score Ratio Financial (Networth / Total Assets)		0.73	0.83	0.75
G-Score Ratio Debt (Debts / Equity Capital)		0.00	0.00	1.38
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		3.63	5.62	3.86

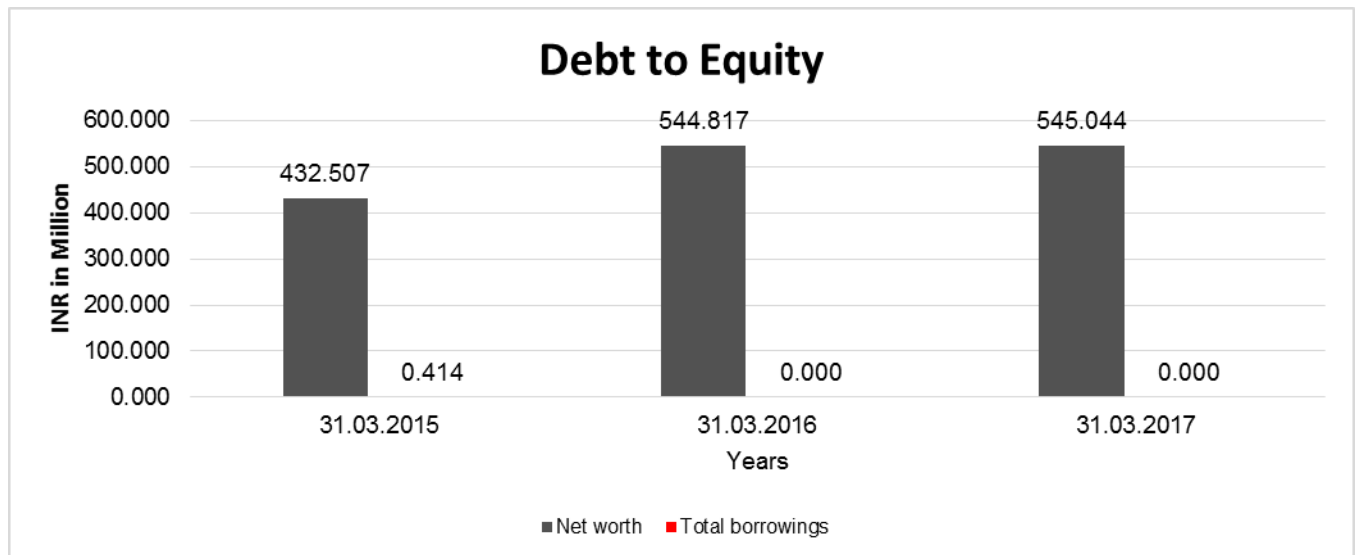
Total Liability = Short-term Debt + Long-term Debt + Current Maturities of Long-term debts

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FINANCIAL ANALYSIS
[all figures are INR Million]

DEBT EQUITY RATIO

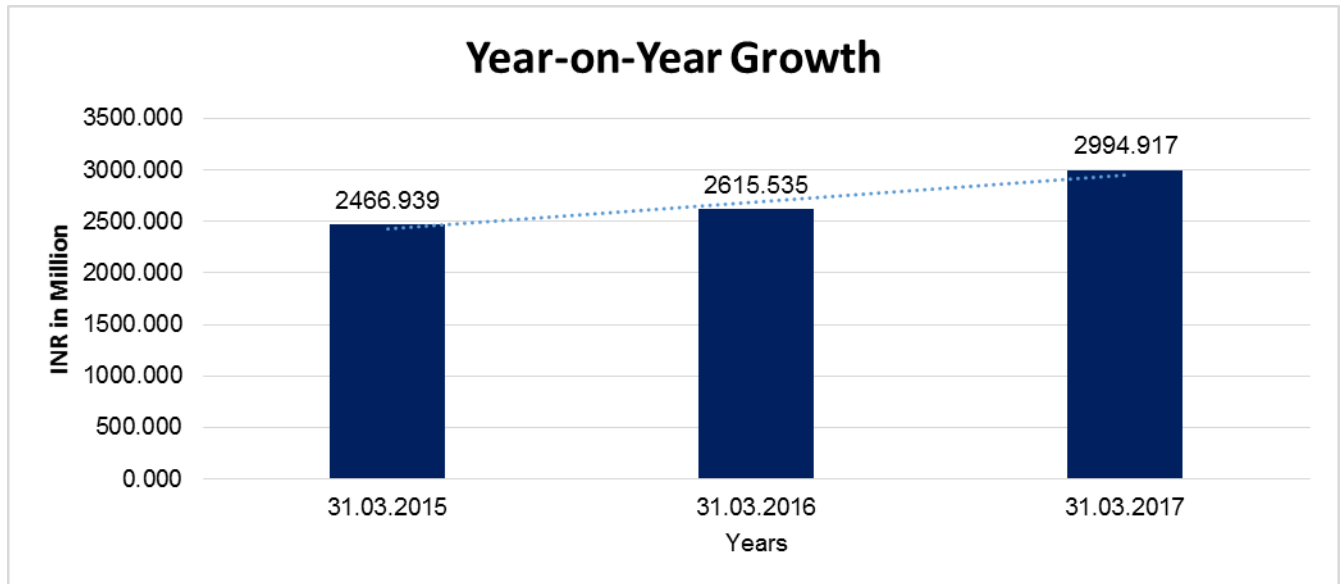
Particular	31.03.2015 (INR In Million)	31.03.2016 (INR In Million)	31.03.2017 (INR In Million)
Share Capital	0.300	0.300	0.300
Reserves & Surplus	432.207	544.517	544.744
Net worth	432.507	544.817	545.044
Long-term borrowings	0.000	0.000	0.000
Short term borrowings	0.414	0.000	0.000
Total borrowings	0.414	0.000	0.000
Debt/Equity ratio	0.001	0.000	0.000



YEAR-ON-YEAR GROWTH

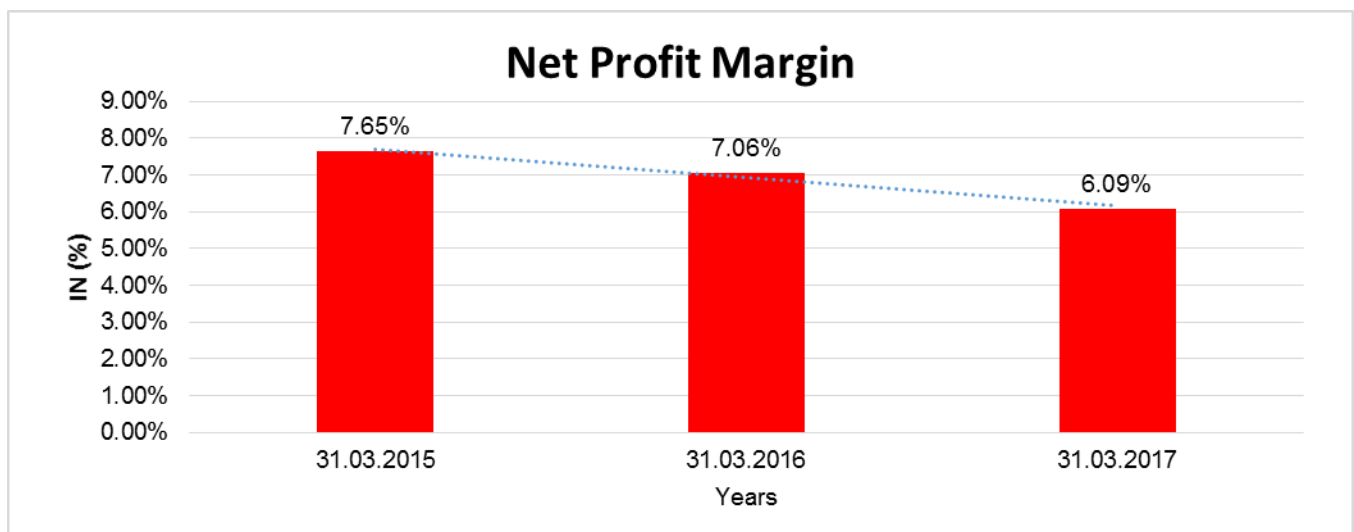
Year on Year Growth	31.03.2015 (INR In Million)	31.03.2016 (INR In Million)	31.03.2017 (INR In Million)
Sales	2466.939	2615.535	2994.917
		6.023	14.505

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NET PROFIT MARGIN

Net Profit Margin	31.03.2015 (INR In Million)	31.03.2016 (INR In Million)	31.03.2017 (INR In Million)
Sales	2466.939	2615.535	2994.917
Profit/ (Loss)	188.775	184.720	182.523
	7.65%	7.06%	6.09%



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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	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	Yes
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	No
18	Major suppliers	No
19	Major customers	No
20	Banking Details	No
21	Banking facility details	No
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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INDEX OF CHARGE:

SNo	SRN	Charge Id	Charge Holder Name	Date of Creation	Amount	Address
1	G07654411	100039101	KOTAK MAHINDRA PRIME LIMITED	22/06/2016	5000000.0	27BKC, C 27, G Block, Bandra Kurla Complex, Bandra (East), Mumbai-400051, Maharashtra, India
2	G07714868	100039261	KOTAK MAHINDRA PRIME LIMITED	20/06/2016	1000000.0	27BKC, C 27, G Block, Bandra Kurla Complex, Bandra (East), Mumbai-400051, Maharashtra, India

FIXED ASSETS:

Tangible Assets

- Furniture and Fixture
- Computer
- Office equipment
- Vehicles

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 :

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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 94.16
Euro	1	INR 83.98

INFORMATION DETAILS

Information Gathered by :	AKY
Analysis Done by :	VIV R.
Report Prepared by :	MTN

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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	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)