

MIRA INFORM REPORT

Report No. :	521581
Report Date :	21.09.2018

IDENTIFICATION DETAILS

Name :	BRANDALIVE EVENTS PRIVATE LIMITED
Registered Office :	# 907, Ground Floor, Sector- 9, Panchkula,– 134109, Haryana
Tel. No.:	91-172-4603633
Country :	India
Financials (as on) :	Not Available
Date of Incorporation :	07.07.2017
CIN No.: [Company Identification No.]	U74999HR2017PTC069828
Capital Investment / Paid-up Capital :	INR 0.100 Million
PAN No.: [Permanent Account No.]	AAHCB3327P
GSTN : [Goods & Service Tax Registration No.]	06AAHCB3327P1ZF
Legal Form :	Private Limited Liability Company
Line of Business :	Providing event management services (Registered Activity and also Confirmed by management)
No. of Employees :	16 (Approximately)

RATING & COMMENTS

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

MIRA's Rating : C

Credit Rating	Explanation	Rating Comments
C	Medium High Risk	Business dealings permissible preferably on secured basis

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Status :	Relatively new business
Payment Behaviour :	Unknown
Litigation :	Clear
Comments :	<p>Subject is a relatively new company incorporated in July 2017.</p> <p>It is engaged in providing event management services.</p> <p>Mr. Rajan Singh (Director) provided information about the subject to us.</p> <p>Ratings gets constrained on account of limited business track record.</p> <p>No payment terms are known.</p> <p>In view of aforesaid, dealings are recommended on safe and secured terms.</p> <p>Note: Site visit was conducted at the address which you have provided. Our executive has successfully traced the subject on the given address.</p> <p>At the premises, our executive met Mr. Rajan (Director) who confirmed subject's existence on the given address.</p> <p>As per our executive's observation, it is an office type premises. Area of the premises seems to be approximately 380 sq. ft. and number of employees sighted at the premises were 4. Locality seems to be residential and area appears to be down market. Location was easy to find.</p> <p>We have sighted subject's name board.</p>

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

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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

Subject's name is not listed as a Sick Unit in the publicly available BIFR (Board for Industrial & Financial Reconstruction) list as of 21.09.2018

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. Rajan Singh
Designation :	Director
Contact No.:	91-9780733733
Date :	19.09.2018

LOCATIONS

Registered Office :	# 907, Ground Floor, Sector- 9, Panchkula- 134109, Haryana, India
Tel. No.:	91-172-4603633
Mobile No.:	91-9780733733 (Mr. Rajan Singh)
Fax No.:	Not Available
E-Mail :	tarsem4u@gmail.com

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	rajansparmar@gmail.com
Website:	http://brandalive.in
Area:	380 sq. ft (As per site visit)
Location :	Owned
Locality :	Commercial
Godown:	Peerbaba, Prabhat Road, Zirakpur – 140603, Punjab, India
Delhi Office:	# 47, Fatehpur Beri, Chattarpur, New Delhi – 110074, India
Mumbai office:	302, Lok Center Corporate Park, Marol Maroshi Road, Andheri (East), Mumbai - 400059, Maharashtra, India

DIRECTORS

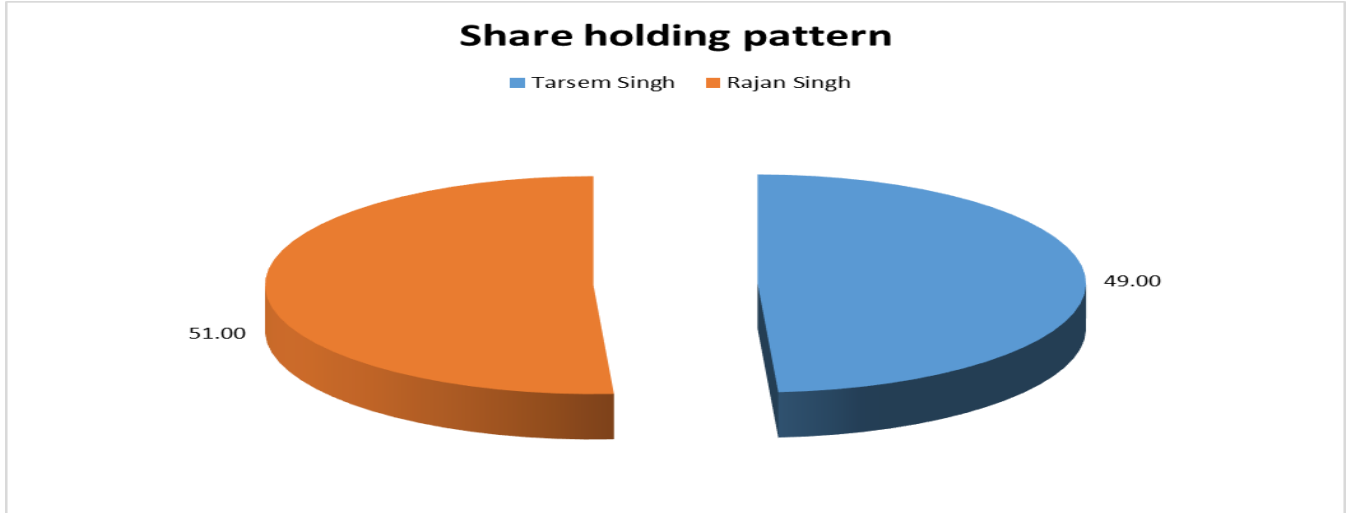
As on 31.03.2018

Name :	Mr. Rajan Singh
Designation :	Director
Address :	Flat No. 204, Block A, Kamdenu Homez Vasant Vihar, Phase 1, Dhakoli-140603, Punjab, India
Date of Appointment :	07.07.2017
DIN No.:	07757712
Name :	Mr. Tarsem Singh
Designation :	Director
Address :	H. No. 52, Gill Colony, Zirakpur -160107, Punjab, India
Date of Appointment :	07.07.2017
DIN No.:	07757737

MAJOR SHAREHOLDERS / SHAREHOLDING PATTERN

As on 06.07.2017

Names of Shareholders	No. of Shares	% of Holding
Tarsem Singh	4900	49.00
Rajan Singh	5100	51.00
Total	10000	100.00



BUSINESS DETAILS

Line of Business :	Providing event management 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, Cheque and Cash
Purchasing :	Advance Payment, Cheque and Cash

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:	--

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Customers :	End Users																						
	<table border="1"> <tr> <td>Reference :</td> <td>Not Divulged</td> </tr> <tr> <td>Name of the Person :</td> <td>--</td> </tr> <tr> <td>Contact No.:</td> <td>--</td> </tr> <tr> <td>Since How Long Known :</td> <td>--</td> </tr> <tr> <td>Maximum Limit Dealt :</td> <td>--</td> </tr> <tr> <td>Experience :</td> <td>--</td> </tr> <tr> <td>Remark:</td> <td>--</td> </tr> </table>	Reference :	Not Divulged	Name of the Person :	--	Contact No.:	--	Since How Long Known :	--	Maximum Limit Dealt :	--	Experience :	--	Remark:	--								
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Remark:	--																						
No. of Employees :	16 (Approximately)																						
Bankers :	<table border="1"> <tr> <td>Bank Name</td> <td>ICICI Bank Limited</td> </tr> <tr> <td>Branch</td> <td>Sector -8, SCO 412, Panchkula,- 134109, Haryana, India</td> </tr> <tr> <td>Person Name (With Designation)</td> <td>--</td> </tr> <tr> <td>Contact Number</td> <td>91-9569427827 (Ringing)</td> </tr> <tr> <td>Name of Account Holder</td> <td>--</td> </tr> <tr> <td>Account Number</td> <td>--</td> </tr> <tr> <td>Account Since (Date/Year of Account Opening)</td> <td>--</td> </tr> <tr> <td>Average Balance Maintained (If Possible)</td> <td>--</td> </tr> <tr> <td>Credit Facilities Enjoyed (If any)</td> <td>--</td> </tr> <tr> <td>Account Operation</td> <td>--</td> </tr> <tr> <td>Remarks (If any)</td> <td>--</td> </tr> </table>	Bank Name	ICICI Bank Limited	Branch	Sector -8, SCO 412, Panchkula,- 134109, Haryana, India	Person Name (With Designation)	--	Contact Number	91-9569427827 (Ringing)	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)	--
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Credit Facilities Enjoyed (If any)	--																						
Account Operation	--																						
Remarks (If any)	--																						
Auditors :	Not Divulged																						
Memberships :	Not Available																						
Collaborators :	Not Available																						
Associates/Subsidiaries :	Not Available																						

CAPITAL STRUCTURE

Authorised Capital :

No. of Shares	Type	Value	Amount
400000	Equity Shares	INR 10/- each	INR 4.000 Million

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Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
10000	Equity Shares	INR 10/- each	INR 0.100 Million

FINANCIAL DATA
[all figures are in INR Million]

Particulars	31.03.2018
Sales Turnover (Approximately)	35.500

The above information has been parted by Mr. Rajan Singh (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	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	No
18]	Major suppliers	No
19]	Major customers	No
20]	Banking Details	Yes
21]	Banking facility details	No

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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	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 three years	No
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	Yes
35]	Negative Reporting by Auditors in the Annual Report	No

INDEX OF CHARGES: NO CHARGES EXIST FOR THE COMPANY

OBSERVATION POINTS

Name of Company :	BRANDALIVE EVENTS PRIVATE LIMITED
Address :	# 907, Ground Floor, Sector- 9, Panchkula,– 134109, Haryana, India
Mobile No.:	91-9780733733
Email:	rajansparmar@gmail.com
Person to whom we met:	Mr. Rajan Singh Designation: Director
Name Board:	Sighted
Location:	Easy
Landmark (If Any):	New Mini Market
Total Floors of the building:	It is an office type premises
Locality:	Residential
Area of Premises :	380 Sq. ft.
Area:	Down Market

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No. of Employees seen at Premises :	4 (Approximately)
Visibility of Items:	<ul style="list-style-type: none"> • Telephone • Fax Machine • Computer • Air Conditioner • Xerox Machine
Proof of visit:	Photograph

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 72.55
UK Pound	1	INR 94.94
Euro	1	INR 84.40

INFORMATION DETAILS

Information Gathered by :	SUP
Analysis Done by :	PRI
Report Prepared by :	RKI

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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