

MIRA INFORM REPORT

Report No. :	531970
Report Date :	28.09.2018

IDENTIFICATION DETAILS

Name :	CONCEPT COMMUNICATION LIMITED
Registered Office :	Queens Mansion, 1 st Floor, Prescott Road, Fort, Mumbai – 400023, Maharashtra
Tel. No.:	91-22-22006861
Country :	India
Financials (as on) :	31.03.2017
Date of Incorporation :	25.03.1987
CIN No.: [Company Identification No.]	U74300MH1987PLC042964
Capital Investment / Paid-up Capital :	INR 69.954 Million
PAN No.: [Permanent Account No.]	AAACC5102G
GSTN : [Goods & Service Tax Registration No.]	37AAACC5102G1Z6 - Andhra Pradesh 33AAACC5102G1ZE - Tamil Nadu 36AAACC5102G1Z8 - Telangana 07AAACC5102G1Z9 - Delhi 27AAACC5102G1Z7 - Maharashtra 29AAACC5102G1Z3 - Karnataka
Legal Form :	A Closely Held Public Limited Liability Company
Line of Business :	The Company delivers marketing solutions which covers integrated advertising campaigns, to embedded content, to innovative media solutions. [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)

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MIRA's Rating :	A
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Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

Status :	Satisfactory
Payment Behaviour :	Usually correct
Litigation :	Clear
Comments :	<p>Subject is a part of concept Group incorporated in the year 1987 and it is engaged in business activity of advertising, designing, corporate communication, strategy and planning, public relations, media planning and buying, digital marketing, outdoor services, retail experiential marketing, event management and activation.</p> <p>As per financials of March 2017, the company has registered a growth of 12.31% in its revenue as compared to its previous year's revenue and has reported average profit margin of 1.40%.</p> <p>Rating takes into consideration the company's established track record of business operations marked by sound net worth base along with strong debt coverage indicators and decent liquidity position.</p> <p>Rating also takes into account the company's strong financial and managerial support received from its group companies.</p> <p>Payments are reported to be usually correct.</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

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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 28.09.2018

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

MANAGEMENT NON-COOPERATIVE (91-22-22006861)

LOCATIONS

Registered Office :	Queens Mansion, 1 st Floor, Prescott Road, Fort, Mumbai – 400023, Maharashtra, India
Tel. No.:	91-22-40558801/ 22006861/ 65/ 4058888
Fax No.:	91-22-40558899/ 40558989/ 22006880
E-Mail :	concept@conceptindia.com lodhauma@yahoo.co.in info@conceptindia.com
Website:	www.conceptindia.com
Corporate Office:	Queen's Mansion, Ground Floor, Next to Cathedral School, Prescott Road, Fort, Mumbai - 400 001, Maharashtra, India
Branch Offices:	<ul style="list-style-type: none"> • R.K Business Centre, 194, Cement Road, Dharam Peth, Extension Nagpur – 440010, Maharashtra, India • Samar Paradise, D.P. Road, Aundh, opposite Shiv Sagar Resturant, Pune – 411007, Maharashtra, India • Plot No.264, Okhla Industrial Estate, 3rd Floor, Phase III, New Delhi - 110 020, India • No. 401, 4th Floor, Kedia Arcade, Bangalore– 560 001, Karnataka, India • 11-4-641 A, 1st Floor, Lane Opposite PTI Building, AC Guards, Hyderabad-500 004, Telangana, india • 138/30, Florida Towers, Nelson Manickam Road, Chennai-600 029, Tamilnadu, India

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	<ul style="list-style-type: none"> 1, Paul Mansions, Ground Floor, 6, Bishop Lefroy Road, P.S. Alipore Kolkata -700020, West Bengal, India 202, Suyojan Tower, Behind Hotel President, Ahmedabad-380 009, Gujarat, India 1st Floor, Chandrika Building, M.G. Road, Kochi-682 011, Tamilnadu, India
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DIRECTORS

AS ON 31.03.2018

Name :	Mr. Vivek Suchanti
Designation :	Managing Director
Address :	122, 12th Floor, Navrang Basant Apartment, Opposite Somani School, Cuffe Parade, Mumbai-400005, Maharashtra, India
Qualification :	B.COM
Date of Appointment :	12.12.2011
PAN No.:	AAKPS3700P
DIN No.:	00012938
Name :	Mr. Ashish Jalan Motiram
Designation :	Director
Address :	301, Esha Ekta Apartments, C.H. Society, Campa Cola Compound, 16, B.G. Kher Marg, Worli, Mumbai-400018, Maharashtra, India
Qualification :	CA
Date of Appointment :	27.10.2011
PAN No.:	AAGPJ5395K
DIN No.:	00307605
Name :	Mr. Dhaval Sumantrai Desai
Designation :	Whole Time Director
Address :	405, Gayatri Opposite Pratap Society, J. P. Road, Andheri (West), Mumbai-400053, Maharashtra, India
Date of Birth/Age :	14.09.1956
Date of Appointment :	01.11.2015
DIN No.:	00510044
Name :	Mr. Rajesh Ramkala Gupta
Designation :	Director
Address :	46, Sunita Cuffe Parade, Mumbai-400005, Maharashtra, India
Date of Birth/Age :	19.07.1968
Qualification :	Graduate
Date of Appointment :	23.03.2015
PAN No.:	AFVPG2430G

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DIN No.:	00259629
Name :	Mr. Rohinton Jassawala
Designation :	Director
Address :	795, Dosal Mansion Jaaye Jamshed Road, Dadar, Mumbai-400014, Maharashtra, India
Date of Birth/Age :	01.07.1944
Qualification :	Graduate
Date of Appointment :	23.03.2015
PAN No.:	AABPJ5767E
DIN No.:	02382303

MAJOR SHAREHOLDERS

AS ON 31.03.2017

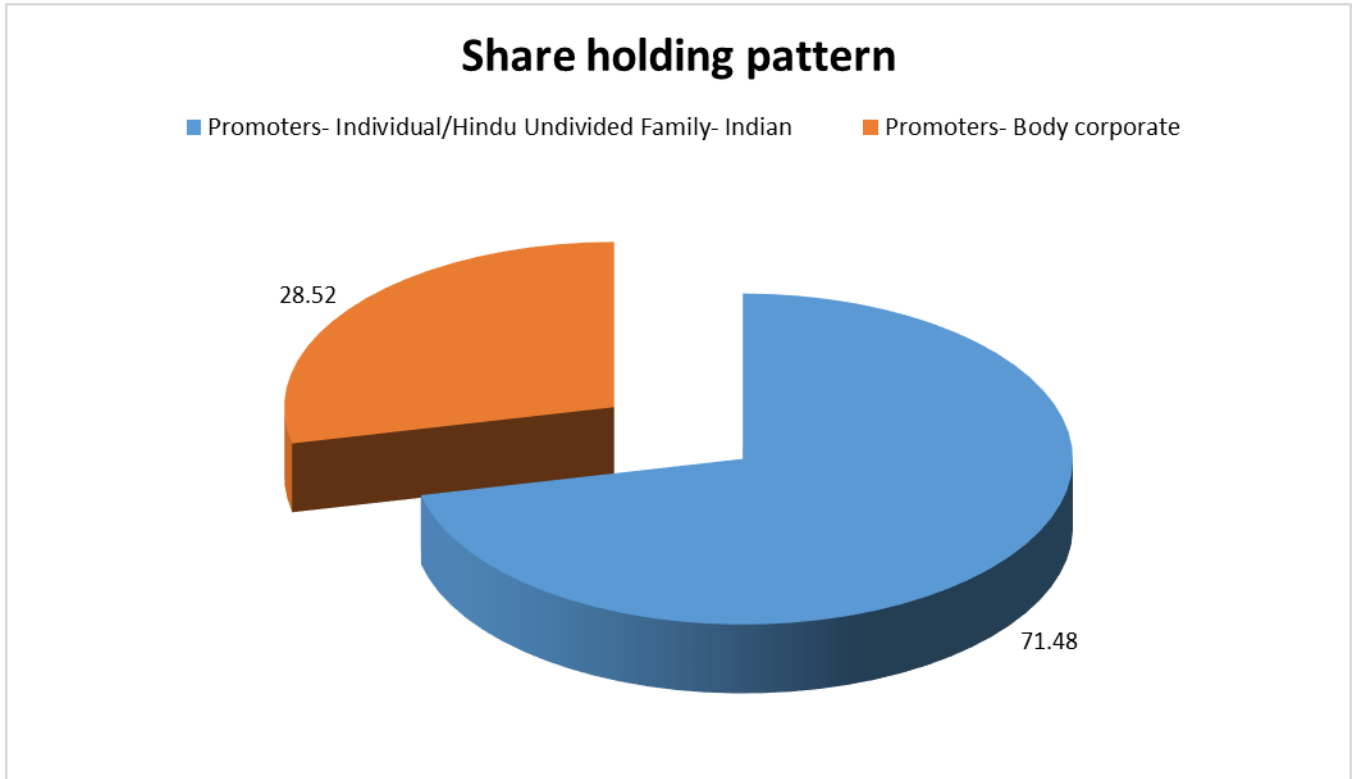
Names of Shareholders	No. of Shares
Nirmal Suchanti	372667
Pushpa Suchanti	1409827
Nirmal Suchanti (HUF)	2999700
Vivek Suchanti	217866
Vineet Suchanti	100
Rinku Suchanti	100
Rita Suchanti	100
NSS Digital Media Limited, India	1995000
Total	6995360

Equity Share Break up (Percentage of Total Equity)

AS ON 29.09.2017

Category	Percentage
Promoters- Individual/Hindu Undivided Family- Indian	71.48
Promoters- Body corporate	28.52
Total	100.00

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BUSINESS DETAILS

Line of Business :	The Company delivers marketing solutions which covers integrated advertising campaigns, to embedded content, to innovative media solutions. [Registered Activity]		
Products / Services :	Name and Description of main products / services	NIC	Code of the Product/service
	Advertising, Communication & Public Relations Activities etc.	7310	
Brand Names :	Not Available		
Agencies Held :	Not Available		
Exports :	Not Divulged		
Imports :	Not Divulged		
Terms :	Not Divulged		

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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 :	Banker Name :	Not Divulged	
	Branch :	Not Divulged	
	Person Name (With Designation) :	--	
	Contact Number :	--	
	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 :	--	
Facilities :	(INR In Million)		
	SECURED LOAN	As on 31.03.2017	As on 31.03.2016
	LONG TERM BORROWING		
	Rupee term loans from banks	0.243	0.735
	SHORT TERM BORROWING		
	Rupee term loans from banks	41.905	36.759
	Total	42.148	37.494

Auditors :	
Name :	Singhi and Company Chartered Accountants
Address :	B-2, 402, Marathon Innova, Off Ganpatrao Kadam Marg, Opposite Peninsula, Corporate Park, Lower Parel, Mumbai, Maharashtra, India
PAN N Income-tax PAN of auditor or auditor's firm :	AASFS9578D
Memberships :	Not Available
Collaborators :	Not Available
Associate Company:	<ul style="list-style-type: none"> NSS Digital Media Limited, INDIA [U72900MH2008PLC179002]
Subsidiary Company:	<ul style="list-style-type: none"> Concept Public Relations India Limited, India [U74999MH1993PLC072218] Concept Productions Limited, India [U74300MH1988PLC047441] Scarecrow Communications Limited, India [U22190MH2008PLC188548] Zzebra Public Relations Limited, India [U74900MH2009PLC192402] Eleven Brands Works Limited, India [U74300MH2008PLC184244] ITSA Brand Innovations Limited, India [U22300MH2011PLC214980] Brand Nomics Consultancy Private Limited, India [U22222MH2012PTC233819] Liqvd Digital India Private Limited, India [U74999MH2013PTC242904] Controlled Entities Enormous Brands LLP
Entities in which Directors are Interested:	<ul style="list-style-type: none"> Mirage Advertising & Marketing Limited, India [U72300MH1993PLC075032] Akshara Advertising Limited, India [U74300MH2008PLC183875] CLEAR Finance Private Limited, India [U74899DL1992PTC050514] Parag Milk Foods Private Limited, India [L15204PN1992PLC070209] Keynote Corporate Services Limited, India [L67120MH1993PLC072407] Keynote Finstock Limited, India [U67120MH1994PLC082148] Dhaval & Co. STC Securities Private Limited, India [U17110MH2003PTC140036] Synergic Envision Private Limited Ashish Jalan (HUF) Cosy Mercantile Limited Pelican Finstock Limited Siddha Properties Private Limited Dhyanadeep Dealtrade Private Limited Shivraj Sales Private Limited Veerbhadra Merchantile Private Limited OLD School Films Sukriti Trade Private Limited

CAPITAL STRUCTURE

AS ON 31.03.2017

Authorised Capital :

No. of Shares	Type	Value	Amount
12000000	Equity Shares	INR 10/- each	INR 120.000 Million

Issued, Subscribed & Paid-up Capital :

No. of Shares	Type	Value	Amount
6995360	Equity Shares	INR 10/- each	INR 69.954 Million

FINANCIAL DATA
[all figures are INR Million]

ABRIDGED BALANCE SHEET (STANDALONE)

SOURCES OF FUNDS	31.03.2017	31.03.2016	31.03.2015
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital	69.954	69.954	69.954
(b) Reserves and Surplus	163.691	143.457	126.879
(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)	233.645	213.411	196.833
(3) Non-Current Liabilities			
(a) long-term borrowings	110.243	167.835	157.100
(b) Deferred tax liabilities (Net)	0.000	0.000	0.000
(c) Other long-term liabilities	0.000	0.000	0.000
(d) long-term provisions	2.903	2.491	2.296
Total Non-current Liabilities (3)	113.146	170.326	159.396
(4) Current Liabilities			
(a) Short-term borrowings	103.053	66.235	155.647
(b) Trade payables	176.157	251.244	206.036
(c) Other current liabilities	18.304	35.028	55.040
(d) Short-term provisions	2.443	2.831	4.320
Total Current Liabilities (4)	299.957	355.338	421.043
TOTAL	646.748	739.075	777.272
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets	26.093	27.250	36.513
(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	72.766	134.735	164.432
(c) Deferred tax assets (net)	0.000	0.000	0.000
(d) Long-term loans and advances	26.387	16.522	17.626
(e) Other Non-current assets	0.000	0.000	0.000
Total Non-Current Assets	125.246	178.507	218.571

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(2) Current assets			
(a) Current investments	0.000	45.309	25.259
(b) Inventories	0.000	0.000	0.000
(c) Trade receivables	214.670	273.893	322.113
(d) Cash and bank balances	42.966	13.859	22.580
(e) Short-term loans and advances	255.512	221.642	188.255
(f) Other current assets	8.354	5.865	0.494
Total Current Assets	521.502	560.568	558.701
TOTAL	646.748	739.075	777.272

PROFIT & LOSS ACCOUNT (STANDALONE)

	PARTICULARS	31.03.2017	31.03.2016	31.03.2015
	SALES			
	Income	1445.782	1287.329	1462.031
	Other Income	19.941	36.384	4.179
	TOTAL	1465.723	1323.713	1466.210
Less	EXPENSES			
	Cost of Materials Consumed	1231.319	1083.755	1252.493
	Employee benefit expense	33.697	30.281	30.348
	Other expenses	163.739	167.000	139.454
	TOTAL	1428.755	1281.036	1422.295
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION	36.968	42.677	43.915
Less	FINANCIAL EXPENSES	8.225	14.491	11.127
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION	28.743	28.186	32.788
Less/ Add	DEPRECIATION/ AMORTISATION	5.908	11.517	13.282
	PROFIT/ (LOSS) BEFORE TAX	22.835	16.669	19.506
Less	TAX	2.600	0.091	1.500
	PROFIT/ (LOSS) AFTER TAX	20.235	16.578	18.006
	EARNINGS IN FOREIGN CURRENCY			
	F.O.B. Value of Exports	NA	0.000	0.976
	TOTAL EARNINGS	NA	0.000	0.976

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	Earnings / (Loss) Per Share (INR)	2.89	2.37
			2.57

CURRENT MATURITIES OF LONG TERM DEBT DETAILS

Particulars	31.03.2017	31.03.2016	31.03.2015
Current Maturities of Long term debt	1.089	0.920	NA
Cash generated from operations	NA	NA	NA
Net cash flows from (used in) operations	1.292	118.049	18.871
Net cash flows from (used in) operating activities	(51.195)	49.110	(10.817)

KEY RATIOS

EFFICIENCY RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Average Collection Days (Sundry Debtors / Income * 365 Days)	54.20	77.66	80.42
Account Receivables Turnover (Income / Sundry Debtors)	6.73	4.70	4.54
Average Payment Days (Sundry Creditors / Purchases * 365 Days)	52.22	84.62	60.04
Inventory Turnover (Operating Income / Inventories)	0.00	0.00	0.00
Asset Turnover (Operating Income / Net Fixed Assets)	1.42	1.57	1.20

LEVERAGE RATIOS

PARTICULARS	31.03.2017	31.03.2016	31.03.2015
Debt Ratio ((Borrowing + Current Liabilities) / Total Assets)	0.64	0.71	0.74
Debt Equity Ratio (Total Liability / Networth)	0.92	1.10	1.59

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Current Liabilities to Networth (Current Liabilities / Net Worth)	1.28	1.67	2.14
Fixed Assets to Networth (Net Fixed Assets / Networth)	0.11	0.13	0.19
Interest Coverage Ratio (PBIT / Financial Charges)	4.49	2.95	3.95

PROFITABILITY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Net Profit Margin (PAT / Sales) * 100	%	1.40	1.29	1.23
Return on Total Assets (PAT / Total Assets) * 100	%	3.13	2.24	2.32
Return on Investment (ROI) (PAT / Networth) * 100	%	8.66	7.77	9.15

SOLVENCY RATIOS

PARTICULARS		31.03.2017	31.03.2016	31.03.2015
Current Ratio (Current Assets / Current Liabilities)		1.74	1.58	1.33
Quick Ratio (Current Assets – Inventories) / Current Liabilities)		1.74	1.58	1.33
G-Score Ratio Financial (Networth / Total Assets)		0.36	0.29	0.25
G-Score Ratio Debt (Debts / Equity Capital)		3.06	3.36	4.47
G-Score Ratio Liquidity (Total Current Assets / Total Current Liabilities)		1.74	1.58	1.33

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

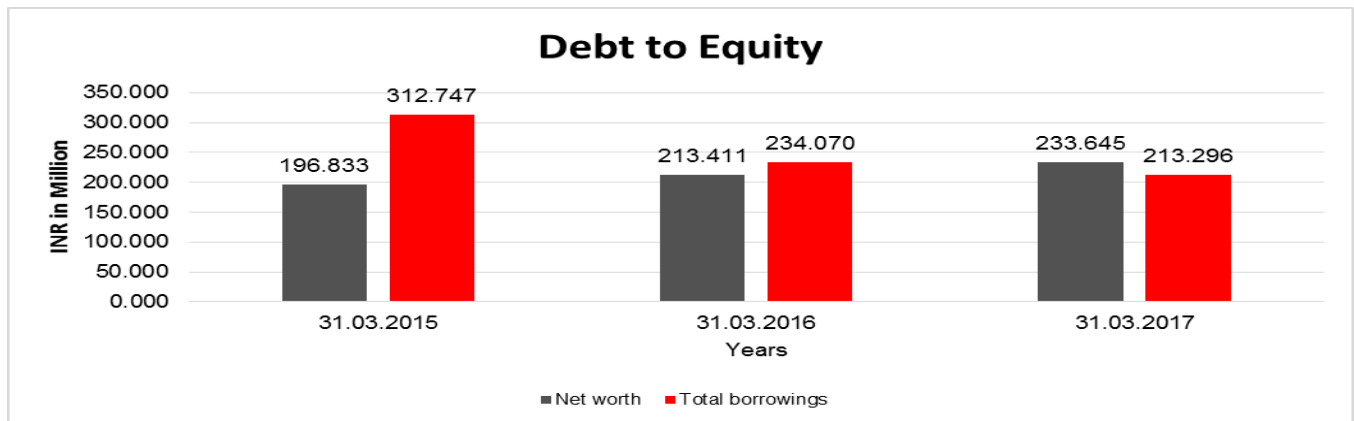
FINANCIAL ANALYSIS
[all figures are INR Million]

DEBT EQUITY RATIO

Particular	31.03.2015	31.03.2016	31.03.2017
	INR In Million	INR In Million	INR In Million

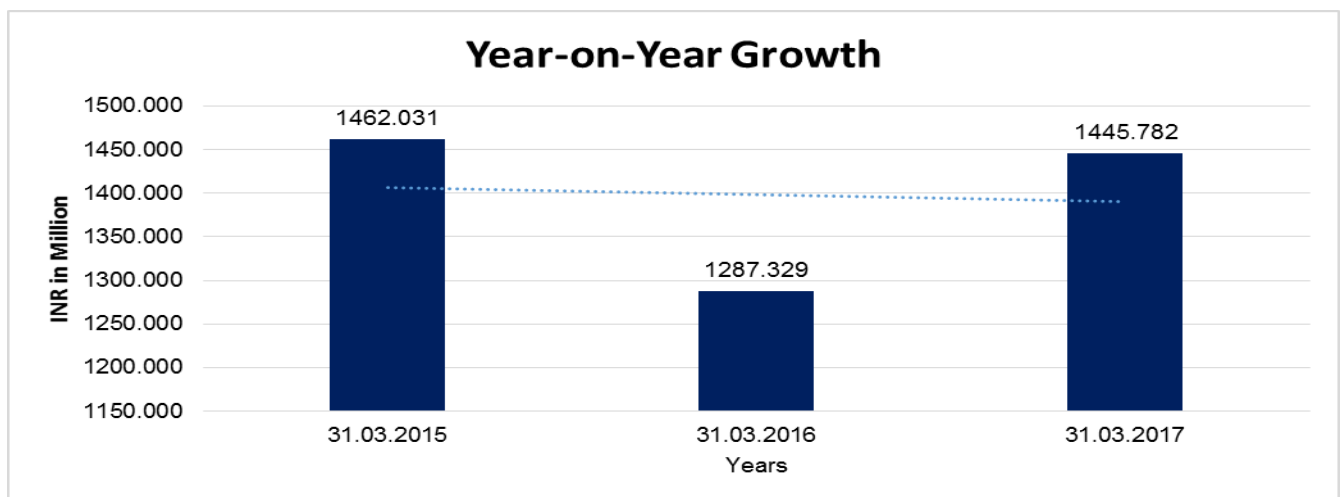
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Share Capital	69.954	69.954	69.954
Reserves & Surplus	126.879	143.457	163.691
Share Application money pending allotment	0.000	0.000	0.000
Net worth	196.833	213.411	233.645
Long Term borrowings	157.100	167.835	110.243
Short Term borrowings	155.647	66.235	103.053
Total borrowings	312.747	234.070	213.296
Debt/Equity ratio	1.589	1.097	0.913



YEAR-ON-YEAR GROWTH

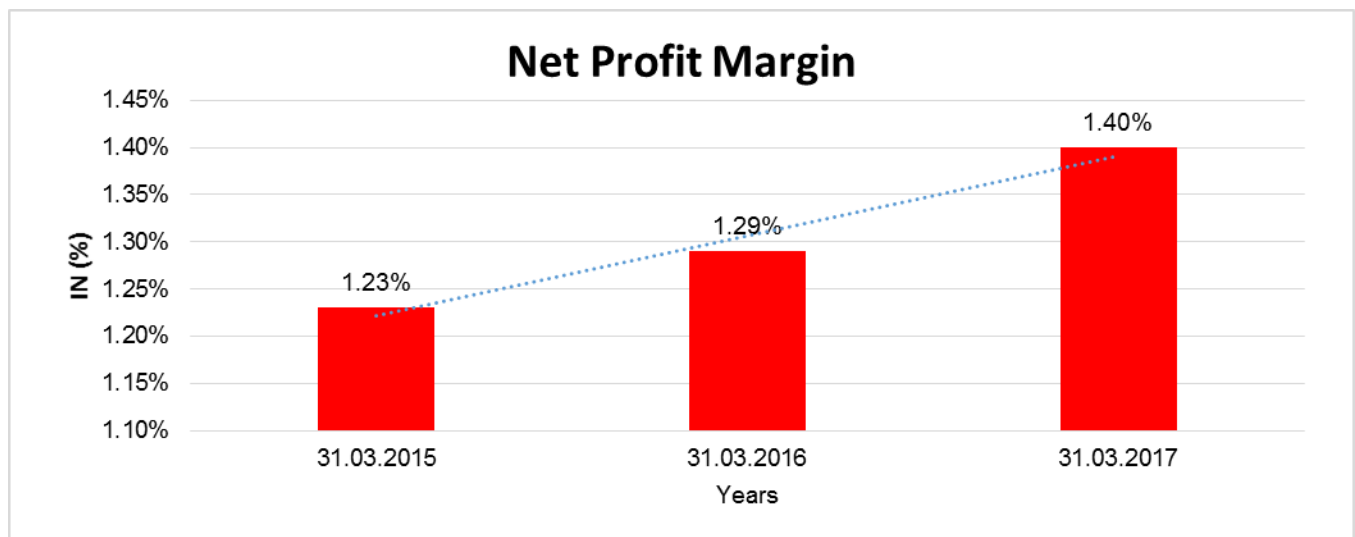
Year on Year Growth	31.03.2015	31.03.2016	31.03.2017
	(INR In Million)	(INR In Million)	(INR In Million)
Sales	1462.031	1287.329	1445.782
		(11.949)	12.309



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NET PROFIT MARGIN

Net Profit Margin	31.03.2015	31.03.2016	31.03.2017
	(INR In Million)	(INR In Million)	(INR In Million)
Sales	1462.031	1287.329	1445.782
Profit/ (Loss)	18.006	16.578	20.235
	1.23 %	1.29 %	1.40 %



ABRIDGED BALANCE SHEET (CONSOLIDATED)

SOURCES OF FUNDS	31.03.2017	31.03.2016
I. EQUITY AND LIABILITIES		
(1) Shareholders' Funds		
(a) Share Capital	69.954	69.954
(b) Reserves and Surplus	239.184	218.034
(c) Money received against share warrants	0.000	0.000
(d) Minority interest	64.269	56.340
(2) Share Application money pending allotment	0.000	0.000
Total Shareholders' Funds (1) + (2)	309.138	287.988
(3) Non-Current Liabilities		
(a) long-term borrowings	113.054	169.622
(b) Deferred tax liabilities (Net)	0.000	0.000
(c) Other long-term liabilities	0.000	0.000
(d) long-term provisions	5.531	3.603
Total Non-current Liabilities (3)	118.585	173.225

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(4) Current Liabilities			
(a) Short-term borrowings		125.784	67.535
(b) Trade payables		259.801	328.275
(c) Other current liabilities		55.221	73.024
(d) Short-term provisions		8.977	18.148
Total Current Liabilities (4)		449.783	486.982
TOTAL		941.775	1004.535
II. ASSETS			
(1) Non-current assets			
(a) Fixed Assets			
(i) Tangible assets		75.630	67.304
(ii) Intangible Assets		0.259	0.195
(iii) Tangible assets capital work-in-progress		0.000	0.000
(iv) Intangible assets under development		14.814	14.162
(b) Non-current Investments		40.091	91.390
(c) Deferred tax assets (net)		3.709	3.746
(d) Long-term loans and advances		27.965	14.470
(e) Other Non-current assets		0.000	0.000
Total Non-Current Assets		162.468	191.267
(2) Current assets			
(a) Current investments		6.485	1.602
(b) Inventories		0.000	0.000
(c) Trade receivables		351.920	449.222
(d) Cash and bank balances		77.472	61.879
(e) Short-term loans and advances		341.996	299.258
(f) Other current assets		1.434	1.307
Total Current Assets		779.307	813.268
TOTAL		941.775	1004.535

PROFIT & LOSS ACCOUNT (CONSOLIDATED)

	PARTICULARS	31.03.2017	31.03.2016
	SALES		
	Total Revenue from operations	2207.907	2008.275
	Other Income	22.908	27.564
	TOTAL	2230.815	2035.839
Less	EXPENSES		
	Cost of Materials Consumed	1717.751	1529.702
	Employee benefit expense	124.050	105.572
	Other expenses	305.885	258.984
	Exceptional items	0.000	20.000

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	TOTAL		2147.686	1914.258
	PROFIT/ (LOSS) BEFORE INTEREST, TAX, DEPRECIATION AND AMORTISATION		83.129	121.581
Less	FINANCIAL EXPENSES		10.777	15.250
	PROFIT / (LOSS) BEFORE TAX, DEPRECIATION AND AMORTISATION		72.352	106.331
Less/ Add	DEPRECIATION/ AMORTISATION		16.336	22.712
	PROFIT/ (LOSS) BEFORE TAX		56.016	83.619
Less	TAX		20.115	30.025
	PROFIT/ (LOSS) AFTER TAX		35.901	53.594
	PROFIT (LOSS) OF MINORITY INTEREST		2.530	(14.295)
	TOTAL PROFIT (LOSS) FOR PERIOD		38.431	39.299
	Earnings / (Loss) Per Share (INR)		5.49	5.62

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	No
8	Designation of contact person	No
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

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16	No. of employees	No
17	Details of sister concerns	Yes
18	Major suppliers	No
19	Major customers	No
20	Banking Details	No
21	Banking facility details	Yes
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

OVERVIEW OF THE COMPANY

Subject is an entertainment, media and communications Company. The Company Delivers marketing solutions which covers Integrated advertising campaigns, to embedded content, to innovative media solutions.

UNSECURED LOANS:

(INR In Million)

Particulars	As on 31.03.2017	As on 31.03.2016
LONG TERM BORROWING		
Rupee term loans from others	110.000	167.100
SHORT TERM BORROWING		
Rupee term loans from others	61.148	29.476
Total	171.148	196.576

INDEX OF CHARGE:

SN O	SRN	CHARGE ID	CHARGE HOLDE R NAME	DATE OF CREATI ON	DATE OF MODIFICA TION	DATE OF SATISFAC TION	AMOUNT	ADDRESS
1	C60118 395	10582 921	KOTAK MAHIND RA	25/06/20 15	-	-	967890.0	27BKC, C 27, G BLOCKBANDRA KURLA

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			PRIME LIMITED					COMPLEX, BANDRA (E),MUMBAIMH400051IN
2	C40062267	10438490	YES BANK LIMITED	27/06/2013	06/01/2015	-	5000000.0	NEHRU CENTRE, 9TH FLOOR, DISCOVERY OF INDIA,DR. A.B ROAD, WORLIMUMBAIM H400018IN
3	B80315617	90243432	STATE BANK OF INDIA	18/08/1999	08/12/2009	24/07/2013	14000000.0	SMALL AND MEDIUM ENTERPRISES CITY CREDIT CENTER,BANDRA KURLA COMPLEX, BANDRA (EAST),MUMBAIM H400051IN
4	A23649759	80036359	ICICI HOME FINANCIAL COMPANY LIMITED	02/05/2002	-	21/09/2007	6000000.0	ICICI TOWERS,BANDRA KURLA COMPLEX, BANDRA (E),MUMBAIMH400051IN

FIXED ASSETS:

Tangible assets

- Plant and equipment
- Furniture and fixtures
- Vehicles
- Office equipment
- Computer equipments

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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 72.56
UK Pound	1	INR 94.90
Euro	1	INR 84.49

INFORMATION DETAILS

Information Gathered by :	KAM
Analysis Done by :	VIV
Report Prepared by :	KVT

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	YES
--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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