

MIRA INFORM REPORT

Report No. :	524918
Report Date :	17.09.2018

IDENTIFICATION DETAILS

Name :	LAMERE ADVERTISING PRIVATE LIMITED
Registered Office :	10-3-309/B, Humayun Nagar, Masab Tank, Hyderabad – 500028, Telangana
Mob. No.:	91-9885442445 [Mr. Mohammed Hisham]
Country :	India
Financials (as on) :	31.03.2018 [Sales Turnover]
Date of Incorporation :	13.11.2017
CIN No.: [Company Identification No.]	U74999TG2017PTC120589
Capital Investment / Paid-up Capital :	INR 2.600 Million
PAN No.: [Permanent Account No.]	AADCL4518L
GSTN : [Goods & Service Tax Registration No.]	36AADCL4518L1ZB
Legal Form :	Private Limited Liability Company
Line of Business :	Providing Advertising Services.[Registered Activity and also Confirmed by Management]
No. of Employees :	15 [Approximately]

RATING & COMMENTS

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

MIRA's Rating :

B

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

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Status :	Moderate
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Subject was established as a partnership concern with the name "Mirror Advertising" in December 2016 and later in November 2017 it got converted into private limited company with the present name.</p> <p>Mr. Mohammed Hisham (Director) provided information and also claimed that company has achieved revenue of INR 2.500 million during FY 2018 (revenue figure could not be verified)</p> <p>Rating remains constrained on account of company's recent conversion along with its small scale of business operation.</p> <p>However, rating weakness is partially offset by positive feedback received from its customer (FBB Future Retail) for satisfactory service provided and banker (HDFC Bank) is also satisfied with company's banking transaction</p> <p>Trade relations are reported as fair. Business is active. Payment terms are seems to be slow but correct.</p> <p>The company can be considered for business dealings with some caution.</p> <p>NOTE: Site visit was conducted at the address which you have provided. Our executive has successfully traced the company at the given address (Given address is the registered address of the company)</p> <p>At the premises, our executive met Mr. Shaik Mastan (Manager) who confirmed that company exists at the address.</p> <p>As per our executive observation, it is a two storey building and company is situated on the ground floor of the building. Locality of the premises appears to be commercial, area seems to be upmarket and area of the premises is 2000 sq. ft. (approx.)</p> <p>Name board of the company was not sighted at the premises. Landmark of the area is near "Sarojini Devi Eye Hospital" and 9 (approx.) employees were sighted at the premises.</p> <p>Our executive also had a word with the neighbouring resident premises of the given address who confirmed that company exists at the given address.</p>

NOTES :

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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

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 17.09.2018

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

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Name :	Mr. Mohammed Hisham
Designation :	Director
Contact No.:	91-9885442445
Date :	11.08.2018

LOCATIONS

Registered Office :	10-3-309/B, Humayun Nagar, Masab Tank, Hyderabad – 500028, Telangana, India
Tel. No.:	91-40-66338845
Mobile No.:	91-9885442445 [Mr. Mohammed Hisham] 91-9642290666 [Mr. Mohammed Sadia]
Fax No.:	Not Available
E-Mail :	sadiq@lamereads.com hisham@lamereads.com
Website :	http://lamereads.com
Area :	2000 Sq. Ft.
Location :	Owned
Locality :	Commercial

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DIRECTORS

AS ON: 31.03.2018

Name :	Mr. Mohammed Sadiq
Designation :	Director
Address :	10-3-309, Humayun Nagar, Hyderabad - 500028, Telangana, India
Date of Appointment :	13.11.2017
DIN No.:	07599831
Name :	Mr. Mohammed Hisham
Designation :	Director
Address :	10-3-309/B, Humayun Nagar, Hyderabad – 500028, Telangana, India
Date of Appointment :	13.11.2017
DIN No.:	07599849

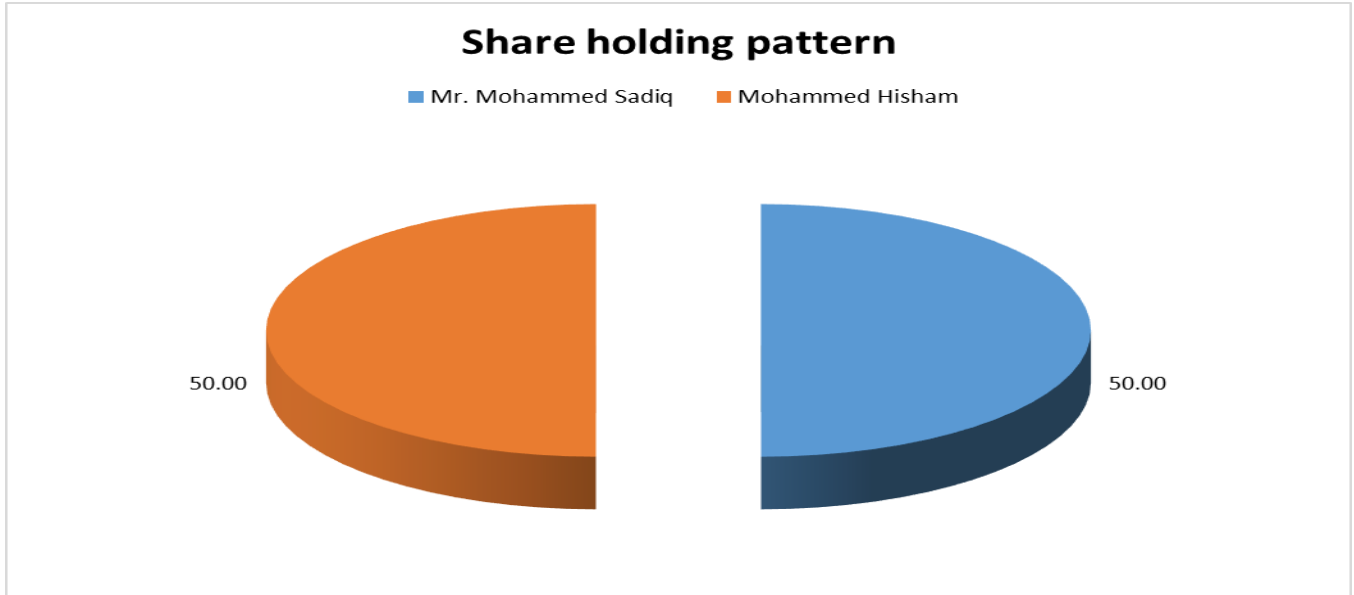
KEY EXECUTIVES

Name :	Mr. Mohammed Moiz
Designation :	Accountant
Mobile No.:	91-9963419784

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

AS ON: 10.11.2017

Names of Shareholders	No. of Shares	% age holding
Mohammed Sadiq	5000	50.00
Mohammed Hisham	5000	50.00
Total	10000	100.00



AS ON 05.12.2017

Names of Allottees [0.1% Non-Cumulative Non-Participating Optionally Convertible Preference Shares]	No. of Shares
Paramesh Shamanna	250000
Total	250000

BUSINESS DETAILS

Line of Business :	Providing 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 :	Advance Payment
Purchasing :	Advance Payment

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PRODUCTION STATUS: NOT AVAILABLE

GENERAL INFORMATION

Suppliers :	Reference:	Not Divulged		
	Name of the Person (Designation):	--		
	Contact Number:	--		
	Since how long known:	--		
	Maximum limit dealt:	--		
	Experience:	--		
	Remark	--		
Customers :	Corporate			
	Reference:	FBB Future Retail		
	Name of the Person (Designation):	Mr. Debrup Chatterjee [Deputy Manager Marketing]		
	Contact Number:	91-9830345940		
	Since how long known:	2 Years		
	Maximum limit dealt:	As per requirement		
	Experience:	Services	Delivery Behaviour	Overall
		Good	Good	Good
Remark	They gave positive response about subject company they are satisfied with their services.			
No. of Employees :	15 [Approximately]			
Bankers :	Bank Name:	HDFC Bank Limited		
	Branch:	Banjara Hill, Hyderabad, Telangana, India		
	Person Name (with Designation):	Mr. Prasad [Relationship Manager] Mr. Rajaram [Assistance Branch Manager]		
	Contact Number:	91-9052656567/ 8074986970		
	Name of Account Holder:	LAMERE ADVERTISING PRIVATE LIMITED		
	Account Number:	50200028240620		
	Branch / Sort Code:	BANJARHILLS/ HDFC0000521		
	NICR Code:	500240002		
	Account Since (Date/ Year of A/c Opening):	25.11.2017		
	Average Balance Maintained	--		

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	(Optional):	
	Credit Facilities Enjoyed (CC/OD/Term Loan):	--
	Account Operation:	
	Remarks:	They gave positive feedback about subject banking transaction.

Auditors :	
Name :	GRV and PK Chartered Accountants
Memberships :	Not Available
Collaborators :	Not Available
Associates/Subsidiaries :	Not Available

CAPITAL STRUCTURE

Authorised Capital :

No. of Shares	Type	Value	Amount
100000	Equity Shares	INR 10/- each	INR 1.000 Million
250000	Preference Shares	INR 10/- each	INR 2.500 Million
	Total		INR 3.500 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
10000	Equity Shares	INR 10/- each	INR 0.100 Million
250000	Preference Shares	INR 10/- each	INR 2.500 Million
	Total		INR 2.600 Million

FINANCIAL DATA
[all figures are in INR Million]

PARTICULARS			31.03.2018
Sales Turnover (Approximately)			2.500

The above information has been parted by Mr. Mohammed Hisham [Director]

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	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	Yes
20	Banking Details	Yes
21	Banking facility details	No
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 one year	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last one year	No

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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 :	LAMERE ADVERTISING PRIVATE LIMITED	
Address :	10-3-309/B, Humayun Nagar, Masab Tank, Hyderabad – 500028, Telangana, India	
Contact No.:	91-8106003143	
Person to whom we met:	Mr. Shaik Mastan [Manager]	
Name Board :	Not Sighted	
Location:	Easy	
Landmark (If Any):	Near Sarojini Devi Eye Hospital	
Total Floors of the Building :	Ground + 2 Floors	
Subject situated on:	Ground Floor	
Locality:	Commercial	
Area of Premises :	2000 Sq. Ft.	
Area :	Upmarket	
No. of employees seen at premises:	09 [Approx.]	
Visibility of Items:	<ul style="list-style-type: none"> • Telephone • Computers • Xerox Machine 	
Furniture Item Sighted :	4 Tables	
Neighbours Interview :	Contact person name:	Ghouse - Watchman
	Neighbours overview:	Existence confirmed since 1 year

	Contact person name:	Farooq - Local Resident
	Neighbours overview:	Existence confirmed since 2 years
Proof of visit:	Photos and Visiting card	

PHOTOS



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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>

LAMERE ADVERTISING PRIVATE LIMITED - 524918

PAGE NO. : 16

INDEX OF CHARGES: NO CHARGES EXISTS FOR 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 71.81
UK Pound	1	INR 94.16
Euro	1	INR 83.98

INFORMATION DETAILS

Information Gathered by :	SUV
Analysis Done by :	DIV
Report Prepared by :	ARC

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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	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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