

MIRA INFORM REPORT

Report No. :	530701.2
Report Date :	21.09.2018

IDENTIFICATION DETAILS

Name :	CERAMIC ZONE
Registered Office :	Door No 9-3-10/2, Opposite Automotive, Maddilapalem, Visakhapatnam - 530017, Andhra Pradesh
Tel. No.:	91-9949959185 / 9177630300 (Mr. Ramaraju Kottavalasa)
Country :	India
Financials (as on) :	31.03.2018
Year of Establishment :	September, 2017
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.]	DVWPK2075R
GSTN : [Goods & Service Tax Registration No.]	37DVWPK2075R1ZE
Legal Form :	Sole Proprietary Concern
Line of Business :	It is a Dealer of Tiles and Sanitary Ware. [Confirmed by management]
No. of Employees :	3 (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
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CERAMIC ZONE - 530701.2 (SUPPLEMENTARY REPORT)

PAGE NO. : 2

B	Medium Risk	Business dealings permissible on a regular monitoring basis
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Maximum Credit Limit :	USD 2900 (In INR= 208756.50)
Status :	Relatively new business
Payment Behaviour :	Slow but correct
Litigation :	Clear
Comments :	<p>Subject is a relatively new proprietary concern started in September 2017. The concern is based in Visakhapatnam, Andhra Pradesh.</p> <p>Mr. Ramaraju (Proprietor) provided information and also claimed that concern has achieved fair revenue of INR 10.000 million during FY 2018 and expecting revenue of INR 15.000 million for FY 2019 (Revenue figures could not be verified).</p> <p>However, rating remains constrained on account of concern's limited track record of business operations.</p> <p>Trade relations are reported as fair. Business is active. Payment terms are seems to be slow but correct.</p> <p>The concern can be considered for business dealings with some caution.</p> <p>NOTE:</p> <p>Site visit was conducted at the address which you have provided. Our executive has successfully traced the concern at the given address.</p> <p>At the premises, our executive met one of the employees who confirmed existence of the concern at the given address.</p> <p>As per our executive observation, it is a shop type premises. Locality of the premises appears to be commercial, area seems to be upmarket and area of the premises is 700 sq. ft. (approx.)</p> <p>Name board of the concern was sighted at the given premises. Landmark of the area is "Small Street" and 3 (approx.) employees were sighted at the given address.</p> <p>Our executive also had a word with the neighbour of the concern is. "Srujana Beauty Clinic" who confirmed existence of the concern at the given address.</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
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

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CERAMIC ZONE - 530701.2 (SUPPLEMENTARY REPORT)

PAGE NO. : 4

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. Ramaraju Kottavalasa
Designation :	Proprietor
Contact No.:	91-9949959185
Date :	20.09.2018

LOCATIONS

Registered Office :	Door No 9-3-10/2, Opposite Automotive, Maddilapalem, Visakhapatnam - 530017, Andhra Pradesh, India
Tel. No.:	Not Available
Mobile No.:	91-9949959185 / 9177630300 (Mr. Ramaraju Kottavalasa)
Fax No.:	Not Available
E-Mail :	ceramiczonevskp@gmail.com
Area :	700 sq. ft.
Location :	Rented
Locality :	Commercial

SOLE PROPRIETOR

Name :	Mr. Ramaraju Kottavalasa
Designation :	Proprietor
PAN No.:	DVWPK2075R

BUSINESS DETAILS

Line of Business :	It is a Dealer of Tiles and Sanitary Ware. [Confirmed by management]
Products :	<ul style="list-style-type: none"> • Tiles • Sanitary Ware
Brand Names :	Not Available
Agencies Held :	Not Available
Exports :	Not Divulged
Imports :	Not Divulged

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Terms :	
Selling :	Cheque
Purchasing :	Cheque

GENERAL INFORMATION

Suppliers :	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
	Remark :	--
Customers :	End Users	
	Reference :	Not Divulged
	Name of the Person :	--
	Contact No.:	--
	Since How Long Known :	--
	Maximum Limit Dealt :	--
	Experience :	--
Remark :	--	
No. of Employees :	3 (Approximately)	
Bankers :	Banker Name :	HDFC Bank Limited
	Branch :	MIG 88/1, MVP Colony Branch, Visakhapatnam – 530017, Andhra Pradesh, India
	Person Name (With Designation) :	--
	Contact Number :	91-9949493333 (Ringing)
	Name of Account Holder :	--
	Account Number :	--
	Account Since (Date/Year of Account Opening) :	--
	Average Balance Maintained :	--
	Credit Facilities Enjoyed (CC/OD/Term Loan) :	--
	Account Operation :	--
	Remark :	--

CERAMIC ZONE - 530701.2 (SUPPLEMENTARY REPORT)

PAGE NO. : 6

Auditors :	Not Divulged
Collaborators :	Not Available
Membership :	Not Available
Sister Concern :	--

CAPITAL STRUCTURE

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

FINANCIAL DATA
[all figures are INR Million]

Particulars			31.03.2018
Sales Turnover (Approximately)			10.000

Expected Sales (2018-2019): INR 15.000 Million

The above information has been parted by Mr. Ramaraju Kottavalasa (Proprietor)

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

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

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CERAMIC ZONE - 530701.2 (SUPPLEMENTARY REPORT)

PAGE NO. : 7

10	Date of Birth of Proprietor / Partners / Directors	No
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	Yes
17	Details of sister concerns	No
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 around six months	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 :	CERAMIC ZONE
Address :	Door No 9-3-10/2, Opposite Automotive, Maddilapalem, Visakhapatnam - 530017, Andhra Pradesh, India
Person to whom we met:	Staff Member
Name Board:	Sighted
Location:	Easy
Landmark (If Any):	Small Street

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Total Floors of the building:	Shop Type Premises
Locality:	Commercial
Area of Premises :	700 sq. ft.
Area:	Down Market
No. of Employees seen at Premises :	3
Furniture items sighted:	Table and Chairs
Neighbour's Interview:	Name of company : Srujana Beauty Clinic Contact person name : Ms. Priya Neighbour's overview: Existence Confirmed Contact person name : Local Residence Neighbour's overview: Existence Confirmed
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.

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CERAMIC ZONE - 530701.2 (SUPPLEMENTARY REPORT)

PAGE NO. : 9

- 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

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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 72.67
UK Pound	1	INR 95.59
Euro	1	INR 84.90

INFORMATION DETAILS

Information Gathered by :	GYT
Analysis Done by :	DIV
Report Prepared by :	SUJ

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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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