

## MIRA INFORM REPORT

Report No. :	529796
Report Date :	18.09.2018

### IDENTIFICATION DETAILS

Name :	SILVER CAMPAIGNS
Registered Office :	Ground Floor, 3187, Gali No. 1, Sangatrashan, Paharganj, Central Delhi, Delhi - 110055
Mobile No.:	91-9650719882 (Mr. Pranav Dubey)
Country :	India
Financials (as on) :	31.03.2017
Year of Establishment:	2010
Capital Investment :	INR 1.454 Million
PAN No. : [Permanent Account No.]	ABSFS6147F
GSTN : [Goods & Service Tax Registration No.]	07ABSFS6147F1ZQ
Legal Form :	Partnership Concern with an Unlimited Liability of the Partners
Line of Business :	Providing Advertising Services. (Confirmed by management)
No. of Employees :	11 (Approximately)

### RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23<sup>rd</sup> 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

Maximum Credit Limit :	USD 4200
Status :	Satisfactory

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<b>Payment Behaviour :</b>	Usually correct
<b>Litigation :</b>	Clear
<b>Comments :</b>	<p>Subject was established in the year 2010 as a partnership firm and it is having satisfactory track records.</p> <p>It is engaged in the business of providing advertising services.</p> <p>For the financial year 2017, the firm has healthily increased its revenue from operations and maintained average profitability margin of 3.91%.</p> <p>Rating takes into consideration firm's sound financial risk profile marked by capable capital base and low debt balance sheet.</p> <p>Further, firm derives strength from its long standing track records of business operations and healthy improvement in the revenue as well profitability profile during the year.</p> <p>Customers i.e. (Luxottica Eyewear Private Limited, Accelyst Solutions Private Limited, Milestone Brandcom) and Suppliers (BSES Yamuna Power Limited, Tata Power Delhi Distribution Limited, Jaipur Vidyut Vitran Nigam Limited) of the firm has given positive feedback and they are satisfied with firm's services, payment behavior and overall performances.</p> <p>Bankers (Kotak Mahindra Bank) has also given positive feedback and satisfied with firms banking transactions.</p> <p>Trade relations are reported as fair. Business is active. Payment terms are seems to be usually correct.</p> <p>In view of aforesaid, the firm can be considered for business dealings at usual trade terms and conditions.</p> <p><b>Note:</b> Site visit was conducted at the operating address. Our executive has successfully traced the firm on the given address.</p> <p>At the premises our executive met to Mr. Tarun Bhargava (Partner) of the firm and he confirmed the existence at the given address.</p> <p>As per our executive observation, location of the firm is easy to find. It is a 3 storey building and firm is situated on 3rd floor. Locality appears to be commercial. Area seems to be upmarket.</p> <p>Area of the premises was 500 approximately (SQ.FT) and 09 approximately employees were sighted into premises.</p> <p>Name board of the firm was not sighted at the given address.</p>

	Further, our executive enquired from neighboring entity i.e. Mr. Rishab "Karam interior" and he confirmed that firm exists on given address.
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**NOTES :**

Any query related to this report can be made on e-mail : [infodept@mirainform.com](mailto: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**

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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 18.09.2018

**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**

<b>Name :</b>	Mr. Pranav Dubey
<b>Designation :</b>	Senior Manager
<b>Contact No.:</b>	91-9650719882
<b>Date :</b>	17.09.2018

**LOCATIONS**

<b>Registered Office :</b>	Ground Floor, 3187, Gali No. 1, Sangatrashan, Paharganj, Central Delhi, Delhi – 110055, India
<b>Tel. No.:</b>	91-120-4133330
<b>Mobile No.:</b>	91-9650719882 (Mr. Pranav Dubey) 91-9810117434 (Mr. Tarun Bhargava)
<b>Fax No.:</b>	Not Available
<b>E-Mail :</b>	<a href="mailto:pranav@silvercampaigns.com">pranav@silvercampaigns.com</a> <a href="mailto:tarun@silvercampaigns.com">tarun@silvercampaigns.com</a>
<b>Website :</b>	<a href="http://www.silvercampaigns.com">www.silvercampaigns.com</a>
<b>Area :</b>	800 sq. ft.
<b>Location :</b>	Rented
<b>Locality :</b>	Commercial
<b>Operating Office :</b>	D-22, 3rd Floor, Sector 3, Noida-201301, Uttar Pradesh, India
<b>Area :</b>	500 sq. ft. (At site visit)
<b>Locality :</b>	Commercial (At site visit)

**PARTNERS**

<b>Name :</b>	Mr. Tarun Bhargava
<b>Designation :</b>	Partner
<b>Name :</b>	Ms. Poonam Bhargava
<b>Designation :</b>	Partner

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**KEY EXECUTIVES**

<b>Name :</b>	Mr. Pranav Dubey
<b>Designation :</b>	Senior Manager

**BUSINESS DETAILS**

<b>Line of Business :</b>	Providing Advertising Services. (Confirmed by management)
<b>Products/ Services :</b>	Advertising Services
<b>Brand Names :</b>	Not Available
<b>Agencies Held :</b>	Not Available
<b>Exports :</b>	Not Available
<b>Imports :</b>	Not Available
<b>Terms :</b>	
<b>Selling :</b>	Advance Payment and Others (NEFT/ RTGS)
<b>Purchasing :</b>	Advance Payment and Others (NEFT/ RTGS)

**GENERAL INFORMATION**

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<b>Suppliers :</b>	<b>Reference :</b>	BSES Yamuna Power Limited		
	<b>Name of the Person :</b>	Ms. Sandhya Srivastav (Manager)		
	<b>Contact No.:</b>	91-11-39997141		
	<b>Since How Long Known :</b>	5+ Years		
	<b>Maximum Limit Dealt :</b>	INR 1.000 Million		
	<b>Experience :</b>	<b>Payment Behaviour</b>	<b>Market Goodwill</b>	<b>Overall</b>
		Good	Good	Good
	<b>Remark:</b>	Ms. Sandhya Srivastav (Manager) gave positive response about subject company they are satisfied with their payment behaviour and market goodwill.		
	<b>Reference :</b>	Tata Power Delhi Distribution Limited		
	<b>Name of the Person :</b>	Mr. John Edwin (Manager)		
<b>Contact No.:</b>	91-9910082270			
<b>Since How Long Known :</b>	5+ Years			
<b>Maximum Limit Dealt :</b>	INR 1.000 Million			
<b>Experience :</b>	<b>Payment Behaviour</b>	<b>Market Goodwill</b>	<b>Overall</b>	
	Good	Good	Good	
<b>Remark:</b>	Mr. John Edwin (Manager) gave positive response about subject company they are satisfied with their payment behaviour and market goodwill.			
<b>Reference :</b>	Jaipur Vidyut Vitran Nigam Limited			
<b>Name of the Person :</b>	Mr. K. C. Gupta (Manager)			
<b>Contact No.:</b>	91-9413391194			
<b>Since How Long Known :</b>	1+ Year			
<b>Maximum Limit Dealt :</b>	INR 1.000 Million			
<b>Experience :</b>	<b>Payment Behaviour</b>	<b>Market Goodwill</b>	<b>Overall</b>	
	Good	Good	Good	
<b>Remark:</b>	Mr. K. C. Gupta (Manager) gave positive response about subject company they are satisfied with their payment behaviour and market goodwill.			

Customers :	End Users																																				
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<b>No. of Employees :</b>	11 (Approximately)		
<b>Bankers :</b>	<b>Bank Name</b>	Kotak Mahindra Bank Limited	
	<b>Branch</b>	Sector 18, Noida, Uttar Pradesh, India	
	<b>Person Name (With Designation)</b>	Mr. Ganesh Yadav (Relationship Manager)	
	<b>Contact Number</b>	91-8595250896	
	<b>Name of Account Holder</b>	Silver Campaigns	
	<b>Account Number</b>	6711206472	
	<b>Account Since (Date/Year of Account Opening)</b>	Year 2012	
	<b>Average Balance Maintained (If Possible)</b>	--	
	<b>Credit Facilities Enjoyed (If any)</b>	Current Account	
	<b>Account Operation</b>	Satisfactory	
	<b>Branch Code</b>	000181	
	<b>Swift Code</b>	KKBKINBB	
	<b>Remarks (If any)</b>	Mr. Ganesh Yadav (Relationship Manager) gave positive response about subject company they are satisfied with their banking transaction.	
<b>Facilities :</b>	<b>Secured Loan</b>	<b>31.03.2017 (INR in Million)</b>	<b>31.03.2016 (INR in Million)</b>
	ICICI Bank Loan	0.470	0.594
	Kotak Mahindra Bank Loan	0.000	0.094
	<b>Total</b>	<b>0.470</b>	<b>0.688</b>

<b>Auditors :</b>	
<b>Name :</b>	P. K Chand and Company Chartered Accountants
<b>Address :</b>	Noida, Uttar Pradesh, India
<b>Memberships :</b>	Not Available
<b>Collaborators :</b>	Not Available
<b>Sister Concern:</b>	Not Available

**CAPITAL STRUCTURE**

As on 31.03.2017

<b>PARTNERS' CAPITAL</b>	<b>Amount In Million</b>
<b>Tarun Bhargava</b>	
Opening Balance	1.352
Add: Capital Introduced	1.054
Add: Net Profit	0.452
	<b>2.858</b>
Less: Drawings	1.430
<b>(A)</b>	<b>1.428</b>
<b>Poonam Bhargava</b>	
Opening Balance	0.004
Add: Net Profit	0.024
	<b>0.028</b>
Less: Drawings	0.002
<b>(B)</b>	<b>0.026</b>
<b>TOTAL (A)+(B)</b>	<b>1.454</b>

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**FINANCIAL DATA**  
*[all figures are in INR Million]*

Particulars			31.03.2018
Sales Turnover (Approximately)			21.000

The above information has been parted by Mr. Pranav Dubey (Senior Manager)

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

**ABRIDGED BALANCE SHEET**

SOURCES OF FUNDS		31.03.2017	31.03.2016
SHAREHOLDERS FUNDS			
1] Partner's Capital		1.454	1.332
2] Share Application Money		0.000	0.000
3] Reserves & Surplus		0.000	0.000
4] (Accumulated Losses)		0.000	0.000
<b>NETWORTH</b>		<b>1.454</b>	<b>1.332</b>
LOAN FUNDS			
1] Secured Loans		0.470	0.688
2] Unsecured Loans		0.169	0.302
3] Loans and Liabilities		0.125	0.039
<b>TOTAL BORROWING</b>		<b>0.764</b>	<b>1.029</b>
DEFERRED TAX LIABILITIES		0.000	0.000
<b>TOTAL</b>		<b>2.218</b>	<b>2.361</b>
APPLICATION OF FUNDS			
FIXED ASSETS [Net Block]		1.036	1.151
Capital work-in-progress		0.000	0.000
INVESTMENT		0.000	0.000
DEFERRED TAX ASSETS		0.000	0.000
CURRENT ASSETS, LOANS & ADVANCES			
Inventories		0.103	0.540
Sundry Debtors		1.639	1.453
Cash & Bank Balances		0.997	0.075
Other Current Assets		0.669	1.220

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**SILVER CAMPAIGNS - 529796**

**PAGE NO. : 11**

Loans & Advances		0.236	0.140
<b>Total Current Assets</b>		<b>3.644</b>	<b>3.428</b>
<b>Less : CURRENT LIABILITIES &amp; PROVISIONS</b>			
Sundry Creditors		2.132	2.008
Other Current Liabilities		0.224	0.000
Provisions		0.106	0.210
<b>Total Current Liabilities</b>		<b>2.462</b>	<b>2.218</b>
<b>Net Current Assets</b>		<b>1.182</b>	<b>1.210</b>
MISCELLANEOUS EXPENSES		0.000	0.000
<b>TOTAL</b>		<b>2.218</b>	<b>2.361</b>

**PROFIT & LOSS ACCOUNT**

PARTICULARS	31.03.2017	31.03.2016
<b>Revenue</b>		
Sales	0.653	1.064
Services Rendered	11.506	1.759
Other Income	0.000	0.089
Interest of FDR	0.001	0.001
Interest in IT Refund	0.000	0.001
<b>TOTAL</b>	<b>12.160</b>	<b>2.914</b>
<b>Less EXPENSES</b>		
Cost of Goods Sold	0.652	0.476
Direct Expenses	8.958	0.838
Audit Fees	0.025	0.000
Bad Debts	0.069	0.000
Business Promotion	0.619	0.052
Clients Entertainment Expenses	0.025	0.002
Commission Paid	0.064	0.000
Computer Repair and Maintenance	0.016	0.003
Conveyance	0.019	0.031
Freight and Cartage Expenses	0.000	0.014
Festival Expenses	0.012	0.000
Legal and Professional Charges	0.045	0.084
Miscellaneous Expenses	0.002	0.000
Office Expenses	0.011	0.006
Office Repairs and Maintenance	0.010	0.000
Partners Remuneration	0.240	0.240
Postage and Courier	0.001	0.004
Printing and Stationery	0.002	0.001
Rent Paid	0.096	0.087
Running and Maintenance	0.001	0.000

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**SILVER CAMPAIGNS - 529796**

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	Salary Expenses		0.337	0.000
	Salary Paid		0.000	0.593
	Sales Tax Penalty and Interest		0.002	0.000
	Staff Welfare Expenses		0.016	0.009
	Telephone Expenses		0.015	0.016
	Tour and Travelling Expenses		0.135	0.054
	Transport Expenses		0.009	0.000
	Vehicle Insurance		0.022	0.000
	Vehicle Repair and Maintenance		0.024	0.000
	<b>TOTAL</b>		<b>11.427</b>	<b>2.510</b>
	<b>PROFIT/ (LOSS) BEFORE INTEREST, DEPRECIATION AND AMORTISATION</b>		<b>0.733</b>	<b>0.404</b>
<b>Less</b>	<b>FINANCIAL EXPENSES</b>		0.076	0.131
	<b>PROFIT / (LOSS) BEFORE DEPRECIATION AND AMORTISATION</b>		<b>0.657</b>	<b>0.273</b>
<b>Less/ Add</b>	<b>DEPRECIATION/ AMORTISATION</b>		0.181	0.213
	<b>NET PROFIT/ (LOSS) FOR THE YEAR</b>		<b>0.476</b>	<b>0.060</b>

**ADVERTISING PROMOTIONAL EXPENSES**

Years	INR in Million
2016-2017	NA
2015-2016	NA

**KEY RATIOS**

**EFFICIENCY RATIOS**

PARTICULARS		31.03.2017	31.03.2016
Average Collection Days (Sundry Debtors / Income * 365 Days)		49.20	187.87
Account Receivables Turnover (Income / Sundry Debtors)		7.42	1.94

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Average Payment Days (Sundry Creditors / Purchases * 365 Days)		1193.53	1539.75
Inventory Turnover (Operating Income / Inventories)		7.12	0.75
Asset Turnover (Operating Income / Net Fixed Assets)		0.71	0.35

**LEVERAGE RATIOS**

PARTICULARS		31.03.2017	31.03.2016
Debt Ratio (Borrowing + Current Liabilities) / Total Assets		0.69	0.71
Debt Equity Ratio (Total Liability / Networth)		0.53	0.77
Current Liabilities to Networth (Current Liabilities / Net Worth)		1.81	1.89
Fixed Assets to Networth (Net Fixed Assets / Networth)		0.71	0.86
Interest Coverage Ratio (PBIT / Financial Charges)		9.64	3.08

**PROFITABILITY RATIOS**

PARTICULARS		31.03.2017	31.03.2016
Net Profit Margin [(PAT / Sales) * 100]	%	3.91	2.13
Return on Total Assets [(PAT / Total Assets) * 100]	%	10.17	1.31
Return on Investment (ROI) [(PAT / Networth) * 100]	%	32.74	4.50

**SOLVENCY RATIOS**

PARTICULARS		31.03.2017	31.03.2016
Current Ratio (Current Assets / Current Liabilities)		1.39	1.36
Quick Ratio ((Current Assets - Inventories) / Current Liabilities)		1.35	1.15

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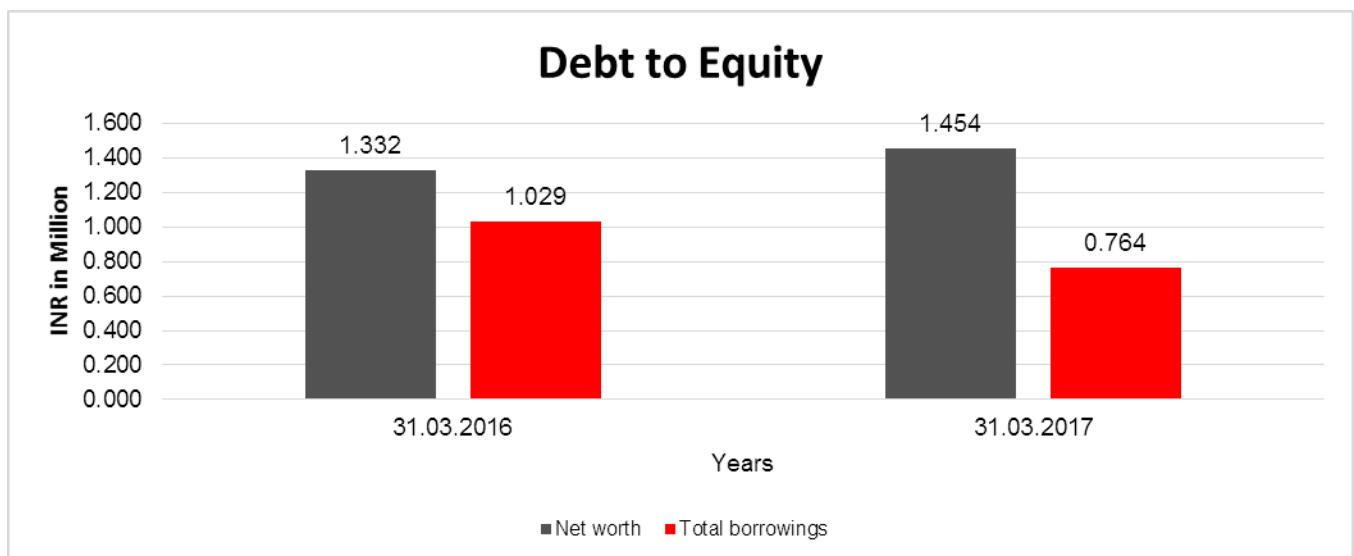
G-Score Ratio Financial (Networth / Total Assets)		0.31	0.29
G-Score Ratio Debt (Debts / Equity Capital)		0.53	0.77
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		1.39	1.36

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

**FINANCIAL ANALYSIS**  
[all figures are in INR Million]

**DEBT EQUITY RATIO**

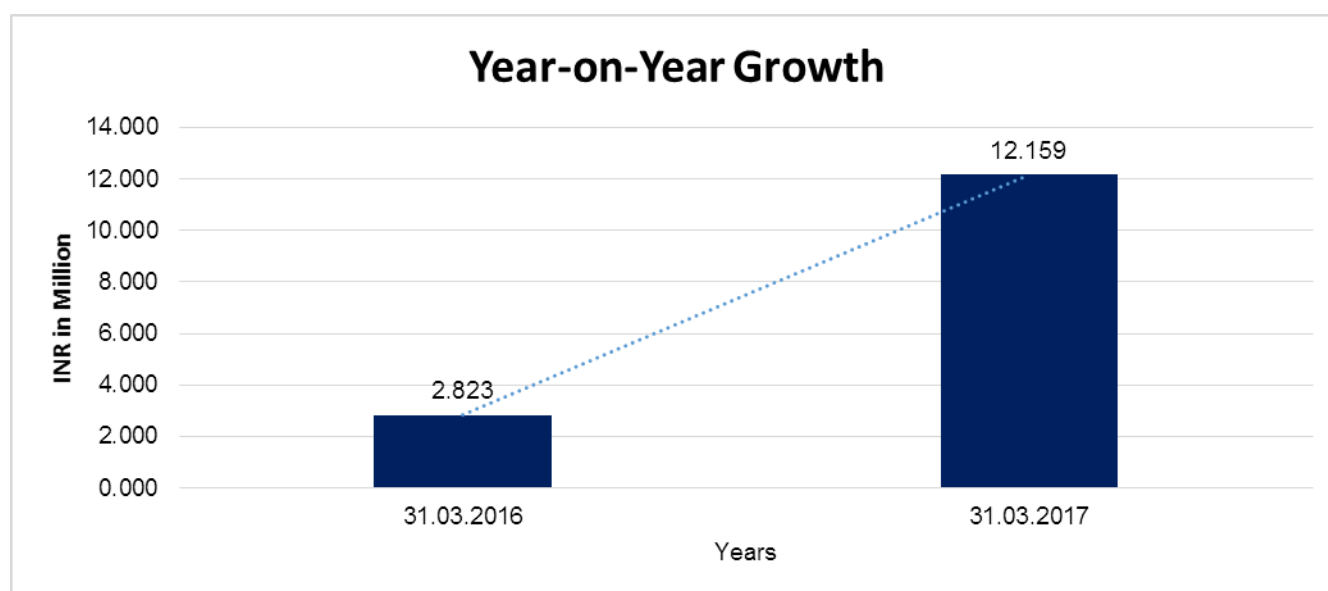
Particular	31.03.2016	31.03.2017
	INR In Million	INR In Million
Partner's Capital	1.332	1.454
Reserves & Surplus	0.000	0.000
<b>Net worth</b>	<b>1.332</b>	<b>1.454</b>
Secured Loans	0.688	0.470
Unsecured Loans	0.302	0.169
Loans and Liabilities	0.039	0.125
<b>Total borrowings</b>	<b>1.029</b>	<b>0.764</b>
<b>Debt/Equity ratio</b>	<b>0.773</b>	<b>0.525</b>



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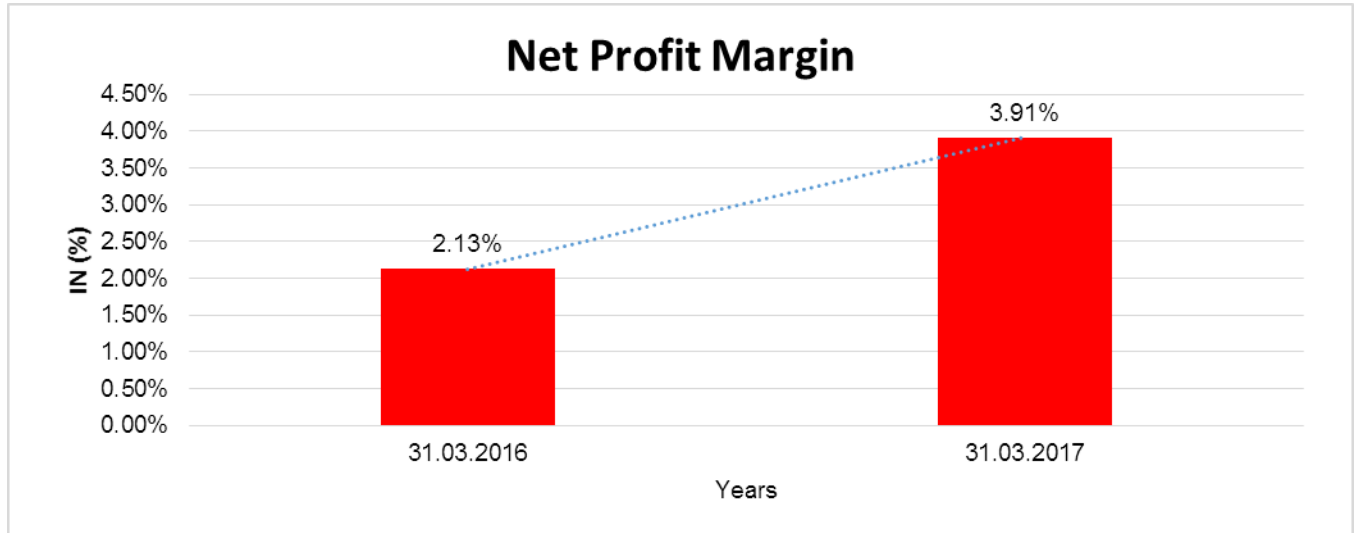
**YEAR-ON-YEAR GROWTH**

Year on Year Growth	31.03.2016	31.03.2017
	INR In Million	INR In Million
Sales	2.823	12.159
		<b>330.712</b>



**NET PROFIT MARGIN**

Net Profit Margin	31.03.2016	31.03.2017
	INR In Million	INR In Million
Sales	2.823	12.159
Profit	0.060	0.476
	<b>2.13%</b>	<b>3.91%</b>



#### 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	No
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	Yes
19	Major customers	Yes
20	Banking Details	Yes
21	Banking facility details	Yes
22	Conduct of the banking account	--

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**SILVER CAMPAIGNS - 529796**

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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 three years	Yes
27	Reasons for variation <> 20%	--
28	Estimation for coming financial year	No
29	Profitability for last two years	Yes
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	No
35	Negative Reporting by Auditors in the Annual Report	No

**UNSECURED LOAN**

PARTICULARS	31.03.2017 (INR in Million)	31.03.2016 (INR in Million)
Supriti Bhargava	0.000	0.125
Pamay Dubey	0.005	0.000
Silver Campaign Enterprises	0.1640	0.177
<b>Total</b>	<b>0.169</b>	<b>0.302</b>

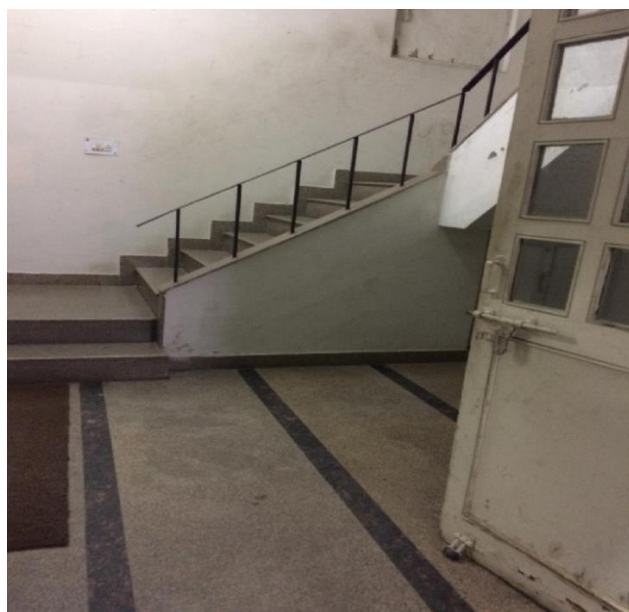
**OBSERVATION POINTS**

<b>Company Name :</b>	SILVER CAMPAIGNS
<b>Address :</b>	D-22, 3rd Floor, Sector 3, Noida-201301, Uttar Pradesh, India
<b>Contact No.:</b>	91-120-4133330
<b>E-Mail :</b>	<a href="mailto:info@silvercampaigns.com">info@silvercampaigns.com</a>
<b>Person to whom we met :</b>	Mr. Tarun Bhargava
<b>Designation :</b>	Partner
<b>Name Board :</b>	Not Sighted
<b>Location :</b>	Easy
<b>Landmark (If any) :</b>	Near by 'Acha Khao Acha Khilao'

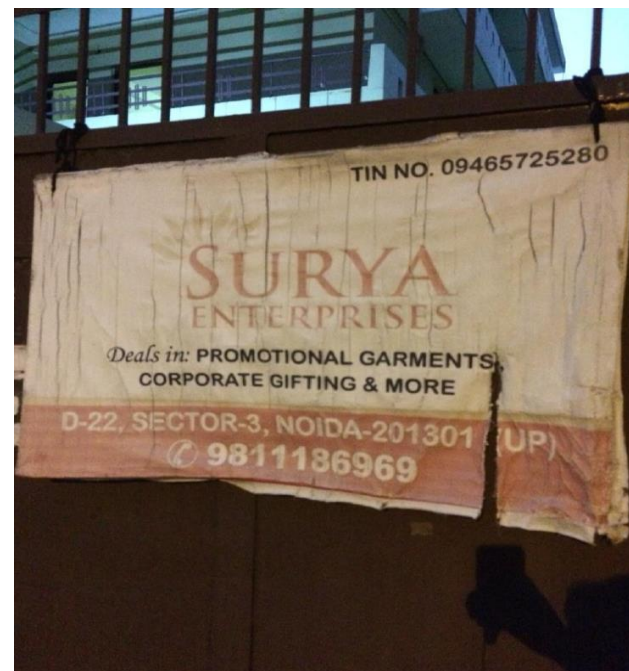
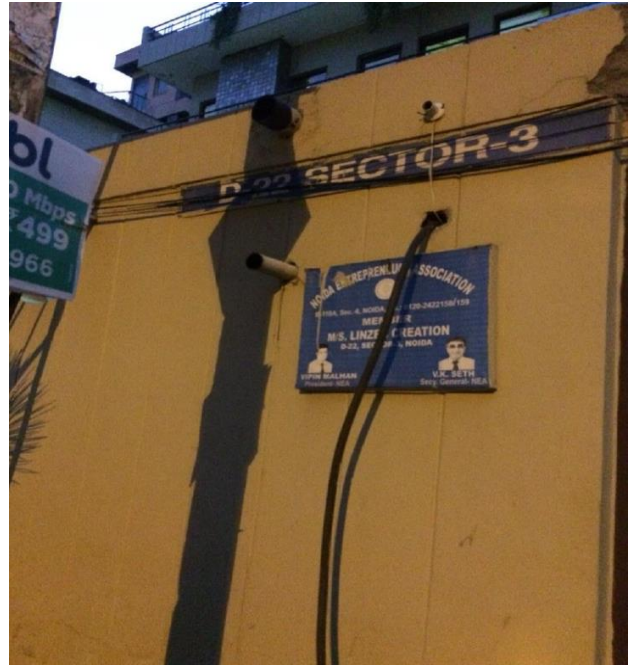
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<b>Total floors of the building :</b>	3 Floors
<b>Subject situated on :</b>	3rd Floor
<b>Locality:</b>	Commercial
<b>Area of premises :</b>	500 sq. ft.
<b>Area :</b>	Upmarket
<b>No. of employees seen at premises :</b>	09
<b>Visibility Items :</b>	<ul style="list-style-type: none"> <li>• Telephone</li> <li>• Computers</li> <li>• Air Conditioner</li> <li>• Office Equipment</li> <li>• Xerox Machine</li> </ul>
<b>Furniture items sighted :</b>	Yes (Tables, Chairs, Sofa, etc.)
<b>Neighbour's Interview</b>	
<b>Name of company :</b>	Karam interior
<b>Contact person name :</b>	Mr. Rishab
<b>Neighbour's Overview :</b>	Existence confirmed
<b>Proof of visit :</b>	Photographs

**PHOTOGRAPHS**



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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 72.38
UK Pound	1	INR 95.28
Euro	1	INR 84.68

**INFORMATION DETAILS**

<b>Information Gathered by :</b>	SWT
<b>Analysis Done by :</b>	PSD
<b>Report Prepared by :</b>	SUD

**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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