

DRAFT INFORMATION DOCUMENT

[For Listing on Institutional Trading Platform (“ITP”) of NSE Emerge]

Dated: September 29, 2014

[In accordance with Securities and Exchange Board of India (Listing of Specified Securities on Institutional Trading Platform) Regulations, 2013]



3RD ROCK MULTIMEDIA LIMITED

Our Company was incorporated as “3rd Rock Multimedia Private Limited” under the provisions of the Companies Act, 1956 vide Certificate of Incorporation dated May 09, 2012 bearing Registration No. 230802 issued by the Registrar of Companies, Mumbai, Maharashtra. Subsequently, our Company was converted into a public limited company and a Fresh Certificate of Incorporation Consequent upon Change of Name on Conversion to Public Limited Company dated August 17, 2013 was issued by Registrar of Companies, Mumbai, Maharashtra and the name of our Company was changed to “3rd Rock Multimedia Limited”. The Corporate Identification Number (CIN) of our Company is U74900MH2012PLC230802.

Registered Office: Block No.2 Sukh Shanti, Plot No.65, NS Road No.8, Opposite Punjab National Bank, Juhu Scheme, Vile Parle (West), Mumbai - 400049, Maharashtra India

Tel. No.: +91 22-26242783; **Fax No.:** +91 22-26242783;

E-mail: info@3drockmultimedia.com; **Website:** www.3drockmultimedia.com

Contact Person: Ms. Mokshali R Porwal, Company Secretary and Compliance Officer

Promoters of our Company: Mr. Harvinder Singh Suri, Mrs. Ritu Minocha, Ms. Pooja Jhunjunwala, RMB TradeLinks Private Limited, Tarana Advertising & Marketing Private Limited, Nimeesha Trading Private Limited and Atherstone Public Relations Limited

NO EQUITY SHARES ARE PROPOSED TO BE SOLD OR OFFERED PURSUANT TO THIS DRAFT INFORMATION DOCUMENT.

THE DRAFT INFORMATION DOCUMENT IS BEING MADE IN TERMS OF CHAPTER XC OF THE SECURITIES AND EXCHANGE BOARD OF INDIA (ISSUANCE OF CAPITAL AND DISCLOSURE REQUIREMENT) REGULATIONS, 2009 AS AMENDED FROM TIME TO TIME (“THE SEBI (ICDR) REGULATIONS, 2009”), FOR LISTING OF 2,25,23,750 EQUITY SHARES OF RS. 10/- EACH FULLY PAID-UP ON INSTITUTIONAL TRADING PLATFORM OF THE NSE EMERGE.

ABSOLUTE RESPONSIBILITY OF THE COMPANY

Our Company, having made all reasonable inquiries, accepts responsibility for, and confirms that this Draft Information Document contains all information with regard to 3rd Rock Multimedia Limited, which is material, that the information contained in this Draft Information Document is true and correct in all material respects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this Draft Information Document as a whole or any of such information or the expression of any such opinions or intentions misleading in any material respect.

Disclaimer: This Draft Information Document is not a prospectus, abridged prospectus or offer document nor it’s intention is to solicit any subscription or investment into the Company. This is only for general information of the readers.

Table of Contents

GENERAL.....	3
DEFINITIONS AND ABBREVIATIONS.....	3
GENERAL INFORMATION.....	9
ELIGIBILITY CRITERIA FOR LISTING ON INSTITUTIONAL TRADING PLATFORM OF NSE EMERGE.....	12
SECTION I – ABOUT THE COMPANY.....	13
OUR INDUSTRY.....	13
OUR BUSINESS.....	21
FINANCIAL INFORMATION.....	29
CAPITAL STRUCTURE.....	45
DESCRIPTION OF PROPERTY.....	57
SECTION II - RISK FACTORS.....	58
SECTION III – SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS AND MANAGEMENT.....	66
SECTION IV - OUR MANAGEMENT.....	67
SECTION V – OUR PROMOTERS.....	73
SECTION VI – RELATED PARTY TRANSACTIONS.....	80
SECTION VII – LEGAL PROCEEDINGS.....	81
SECTION VIII – DECLARATION.....	82

GENERAL**DEFINITIONS AND ABBREVIATIONS**

Unless the context otherwise indicates, the following terms have the meaning given below. References to Statutes, rules, regulations, guidelines and policies will be deemed to include all amendments and Modifications notified thereto.

General Terms

TERM	DESCRIPTION
“3 rd Rock Multimedia Limited”, “3 rd Rock”, “We” or “us” or “our Company”	Unless the context otherwise requires, refers to 3 rd Rock Multimedia Limited, a Company incorporated under the Companies Act, 1956 and having its registered office situated at Block No.2 Sukh Shanti, Plot No.65, NS Road No.8, Opposite Punjab National Bank, Juhu Scheme, Vile Parle (West), Mumbai - 400049, Maharashtra, India

Company Related Terms

TERM	DESCRIPTION
Act/Companies Act	The Companies Act, 1956 and amendments thereto. The Companies Act, 2013 to the extent of such provisions as have come in force vide Ministry of Corporate Affairs’ Notification till date.
“The Company” or “Company”	3 rd Rock Multimedia Limited
AoA/Articles/Articles of Association	Articles of Association of 3 rd Rock Multimedia Limited
Auditors/Statutory Auditor	The Statutory Auditors of 3 rd Rock Multimedia Limited being M/s. J H Ghumara, Chartered accountant
Banker(s) to the Company	The Bankers of the Company being Tamilnad Mercantile Bank Limited, DCB Bank and ICICI Bank Limited
Board of Directors / Board/ Directors	The Board of Directors of 3 rd Rock Multimedia Limited, as duly constituted from time to time, or committee(s) thereof
Company Secretary/Compliance Officer	Mokshali R Porwal
Draft Information Document	This document as filed with the Stock Exchanges is known as and referred to as the Draft Information Document
EPS	Earnings per Equity Share
Equity Shares	Equity Shares of our Company of Rs.10 each, unless otherwise specified in the context thereof
EMERGE-ITP Platform of NSE/Stock Exchange	The EMERGE-ITP platform of NSE for listing of equity shares offered under Chapter X-C of the SEBI (ICDR) Regulations
Financial year/ fiscal/ FY	The twelve months ended March 31 of a particular year
Listing Agreement	The listing agreement to be entered into by our Company with the NSE for listing of Equity Shares at Institutional Trading Platform.

TERM	DESCRIPTION
I.T. Act	The Income-tax Act, 1961, as amended from time to time, except as stated otherwise
MoA / Memorandum /Memorandum of Association	The Memorandum of Association of 3 rd Rock Multimedia Limited
NSE	National Stock Exchange of India Limited.
Promoter	Promoters of our Company being, Mr. Harvinder Singh Suri, Mrs. Ritu Minocha, Ms. Pooja Jhunjunwala, RMB TradeLinks Private Limited, Tarana Advertising & Marketing Private Limited, Nimeesha Trading Private Limited and Atherstone Public Relations Limited
Registered Office	Registered Office of our Company is situated at Block No.2 Sukh Shanti, Plot No.65, NS Road No.8, Opp. Punjab National Bank, Juhu Scheme, Vile Parle (West), Mumbai - 400049, Maharashtra, India
ROC / Registrar of Companies	Registrar of Companies, Mumbai, Maharashtra
SEBI	The Securities and Exchange Board of India constituted under the SEBI Act
SEBI Act	Securities and Exchange Board of India Act, 1992, as amended from time to time
SEBI Regulation/ SEBI (ICDR) Regulations	The SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2009 as amended
SEBI Insider Trading Regulations	The SEBI (Prohibition of Insider Trading) Regulations, 1992, as amended from time to time, including instructions and clarifications issued by SEBI from time to time
SEBI Takeover Regulations /Takeover Regulations / Takeover Code	Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeover) Regulations, 2011, as amended
SEBI Insider Trading Regulations	The SEBI (Prohibition of Insider Trading) Regulations, 1992, as amended from time to time, including instructions and clarifications issued by SEBI from time to time
Stock Exchange	Shall refer to the Institutional Trading Platform of NSE EMERGE where the shares of the Company proposed to list.

Abbreviations

TERM	DESCRIPTION
A/C	Account
ACS	Associate Company Secretary
AGM	Annual General Meeting
AS	Accounting Standards as issued by the Institute of Chartered Accountants of India
A.Y.	Assessment Year
BIFR	Board for Industrial and Financial Reconstruction
CAGR	Compounded Annual Growth Rate
CDSL	Central Depository Services (India) Limited
CFO	Chief Financial Officer
CIN	Company Identification Number
CESTAT	Customs, Excise and Service Tax Appellate Tribunal
CENVAT	Central Value Added Tax
CIN	Corporate Identification Number
Companies Act	Companies Act, 1956 or such other replaced provisions under the Companies Act, 2013 as may be applicable.
CSO	Central Statistical Organization

TERM	DESCRIPTION
Depositories	NSDL and CDSL; Depositories registered with the SEBI under the Securities and Exchange Board of India (Depositories and Participants) Regulations, 1996, as amended from time to time
Depositories Act	The Depositories Act, 1996, as amended from time to time.
DIN	Director Identification Number
DP	Depository Participant
DP ID	Depository Participant's Identity
DB	Designated Branch
EBIDTA	Earnings before Interest, Depreciation, Tax, Amortization and extraordinary items
ECS	Electronic Clearing Services
EGM	Extraordinary General Meeting
ESIC	Employee State Insurance Corporation
ESOP	Employee Stock Option Plan
EPS	Earnings Per Share
FDI	Foreign Direct Investment
FCNR Account	Foreign Currency Non Resident Account
FEMA	Foreign Exchange Management Act 1999, as amended from time to time and the regulations framed there under
FEMA Regulations	FEMA (Transfer or Issue of Security by Person Resident Outside India) Regulations, 2000 and amendments thereto
FII(s)	Foreign Institutional Investors (as defined under Foreign Exchange Management (Transfer or Issue of Security by a Person Resident outside India) Regulations, 2000) registered with SEBI under applicable laws in India
FIs	Financial Institutions
FIPB	The Foreign Investment Promotion Board, Ministry of Finance, Government of India
FPI(s)	Foreign Portfolio Investor
FV	Face Value
FVCI	Foreign Venture Capital Investor registered under the Securities and Exchange Board of India (Foreign Venture Capital Investor) Regulations, 2000
F.Y./FY	Financial Year
GAAP	Generally Accepted Accounting Principles
GDP	Gross Domestic Product
GIR Number	General Index Registry number
GoI/ Government	Government of India
HNI	High Networth Individual
HUF	Hindu Undivided Family
Indian GAAP	Generally Accepted Accounting Principles in India
ICAI	Institute of Chartered Accountants of India
ICSI	Institute of Company Secretaries of India
IFRS	International Financial Reporting Standards
IPC	Indian Penal Code, 1860
IPR	Intellectual Property Right
ISIN	International Securities Identification Number
IT Act	The Income Tax Act, 1961 as amended from time to time except as stated otherwise
IT Rules	The Income Tax Rules, 1962, as amended from time to time
INR/Rupees	Indian National Rupee

TERM	DESCRIPTION
Investing Merchant Banker	Pantomath Capital Advisors Private Limited, in accordance with Regulation 106(h) (iv) of SEBI ICDR Regulations
M&E	Media and Entertainment
MAPIN	Market Participants and Investors' Integrated Database
Merchant Banker	Merchant Banker as defined under the Securities and Exchange Board of India (Merchant Bankers) Regulations, 1992
JV	Joint Venture
Ltd.	Limited
MoU	Memorandum of Understanding
Mtr	Meters
N/A or N.A.	Not Applicable
NAV	Net Asset Value
NECS	National Electronic Clearing Services
NEFT	National Electronic Fund Transfer
Net Worth	The aggregate of the paid up share capital, share premium account, and reserves and surplus (excluding revaluation reserve) as reduced by the aggregate of miscellaneous expenditure (to the extent not adjusted or written off) and the debit balance of the profit and loss account
NOC	No Objection Certificate
NPV	Net Present Value
NR	Non Resident
NRE Account	Non Resident External Account
NRI	Non Resident Indian, is a person resident outside India, who is a citizen of India or a person of Indian origin and shall have the same meaning as ascribed to such term in the Foreign Exchange Management (Deposit) Regulations, 2000, as amended from time to time
NRO Account	Non Resident Ordinary Account
NSDL	National Securities Depository Limited
NSE	The National Stock Exchange of India Limited
p.a.	per annum
PAN	Permanent Account Number
PAT	Profit After Tax
Pvt.	Private
PBT	Profit Before Tax
P/E Ratio	Price Earnings Ratio
POA	Power of Attorney
PIO	Persons of Indian Origin
QIB	Qualified Institutional Buyer
RBI	Reserve Bank of India
RBI Act	The Reserve Bank of India Act, 1934, as amended from time to time
RoNW	Return on Net Worth
Rs. / INR	Indian Rupees
RTGS	Real Time Gross Settlement
SCRA	Securities Contracts (Regulation) Act, 1956 as amended from time to time
Securities Contracts (Regulation) Rules, 1957	Securities Contracts (Regulation) Rules, 1957 as amended from time to time
SCSB	Self Certified Syndicate Bank
Sec.	Section
SICA	Sick Industrial Companies (Special Provisions) Act,

TERM	DESCRIPTION
	1985, as amended from time to time
SME	Small and Medium Enterprise
SSI Undertaking	Small Scale Industrial Undertaking
Stock Exchange (s)	Institutional Trading Platform of NSE EMERGE
Sq.	Square
Sq. mtr	Square Meter
TAN	Tax Deduction Account Number
TRS	Transaction Registration Slip
TIN	Taxpayers Identification Number
TNW	Total Net Worth
u/s	Under Section
UIN	Unique Identification Number
US/ U.S./USA	United States of America
USD or US\$	United States Dollar the official currency of the Unites States of America
U.S. GAAP	Generally accepted accounting principles in the United States of America
UOI	Union of India
Venture Capital Fund(s)/ VCF(s)	Venture capital funds as defined and registered with SEBI under the Securities and Exchange Board of India (Venture Capital Fund) Regulations, 1996, as amended from time to time

Notwithstanding in the section titled “*Financial Information*” beginning on page 29 of this Draft Information Document, defined terms shall have the meaning given to such terms in that section.

FINANCIAL DATA

In this Draft Information Document, unless the context otherwise requires or unless stated otherwise, the financial data is derived from our financial statements prepared and in accordance with the applicable regulations. In this Draft Information Document any discrepancies in any table between the total and the sums of the amounts mentioned are owing to rounding-off.

In this Draft Information Document, unless the context otherwise requires, all references to one gender also refers to another gender and the word “lacs” means “one hundred thousand” and the word “million” means “ten lacs” and the word “Crore” means “ten million” and the word billion refers to “Thousand Million”.

INDUSTRY & MARKET DATA

Unless otherwise stated, Industry & Market data used throughout this Draft Information Document have been obtained from internal Company reports and Industry publications inter alia Planning Commission of India, Economic Survey, Industry Chambers and Associations etc. Industry publications generally state that the information contained in those publications has been obtained from sources believed to be reliable but their accuracy and completeness are not guaranteed and their reliability cannot be assured. Although we believe that industry data used in this Draft Information Document is reliable, it has not been independently verified. Similarly, internal Company reports, while believed by us to be reliable, have not been verified by any independent sources.

Further the extent to which the market and industry data presented in this Draft Information Document is meaningful depends on the reader’s familiarity with and understanding of the methodologies used in compiling such data. There are no standard data gathering methodologies in the industry in which we conduct our business, and methodologies and assumptions may vary widely among different industry sources.

FORWARD LOOKING STATEMENTS

This Draft Information Document contains certain words or phrases, including, “will”, “aim”, “will likely result”, “believe”, “expect”, “will continue”, “anticipate”, “estimate”, “intend”, “plan”, “contemplate”, “seek to”, “future”, “would”, “objective”, “goal”, “project”, “should”, “will pursue” and similar expressions or variations of such expressions, that are forward-looking statements. All forward-looking statements are subject to risks, uncertainties and assumptions that could cause actual results to differ materially from those contemplated by the relevant forward-looking statement.

Important factors that could cause actual results to differ materially from our Company’s expectations include, among others:

- Changes in law and regulations that apply to the industries in India, wherein the company is operating;
- Increasing competition and the conditions of the customers of the Company;
- Changes in Government Policies;
- Changes affecting Company’s ability to successfully implement its strategy, growth and expansion plans;
- Our ability to maintain and expand our existing events;
- General economic and business conditions in the markets in which our Company operates and in the local, regional and national economies;
- Any adverse incident, including natural disaster, outbreak of any pandemic during or before our events;
- Our ability to enter into new verticals and setup new event brands;
- Changes in political and socio-economic conditions in India;
- Changes affecting Company’s ability to meet its capital expenditure requirements;
- Fluctuations in operating costs;
- Availability of venue space to conduct our events;
- Changes affecting Company’s ability to attract and retain qualified personnel;
- Changes in technology;
- The performance of the financial markets in India and globally, changes in domestic and foreign laws, regulations and taxes and changes in competition in our industry,

GENERAL INFORMATION

Our Company was incorporated as “3rd Rock Multimedia Private Limited” under the provisions of the Companies Act, 1956 *vide* Certificate of Incorporation dated May 09, 2012 bearing Registration No. 230802 issued by the Registrar of Companies, Mumbai, Maharashtra. Subsequently, our Company was converted into a public limited company *vide* a Fresh Certificate of Incorporation Consequent upon Change of Name on Conversion to Public Limited Company dated August 17, 2013 issued by the Registrar of Companies, Mumbai, Maharashtra and the name of our Company was changed to “3rd Rock Multimedia Limited”. The Corporate Identification Number (CIN) of our Company is U74900MH2012PLC230802.

REGISTERED OFFICE OF OUR COMPANY

3rd Rock Multimedia Limited

Block No.2 Sukh Shanti, Plot No.65
NS Road No.8, Opposite Punjab National Bank
Juhu Scheme, Vile Parle (West), Mumbai – 400049
Maharashtra, India

Tel: +91- 22-26242783

Fax: +91- 22-26242783

Email: info@3rdrockmultimedia.com

Website: www.3rdrockmultimedia.com

Registration Number: 230802

Corporate Identification Number: U74900MH2012PLC230802.

DESIGNATED STOCK EXCHANGE

Our Company proposed to list its Equity Shares on the Institutional Trading Platform for NSE EMERGE.

REGISTRAR OF COMPANIES

Registrar of Companies Mumbai, Maharashtra

100, Everest, Marine Drive
Mumbai- 400002

Website: www.mca.gov.in

BOARD OF DIRECTORS OF OUR COMPANY

Our Board of Directors comprises the following:

Sr. No.	Name	Age	DIN	Address	Designation
1	Harvinder Singh Suri	46	02647954	24, New Sangeeta Building, Dadiseth Road, Malad (west), Mumbai - 400064, Maharashtra, India	Managing Director
2	Ritu Minocha	39	05100498	Flat No. 63, Siddharth CHS Limited, 7 Bungalows, Andheri (West), Mumbai-400053, Maharashtra, India.	Director
3	Pooja Jhunjhunwala	21	05237646	Flat No. 42, Meghna Apartment, S. V. Road, Santacruz (West), Mumbai - 400054, Maharashtra, India	Director
4	Ankit Kirtilal Shah	29	03645789	2 Shanta Sitaniwas Daftary Road, Hawatra Chowk Pushpa Park Malasd (East), Mumbai - 400097, Maharashtra, India	Independent Director
5	Ashish P Shah	29	05143599	B/208 Trishul Apartment, Devchand Nagar Road Bhayandar	Independent Director

Sr. No.	Name	Age	DIN	Address	Designation
				(West) Thane, 401101, Maharashtra, India	
6	Navinchandra Punmachand Shah	55	05143617	A/3, Shripulnagar Devchand Nagar, Bhayander West Thane, Thane 401101, Maharashtra, India	Independent Director

For further details of our Directors, please refer to the chapter titled “*Our Management*” beginning on page 67 of this Draft Information Document.

COMPANY SECRETARY & COMPLIANCE OFFICER OF THE COMPANY

Ms. Mokshali R Porwal
3rd Rock Multimedia Limited
 Block No.2 Sukh Shanti, Plot No.65
 NS Road No.8, Opposite Punjab National Bank
 Juhu Scheme, Vile Parle (West), Mumbai – 400049
 Maharashtra, India.
Tel: +91- 22-26242783
Fax: +91-22-26242783
Email: cs@3rdrockmultimedia.com

CHIEF FINANCIAL OFFICER OF THE COMPANY

Mr. Hardik Prajapati
3rd Rock Multimedia Limited
 Block No.2 Sukh Shanti, Plot No.65
 NS Road No. 8, Opposite Punjab National Bank
 Juhu Scheme, Vile Parle (West), Mumbai – 400049
 Maharashtra, India.
Tel: +91- 22-26242783
Fax: +91- 22-26242783
Email: cfo@3rdrockmultimedia.com

STATUTORY AUDITOR OF THE COMPANY

M/s. J H Ghumara & Co
 A/5, Radha Krishna Gokul Dham,
 Opp Sumer Nagar, Near Korakendra,
 S.V. Road, Borivali (West), Mumbai – 400 092
 Maharashtra, India.
Mobile No.: +91 9892527200
Fax: Not Available
E-mail: jhghumara@gmail.com
Contact Person: Mr. J H Ghumara
Membership No: 14320

INVESTING MERCHANT BANKER



Pantomath Capital Advisors Private Limited
 108, Madhava Premises Co-Operative Society Limited
 Bandra Kurla Complex, Bandra East
 Mumbai 400 051, Maharashtra, India
Tel: +91 22 26598687

Fax: + 91 22 26598690
Contact Person: Mr. Mahavir Lunawat
Email: ipo@pantomathgroup.com
Website: www.pantomathgroup.com
SEBI Registration No: INM000012110

REGISTRAR TO THE LISTING

Adroit Corporate Services Private Limited
17/20 Jaferbhoy Industrial Estate, 1st floor,
Makwana Road, Marol Naka, Andheri (East)
Mumbai – 400 059, Maharashtra, India
Tel: +91 22 2859 4060/ 4227 0400
Fax: +91 22 28503748
Email: info@adroitcorporate.com
Contact Person: Mr. Pratap Pujare/ Mr. Surendra Gawade
Website: www.adroitcorporate.com
SEBI Registration No.: INR000002227

INDEPENDENT CHARTERED ACCOUNTANT/AUDITOR APPOINTED BY INVESTING MERCHANT BANKER

M/s. R.T. Jain & Co.
2nd Floor, Lotus Building
59, Mohammed Ali Road
Mumbai – 400 003
Maharashtra, India
Tel: +91 22 23465218
Fax: + 91 22 23464955
E-Mail: rtjain_ca@yahoo.co.in
Contact Person: Mr. R. T. Jain
Firm Registration No: 103961W

BANKER TO THE COMPANY

Tamilnad Mercantile Bank Limited
Gala no.25-27, Gr floor
Laxmi plaza, Andheri (West), Mumbai
Maharashtra, India.
Tel: 022-26366240 / +91-9842461461
Fax: 022-26366260
Email: mumbai_andheriwest@tmbonline.com
Contact Person: Mr. Mahesh

Besides Tamilnad Mercantile Bank Limited, the Company has also entered into banking transactions with ICICI Bank Limited, Juhu Branch and DCB Bank Limited. However, our Company has not received a written consent therefrom for including their name as banker to the Company in this Draft Information Document.

ELIGIBILITY CRITERIA FOR LISTING ON INSTITUTIONAL TRADING PLATFORM OF NSE EMERGE

Our Company is an “Unlisted Company” in terms of the SEBI (ICDR) Regulations; and proposes to list our Equity Shares on Institutional Trading Platform of NSE EMERGE in terms of Chapter XC of the SEBI (ICDR) Regulations.

Our Company is eligible for listing in accordance with Regulation 106(Y) and other provisions of Chapter XC of the SEBI (ICDR) Regulations.

In terms of the Regulation 106(Y) of the SEBI (ICDR) Regulations, we confirm that:

1. The name of our Company, our Promoters, any of our group companies or directors does not appear in the willful defaulters list of Reserve Bank of India as maintained by Credit Information Bureau (India) Limited;
2. There is no winding up petition against our Company that has been admitted by a competent court;
3. Our Company or group companies have not been referred to the Board for Industrial and Financial Reconstruction any time since incorporation of our Company prior to the date of application to listing;
4. No regulatory action has been taken against our Company, our Promoters or Directors, by the Board, Reserve Bank of India, Insurance Regulatory and Development Authority or Ministry of Corporate Affairs within a period of five years prior to the date of application for listing;
5. We have been incorporated on May 09, 2012 and thus not completed more than ten years after incorporation and our revenues have not exceeded Rs.100 crores (Rupees One Hundred Crores) in any of the previous financial years.
6. The paid up capital of our Company has not exceeded twenty five crore rupees in any of the previous financial years;
7. We have completed fiscal 2013-14 being one full year of audited financial statements, for the immediately preceding financial year at the time of making listing application;
8. In accordance with Regulation 106Y(h)(iv) of SEBI (ICDR) Regulations, Pantomath Capital Advisors Private Limited, a SEBI Registered Category I Merchant Bankers, has exercised due diligence and has invested a sum of Rs. 84.00 Lakhs in Equity Shares of our Company at a price of Rs. 12/- per Equity Share, including a share premium of Rs. 2 per Equity Share.
Accordingly, 7,00,000 Equity Shares of face value of Rs. 10/- each fully paid were allotted to Pantomath Capital Advisors Private Limited on March 31, 2014. These Equity Shares shall be locked in for a period of three years from the date of listing.

We further confirm that in accordance with Regulation 106 ZB of Chapter XC of the SEBI (ICDR) Regulations, Our Promoters i.e. Mr. Harvinder Singh Suri, Mrs. Ritu Minocha, Ms. Pooja Jhunjunwala, RMB TradeLinks Private Limited, Tarana Advertising & Marketing Private Limited, Nimeesha Trading Private Limited have given their consent to lock-in 45,39,500 Equity Share representing 20.15% of the post listing Capital of our Company, for a period of three years from the date of listing.

We further confirm that in terms of Regulation 106ZC of SEBI (ICDR) Regulations, 2009:

1. All Equity Shares of our Company shall be in dematerialized form upon listing on Institutional Trading Platform;
2. Our Company shall have connectivity with atleast one depository at all times;
3. The minimum trading lot on institutional trading platform shall be Rs. 10.00 Lakhs or such other lot as may be permitted /required under law.
4. Our Company has entered into tripartite agreement with CDSL and NSDL along with our Registrar for facilitating trading in dematerialized mode. The ISIN is INE768P01012. Details of which is as follows:
 - i. Tripartite agreement among the NSDL, our Company and Registrar dated November 27, 2013.
 - ii. Tripartite agreement among the CDSL, our Company and Registrar dated November 22, 2013.

Absolute Responsibility of 3rd Rock Multimedia Limited

Our Company, having made all reasonable inquiries, accepts responsibility for, and confirms that this Draft Information Document contains all information with regard to 3rd Rock Multimedia Limited, which is material, that the information contained in this Draft Information Document is true and correct in all material respects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this Draft Information Document as a whole or any of such information or the expression of any such opinions or intentions misleading in any material respect.

SECTION I – ABOUT THE COMPANY

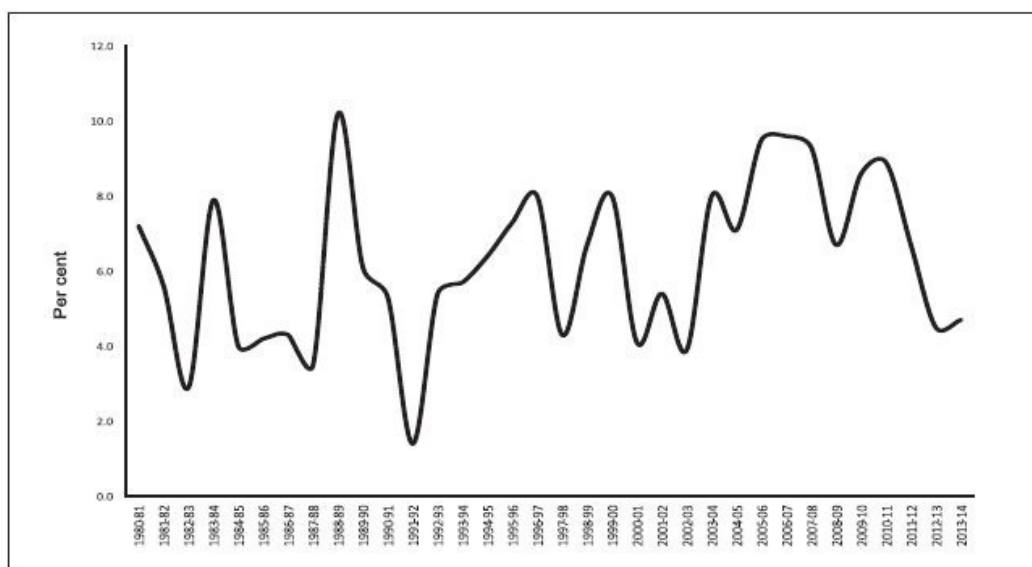
OUR INDUSTRY

The information in this section includes extracts from publicly available information, data and statistics and has been derived from various government publications and industry sources. Neither we nor any other person connected with the listing process have verified this information. The data may have been re-classified by us for the purposes of presentation. Industry sources and publications generally state that the information contained therein has been obtained from sources generally believed to be reliable, but that their accuracy, completeness and underlying assumptions are not guaranteed and their reliability cannot be assured and, accordingly, investment decisions should not be based on such information. You should read the entire Draft Information Document , including the information contained in the sections titled “Risk Factors” and “Financial Information” and related notes beginning on page 58 and 29 respectively of this Draft Information Document .

OVERVIEW OF INDIAN ECONOMY

In 2014-15, the Indian economy is poised to overcome the sub-5 per cent growth of gross domestic product (GDP) witnessed over the last two years. The growth slowdown in the last two years was broad based, affecting in particular the industry sector. Inflation too declined during this period, but continued to be above the comfort zone, owing primarily to the elevated level of food inflation. Yet, the developments on the macro stabilization front, particularly the dramatic improvement in the external economic situation with the current account deficit (CAD) declining to manageable levels after two years of worryingly high levels was the redeeming feature of 2013-14. The fiscal deficit of the Centre as a proportion of GDP also declined for the second year in a row as per the announced medium term policy stance. Reflecting the above and the expectations of a change for the better, financial markets have surged. Moderation in inflation would help ease the monetary policy stance and revive the confidence of investors, and with the global economy expected to recover moderately, particularly on account of performance in some advanced economies, the economy can look forward to better growth prospects in 2014-15 and beyond.

Growth in Real GDP (per cent)



Source – Economic Survey 2013-2014

OUTLOOK FOR 2014-15

The descent into the present phase of sub-5 per cent growth has been rather sharp. The interplay of structural constraints alongside delays in project implementation, subdued domestic sentiments, and an uncertain global milieu led to general growth slowdown while rendering macroeconomic stabilization particularly challenging. Inflation also remained at elevated levels. These factors triggered risk-aversion and injected considerable uncertainty in investment activity. The current macroeconomic situation precludes fiscal stimulus to kick-start activity. Similarly, the task of monetary policy calibration for growth revival has been made difficult by persistent inflation and further complicated by uncertainty in international financial conditions and, until recently, by rupee depreciation. Targeted measures by the government and RBI have improved the external economic situation significantly, even as India remains exposed to risk on/off sentiments of investors and to policy shifts in advanced economies. Regaining growth momentum requires restoration of domestic macroeconomic balance and enhancing efficiency. To this end, the emphasis of policy would have to remain on fiscal consolidation and removal of structural constraints. Though some measures have been initiated to this end, reversion to a growth rate of around 7-8 per cent can only occur beyond the ongoing and the next fiscal.

Global economic activity is expected to strengthen in 2014-15 on the back of some recovery in advanced economies. The Euro area is also expected to register a growth rate of above 1 per cent as against contraction witnessed in 2012 and 2013 (IMF, WEO, April 2014). The European Central Bank's monetary policy measures, most significantly introduction of the negative deposit facility interest rate are expected to boost economic activity in Europe. In addition, the performance of the real sector in the US (that is likely affect the pace of taper) is a major factor that would impact the global economic situation in 2014-15. The growth outlook for emerging Asian economies is generally benign with some grappling with inflation, structural bottlenecks, and external imbalances. The slowdown in emerging economies comes at an inopportune juncture.

Downward movement along with heightened volatility, witnessed, for example, in fixed investment post 2008-09 in India, often tends to magnify the impact and transmission channels of shocks (e.g. below-normal monsoons and/or upshot in oil prices) and hampers build-up of positive expectations. Under such circumstances, the Indian economy can recover only gradually with the GDP at factor cost at constant prices expected to grow in the range of 5.4 – 5.9 per cent in 2014-15. This assumes the revival of growth in the industrial sector

witnessed in April 2014 to continue for the rest of the year, the generally benign outlook on oil prices (notwithstanding the uncertainty on account of recent developments in the Middle East), and the absence of pronounced destabilizing shocks (including below-normal monsoons). Growth in the above range implies a pick-up, aided by an improved external economic situation characterized by a stable current account and steady capital inflows, improved fiscal situation and, on the supply side, robust electricity generation and some recovery in manufacturing and non-government services.

Growth in 2014-15 is expected to remain more on the lower side of the range given above, for the following reasons: (i) steps undertaken to restart the investment cycle (including project clearances and incentives given to industry) are perceived to be playing out only gradually; (ii) the benign growth outlook in some Asian economies, particularly China; (iii) still elevated levels of inflation that limit the scope of the RBI to reduce policy rates; and (iv) expectation of below-normal monsoons. Downside risk also emerges from prolonging of the geo-political tensions. On the upside, such factors as institutional reform to quicken implementation of large projects and a stronger-than-expected recovery in major advanced economies would help the Indian economy clock a higher rate of growth.

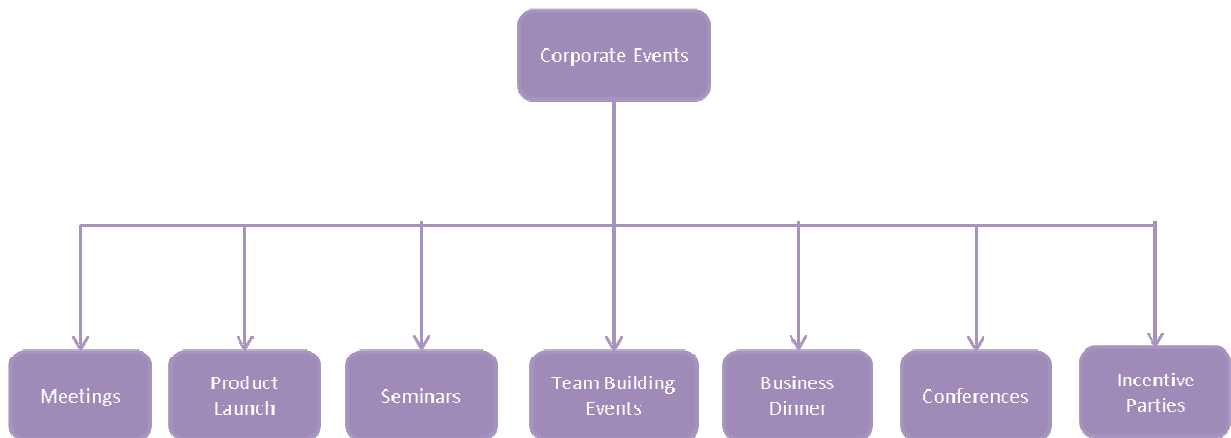
(Source: Economic Survey 2013-14)

I. EVENTS AND ITS CLASSIFICATION

Events are basically categorized into several groups based on their objectives and goals. Following is the classification of the business:-

a) Corporate Event

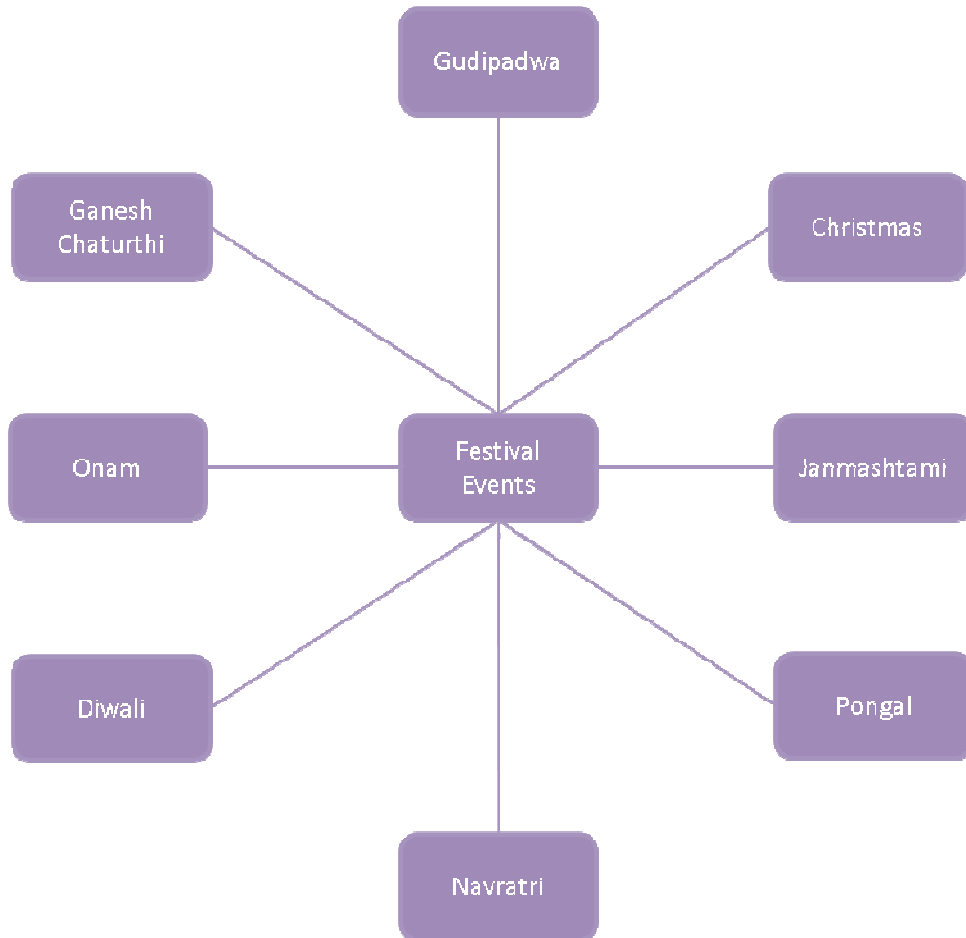
Corporate events describe private events held by corporate for their Clients, staff or stakeholders. Corporate events are basically for business purpose but it may be for the entertainment and for motivating the moral of employee. Corporate events are broad concept it can be classified into number of events like.



b) Festival Event

India is a highly spiritual country; festivals are heart of people’s living in India. Indian culture is at the best when it offers varied festivals during the year. Event industry has a lot of scope as festivals are recurring in nature so the Industry has opportunity to grow even if other events are not considered. Festivals are for joy

but also serve certain specific purpose which is required to be conveyed to general people. Following is the gist of festivals:-



c) Promotional Event

Promotional event is mainly by Corporates, Film Industry, Brand building, Product launch etc. The object behind these promotional events is basically to aware general public conveying their message or to improve/build the image of the brand or to aware about the new products.

d) Charity Event

Events are of various type but most of them do not provide any benefit to the third party except in the case of charity events. Charity event is also known as funding raising events, which is undertaken by any organization but mostly by Non-Profit Organization. Charity Events can be in any way either a musical event or marathon. It can be said that it is linked with other event too.

e) Sports Events

There is long list of sports events which are conducted, sport events are also an additional field which generates great revenue to the event industry. Commonwealth Game / Olympics is the biggest event of sports which in itself is a biggest revenue generator other than events like Cricket, Hockey, Tennis, Football, Marathon etc.

f) Concert Event

Music is enjoyed by everyone be it any generation, Indian music is loved by the nations and across the globe. India is a cradle for one of the best music in the world and Indian music lovers can always look forward to the kind of Events are organized by the Event industry.

II. Media & Entertainment – outdoor media

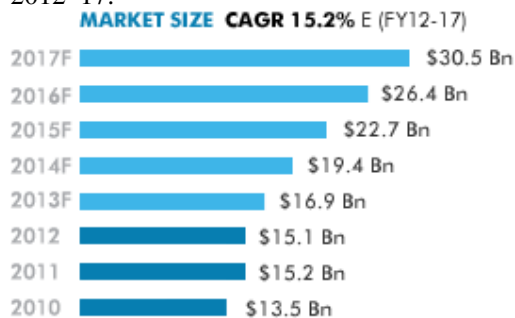
The Indian media and entertainment (M&E) industry is full of potential and has a tremendous impact on the country's economy. As per a FICCI-KPMG report, India's M&E industry reaches 161 million TV households; 94,067 newspapers; about 2000 multiplexes; and 214 million internet users, of which 130 million access the Internet on their mobile phones.

The industry grows with each passing day and plays a significant role in creating awareness on many issues that impact the masses. India's population is over 1.2 billion. These numbers give the M&E industry in India a tremendous opportunity for growth. A few years ago, the idea of reaching and engaging the county's population seemed improbable. That scenario has completely changed today and the current industry is armed with digital technologies, modern mobile devices, penetration of broadband internet and digital cinema, and considerable backing from the Central Government.

Market Size

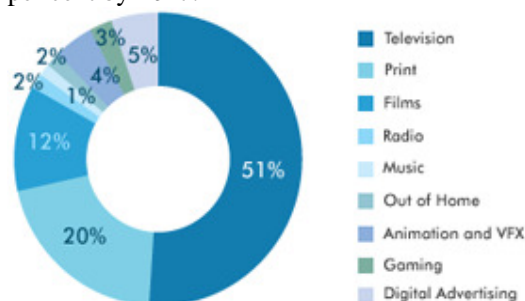
Market size of entertainment industry

The entertainment industry is expected to develop at a CAGR of 15.2 per cent during 2012–17.



Size of major entertainment industry segments

The television segment is expected to grow to 51 per cent by 2017.



India's M&E industry registered a growth of 12 per cent in 2013 and touched Rs 91,800 crore (US\$ 15.27 billion). The industry has the potential to grow at 14.2 per cent to more than Rs 1.78 trillion (US\$ 29.61 billion) in the next four years, as per a report by FICCI-KPMG.

The television industry in India, which was estimated at Rs 41,720 crore (US\$ 6.94 billion) in 2013, is projected to increase at a compound annual growth rate (CAGR) of 16.2 per cent over 2013–18, to reach Rs 88,500 crore (US\$ 14.72 billion) by 2018.

With an estimated market size of US\$ 5 billion, India is the 14th biggest advertising market globally, as per the latest edition of the Gunn Report. Digital advertising is also expected to witness a CAGR of 27.7 per cent by 2018.

Investments

The foreign direct investment (FDI) inflows in information and broadcasting (I&B) sector (including print media) during April 2000 to March 2014 stood at US\$ 3,712.72 million, as per the data released by Department of Industrial Policy and Promotion (DIPP).

Government Initiatives

The Cabinet Committee on Economic Affairs (CCEA) has given the go-ahead for the proposal of the Ministry of I&B with regard to the 12th Five-Year Plan scheme of All India Radio (AIR) and Doordarshan 'Broadcasting Infrastructure and Network Development' at a cost of Rs 3,500 crore (US\$ 582.34 million). The two primary components of the proposal are the continuing schemes of the 11th Five-Year Plan and new schemes of the 12th Five-Year Plan. As part of the 11th Plan scheme, the capacity of Doordarshan's Direct to Home (DTH) is being increased to 97 channels from 59 channels. During the 12th Five-Year Plan, the capacity is expected to further increase to 250 channels. The Indian and Canadian governments signed an audio-visual co-production deal in February 2014. The deal would help producers from both India and Canada to harness their artistic, technical, creative, financial and marketing resources for co-productions and, subsequently, lead to exchange of culture and art among the two countries.

Further, the Centre has given the nod for licences to 45 new news and entertainment channels in the country. Among those who have secured the licenses include established names such as Sony, Star, Viacom and Zee. Currently, there are 350 broadcasters which cater to 780 channels. "We want more competition and we wanted to open it up for the public. So far, we have approved the licences of 45 new channels. It's a mix of both news and non-news channels," as per Mr Bimal Julka, Secretary, Ministry of I&B, Government of India.

Source: <http://www.ibef.org/industry/media-entertainment-india.aspx>

DEMAND DRIVERS

a) Event Industry

- Growth in consumer spending and disposable income.
- Increase in below the line promotion among establishments.
- Traditionally the Company use to manage all internal events by themselves. But with the increase in the demands of the clients and the perfection required, these companies have also started to hire skilled personnel.
- Rising need of organized and structured event management.
- With the increase in demand and expectations of customers, there is rising need of organized and structured event company in the market. Currently the market is captured by unorganized sector and which is unable to satisfy the demand and expectation of the customers. With the introduction of organized companies in the market their will be improvement in the current scenario and satisfaction of customers.

b) OOH Advertisement Industry

- OOH is dependent on infrastructure. The growth of OOH is directly linked to growth in infrastructure.
- Wide range and reach: Outdoor Advertising provides broad coverage and outstanding reach. It is the most visible media exposed to everyone who goes outside of the home to work, study, shop or play. Out of home may well have its roots in tradition, being one of the oldest forms of mass communication, but it also tends to have its finger on the pulse, making the most of the latest technological developments to engage with consumers in increasingly innovative and memorable ways, from the printing press through the development of electronic screens to its most recent

guise embracing all things digital and capitalizing on the proliferation of smartphones and the 'always-on' consumer.

- 24x7 exposures: OOH advertising give 24x7 service, that is available regardless of time or day. The continuous presence of Outdoor Advertising produces frequency levels unmatched by any other medium. Outdoor advertising is the only type of media that has constant exposure. It can't be thrown away or turned off. No other type of advertising allows your message to be displayed 24 hours a day, seven days a week.
- Comparatively cheaper form of advertisement that targets mass: While other media such as TV continues to be fragmented with very huge capital infusion, OOH advertising has the ability to be viewed by anyone who leaves the house with comparatively less cost to clients.
- Illiterate audience: Not only can you reach mass audiences with Outdoor Advertising, but it also allows for targeting specific communities, ethnic groups, ages, income levels, etc. In OOH form of advertising products /services are marketed through display of images mainly and hence it also reaches to illiterate crowd.
- Lowest cost per thousand: The lowest cost-per-thousand of any media, Outdoor Advertising is unsurpassed in its ability to supply long-lasting impressions, coverage, reach and frequency. Outdoor Advertising communicates ideas at the lowest possible prices.
- Brevity: Outdoor advertising is effective for communicating short messages and simple concepts.
- Compliment other media: OOH can be used as supplementary form of media in combination with the other media to increase the impact of your campaign. It can serve as a reminder to reinforce the brand image for sustained brand awareness.

FDI IN RETAIL

With Foreign Direct Investments (FDI) in retail gaining approval from the Central Government, there is expected to be spurts in the retail business spend in advertising. Therefore, OOH will be expected to garner a fair share of the advertising pie, as the medium is very well suited for the retail business. This factor will also help retail communications firms and specialized shopper marketing agencies to grow roots in Indian markets.

KEY CHALLENGES

- **Lack of unified common measurement platform hampering the industry**

In past, there was no standardized research methodology used by the industry for measuring effectiveness. Most players used proxies such as passenger traffic in airports, metro stations, etc. Since most advertisers currently base their decisions on perception, the lack of research may not be hampering sales seriously. However, since research is available on other media such as TV, print, etc., advertisers are inclined to move their budgets to these outlets to increase effectiveness. The launch of the Indian Outdoor Survey by Media Research Users Council coincided with the creation of a measurement tool to help the industry connect with advertisers for the right value for its properties. However the measurement system has not taken off as intended. Some OOH players are trying to devise their own measurement mechanism, but what the industry needs is a common tool for advertisers to rely on.

- **Operational Challenges**

Heavy license fees and taxes, permissions from various authorities and lack of clarity on regulations continue to create operational challenges for the industry

- **Lack of adequate security measures**

One of the major challenges facing the industry is the lack of security measures, particularly in the street furniture & Hoardings and transit media formats. This not only delays campaigns and creates execution challenges in these mediums but also destruction of it adds to the overall cost.

- **Highly unorganized industry**

The industry consists of a large number of unorganized players. This makes it difficult to measure the effectiveness of the medium. Also, monitoring is a problem as the medium is widespread.

- **Lack of quality OOH properties**

The quality of OOH properties in India is not up to the same standards as in the western countries. In India, most billboards need to be changed manually and cannot be controlled. The west has digital signages which are dynamic and can be adjusted with the ambience. They give more control to the advertisers and help

them evolve with the customer need. As the industry evolves, the quality of outdoor media needs to improve and keep pace with global developments

FUTURE OUTLOOK

a) Event Industry

The event industries future outlook is completely depended on the kind of events and the willingness of the consumers. Just as said the consumers demand is unstable and it changes with time. The current demand of consumers can speak about the future of the Industry. As per recent research published it is expected that, the event industry will grow at an average rate of 25 percent from 2,800 crore to 4,375 crore in 2013-14. Out-of-Home (OOH) segments are the key segment for the growth for event industry over the last three years the industry is expecting growth from two areas. First sector is the unorganized part which is as large as the organized sector. While the second one based on the unorganized sector converting into organized sector. With the increasing scope in the event industry, there are number of Institution who has started courses like “Event Management”. There are diploma and degree courses offered by the Institutes. The Event industry is in the phase of moderate growth and it is expected to grow at a higher percent then the previous year.

Source:- EEMA-E&Y report predicts 25% growth for Event & Activations in 2 years _ MxM India

The Industry is in the face of boom it is having a good track record of growth. It is not only developing event industry sector but along with its development it is having a positive impact in the growth of other Industry. It's engaging huge unemployed persons in the fields and is having a positive impact in the statistics of unemployed persons in the country. India's Media and Entertainment industry have contributed 0.5% of GDP in 2013. The industry has seen a strong growth in the year 2013 and it is expected to earn Rs. 1.66 trillion by 2017 from Rs. 82,000 crore last year. The Industry has support to engage significant 1.8 million (18.8 lacs). Increased digitization and the opportunity of growth in the regional media the Industry is expecting to have huge demand. It is expecting to have growth in the fields like film sector, corporate sector, etc.

b) Media & Entertainment – Outdoor media

India's M&E industry will continue to bank on the digital area in future. With a growing internet user base of over 200 million, the industry's potential to generate revenue is vast. In 2013, telecom companies started focusing on data as a way to generating revenue. Also, advertising agencies competed with each other to acquire in the social media and digital domains. These developments suggest a bright future for the M&E industry in the country. It is also time for the M&E sector to start looking at opportunities outside India. Africa and the Middle East are two of the fastest growing M&E markets, and Indian M&E companies would do well to explore these regions.

Source: <http://www.ibef.org/industry/media-entertainment-india.aspx>

OUR BUSINESS

3rd Rock Multimedia Limited is a part of “3rd Rock” Group founded by Mr. Harvinder Singh Suri. The Company was incorporated on May 09, 2012 as “3rd Rock Multimedia Private Limited” and subsequently got converted into a public limited company on August 17, 2013. 3rd Rock Multimedia Limited is a Mumbai based Company founded by Mr. Harvinder Singh Suri. The Company is in the 3rd year of its incorporation is in the nurturing phase of its life-cycle. Our Company does not have any subsidiaries as on date of filing of the Draft Information Document.

DESCRIPTION OF BUSINESS

Our Company’s business comprises planning, organizing and managing events. Apart from this, we also undertake OOH advertising business.

I. Event Management

1. Concerts

A concert is a performance of musical entertainment. Concerts are typically organized for entertainment along with other objective like for promotion or charitable purpose for raising funds.

2. Corporate Events

Another revenue generation scope is corporate events. Maintaining the pace with the current trends of market, these are events organized by the corporate world either to promote their products, services or for charitable purpose i.e. raising funds.

3. Fashion Shows

Fashion shows are in the trend and many events are organized for the launch of products, be it for any industry. Fashion shows are also organized for charity purpose, its also a new means of film promotion.

4. Cultural Events

Culture means tradition generally followed by people over the years. India is a country of various cultures which has no boundary. Due to change in trend of events cultural events are into the trend.

5. Film Promotion

Film fraternity has now come up with new ideas of having appearance at public location at various places to promote their films. This has brought one more scope to the event industry.

Our Company has organized multiple events from time to time some of them are as under-

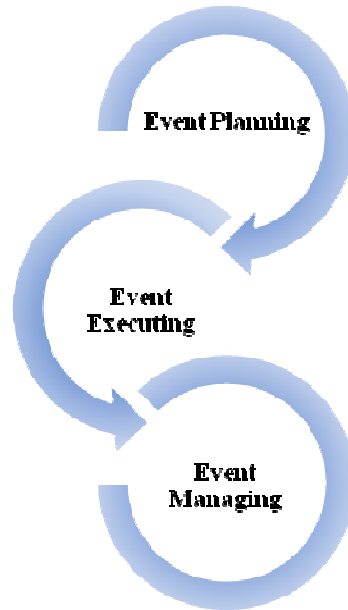
Some of the major events handled by us:

I. Cultural Events

1. Navratra Utsav 2012

The traditional event of guajarati’s which is celebrated by all i.e. “NavartriUtsav” was organized by 3rd Rock Multimedia Limited partnered with Mangal Entertainment Private Limited. The event was hosted by Falguni Pathak. A “Ta Thaiya Group” for the event was organized by our Company at Goregaon Sports Club.

The Process followed by our Company for events are:-



1. Event Planning

Planning of event is based on the nature and level of the event, for e.g. whether the event is at society level or district level or at state level. If the event is at society level, then it would require less manpower and capital.

2. Event Executing

Event execution the second step. Actual implementation process of the event undertaken according to planned outline. This step forms an integral part of the business as any default in the step could result in failure of event.

3. Event Managing

During the event, there are many arrangements to be taken care off. Proper management and deployment of available resources is necessary for the success of this step.

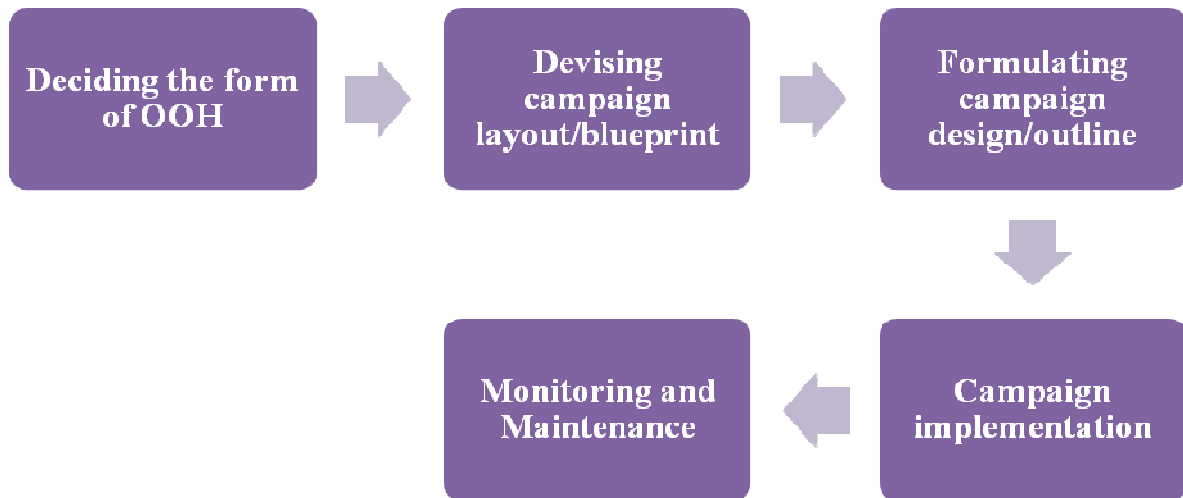
II. Out of Home Advertising

Our Out-of-home advertising business segment provides end-to-end OOH solution across India. We intend to reach the consumer, while he/she is "out of the home" traveling in the metro to reach office or while taking a coffee break or while shopping for daily grocery etc. We act as an interphase between the consumers for products/services advertised and the product manufacturer or service renderer. We provide a platform to market the product & services and make it known.

Our plethora of OOH services include

- Transit advertising
- Street furniture advertising
- Billboards

Our OOH Process



- **Deciding the form of OOH**

Choosing the right form of OOH advertising suiting the requirements of the client's business is essential for the future success. What is the right form of advertisement for the business depends on various factors such as nature of service or product to be advertised, target audience the product/service focus on, budget of the client etc.

- **Devising campaign layout/blueprint**

A thorough blueprint helps build brand and gives competitive edge to the product/service marketed. The advertisement should provide lasting impression in the minds of the target audience, enough for them to be reminded later while shopping for turning them from prospective buyers to actual buyers. We believe that OOH advertising is about providing a constant reminder to keep the name of service or product fresh in target consumer's mind hence influencing the consumers when they are on their way to make a purchase. At this stage, such idea of making lasting impression is developed by our team of professionals and experts.

- **Formulating campaign design/outline**

All the efforts taken won't be fruitful if the campaign is not effectively designed. At this stage the resources, tools, measures etc. adopted to make the campaign a successful, are decided. The basic question of how the campaign will be carried out with the available resources is determined.

- **Campaign implementation**

At this phase, the campaign will be developed with media assets from outdoor space sellers. The technical process of actual execution of the campaign is undertaken.

- **Monitoring and Maintenance**

In-house monitoring and maintenance team monitors the progress throughout the campaign tenure. Media assets, the necessity for OOH advertising are exposed to treats of destruction and hence constant surveillance and up-keep is necessary.

OUR STRENGTHS

I. Event Management

- **Strategy**

Innovative and out of box thinking of the team helps us retain the existing clients and increase our cliental base. Prior to every event a detailed outlay of estimated expenses and time allocation is prepared.

- **Manpower**

Success of the event to a large extent depends upon the people managing the event. Our team understands the needs of the client and accordingly plans and executes the event.

II. Out-of-home Advertisement

- **Innovative medium:** Moving parts, eye-catching devices, video projection, light emitting devices etc. to make sure our client's message doesn't go unnoticed.

- **Strategic placement:** Street furniture advertising can be used by clients who prefer immobile form of OOH and transit advertising by clients who prefer mobile form of OOH or a mix of both to target more audience. Street furniture advertising can be placed at high-traffic areas or other strategic locations, while transit signs can be affixed to the backs and sides of buses, in bus stops, and in railway stations.

- **Specified target reach:** Clients can target or pinpoint specific target areas where they would want to promote to promote your products or services. This will help the clients to reach out to the specific target audience and thereby increase their revenue prospects.

PLANT & MACHINERY

At present, our Company owns the below mentioned out door sites.

Sr. No	Particulars of the asset	Location of the asset	Cost of the Asset
1.	Metal Framework	Goregaon	42,99,000
2.	Metal Framework	Malad East	45,00,000
3.	Metal Framework	Sion	40,00,000
4.	Metal Framework	Juhu	42,50,000

COLLABORATIONS

We have not entered into any technical or other collaboration.

FRANCHISEE/ CONCESSIONS:

As on date we do not have any franchisee. We have not entered in to any concession agreements.

UTILITIES & INFRASTRUCTURE FACILITIES

Our Registered Office is at Mumbai is well equipped with computer systems, internet connectivity, other communication equipment's, security and other facilities, which are required for our business operations to function smoothly.

HUMAN RESOURCE

As on September 20, 2014, our Company has 12 employees. Our manpower is a prudent mix of the experienced and youth which gives us the dual advantage of stability and growth. Our work processes and skilled resources together with our strong management team have enabled us to successfully implement our growth plans.

DEPARTMENT WISE BREAK-UP

Department	Number of Employees
Administration and Finance	5
Outdoor	3
Events	4
Total	12

Besides, we engage temporary human resources based on the type and nature of work

WORKING CAPITAL

Our business requires a substantial amount of working capital. In many cases, working capital is required to finance the payments to suppliers, advertising contractors etc., before payment is received from our clients. Our working capital requirements may increase if, in certain contracts, payment terms do not provide for advance payments to us or if payment schedules are less favorable for us.

As on March 31, 2013 and March 31, 2014 our working capital comprised of followings:

(Rs. In Lacs)

Particulars	March 31, 2013	March 31, 2014
Current Asset		
Trade Receivables	61.64	721.24
Cash and Bank Balances	3.84	135.29
Short Term Loans and Advances	0.00	250.31
Other Current Assets	0.00	0.00
Total A	65.48	1106.84
Current Liabilities		
Less: Trade Payables	62.20	0.00
Short Term Borrowings	0.60	8.10
Short Term Provisions	0.08	0.00
Other Current Liabilities	0.00	46.61
Total B	62.88	54.71
Net Working Capital (A-B)	2.60	1052.13
Source of Working Capital		
Internal Source and further issue of shares	2.60	1052.13

We have funded our entire working capital requirement from our own funds and further issue of shares. Companies engaged in industry in which we operate, generally finance its working capital through borrowed funds (mainly bank and financial institutions) and its own funds.

RESEARCH AND DEVELOPMENT

We have not incurred any amount on company-sponsored research and development activities.

BUSINESS STRATEGY

Our goal is to become a leader in providing world class and cost effective OOH solution to customers irrespective of their geographical location. The diagram below represents our continuous growth strategy being implemented on a day-to-day basis.



1. Enhancing existing Services

Being in the service industry, the quality of the service is of utmost importance. We attempt to strengthen our services by enhancing our skills. We train our employees to consistently design and deliver client focused solutions.

2. Improving functional efficiency

Our Company intends to improve efficiencies to achieve cost reductions so that they can be competitive. We believe that, this can be done through continuous process improvement, customer service and innovative development.

3. Leveraging our market skills and relationship

Leveraging our market skills and relationships is a continuous process in our organization and the skills that we impart our people add value to clients. We aim to do this by leveraging our marketing skills and relationships and further enhancing client satisfaction. We plan to increase our clientele base by providing client centered quality service, maintaining our client relationship and renewing our relationship with existing customer. Further, our Company believes in maintaining long term relationships with our clients. We aim to achieve this by adding value to our clients through quality assurance of our service and providing after sale service like continuous maintenance and upkeep.

4. Focus on consistently meeting quality standards

Our Company intends to focus continuously on adhering to the quality standards of the service. This is necessary so as to make sure that we get repeat business from our existing clients. This will also aid us in enhancing our brand value.

COMPETITION

The Industry in which we operate is unorganized and fragmented with many small and medium-sized companies. We face competition from unorganized and scattered event managers and outdoor space seller. We compete with other service provider on the basis of service quality, price and reliability. While these factors are key parameters in client's decisions matrix in availing service, we endeavour to offer the best quality service at economical price.

Due to industry's fragmented and scattered nature, there is no authentic data available to our Company on total industry size and markets share of our Company vis-a-vis the competitors.

MARKETING

The efficiency of the marketing and sales network is critical success factor of our Company. Our success lies in the strength of our relationship with our clients who have been associated with our Company for a long period. Our Marketing team through their vast experience and good rapport with clients owing to timely and quality delivery of service plays an instrumental role in creating and expanding a work platform for our Company.

LAND & PROPERTIES

The Company does not own any land and property in its name.

The following table sets for the properties taken on lease / rent by us:

Sr. No	Location of the property	Document and Date	Lease Rent/ License Fee	Lease/License period	
				From	To
1.	Block No.2 Sukh Shanti, Plot No.65, NS Road No.8, Opposite Punjab National Bank, Juhu Scheme, Vile Parle (West), Mumbai - 400049, Maharashtra, India	Leave and License Agreement between Vijay Thakkar and our Company dated February 01, 2014	Rs. 10,000/- pm	February 01, 2014	December 31, 2014

INTELLECTUAL PROPERTY

Our logo **3rd Rock MULTIMEDIA** is in the process of registration with the Trademark Authorities.

We have applied for the registration of our logo under the Trademark Act and the details of the same is as follows:

Sr. No.	Trademark Name	Provisional Registration No.	Class	Date of Application	Current Status
1	3 rd Rock	2336214	35 and 41	May 23, 2012	Objected

LICENSES

Sr. No	Nature of Registration / License	Registration / License No.	Issuing Authority
1.	Permanent Account Number	AAACZ5809R	Income Tax Department, GoI
2.	Service Tax Registration Certificate	AAACZ5809RSD001	Superintendent, Service Tax
3.	Tax Deduction Account Number	MUMR29761E	Income Tax Department, GoI

LICENSE WHICH HAVE BEEN APPLIED FOR BUT YET NOT BEEN APPROVED/ GRANTED

Application dated September 19, 2014 bearing number 760416339 for registration of the corporate office under the Maharashtra Shops and Establishments Act, 1948.

FINANCIAL INFORMATION

INDEPENDENT AUDITOR'S REPORT

To the Members of 3rd Rock Multimedia Limited

Report on the Financial Statements

We have audited the accompanying financial statements of 3rd Rock Multimedia Limited ("the Company"), which comprise the Balance Sheet as at March 31, 2014 and the Statement of Profit and Loss for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation of these financial statements that give a true and fair view of the financial position, financial performance and cash flows of the Company in accordance with the Accounting Standards referred to in sub-section (3C) of section 211 of the Companies Act, 1956 "the Act"). This responsibility includes the design, implementation and maintenance of internal control relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the Standards on Auditing issued by the Institute of Chartered Accountants of India. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement. An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Company's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of the accounting estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion and to the best of our information and according to the explanations given to us, the financial statements give the information required by the Act in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India:

- (a) in the case of the Balance Sheet, of the state of affairs of the Company as at March 31, 2014
and
- (b) in the case of the Profit and Loss Account, of the profit/ ~~loss~~ for the year ended on that date;

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2003 issued by the Central Government of India in terms of sub-section (4A) of section 227 of the Companies Act, 1956, we enclose in the Annexure a statement on the matters specified in paragraphs 4 & 5 of the said Order.
2. As required by section 227(3) of the Act, we report that:
 - a. we have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit;
 - b. in our opinion proper books of account as required by law have been kept by the Company so far as appears from our examination of those books;
 - c. the Balance Sheet and Statement of Profit and Loss dealt with by this Report are in agreement with the books of account;

- d. In our opinion, the Balance Sheet and Statement of Profit and Loss comply with the Accounting Standards referred to in subsection (3C) of section 211 of the Companies Act, 1956;
- e. on the basis of written representations received from the directors as on March 31, 2014, and taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2014, from being appointed as a director in terms of clause (g) of sub-section (1) of section 274 of the Companies Act, 1956.
- f. Since the Central Government has not issued any notification as to the rate at which the cess is to be paid under section 441A of the Companies Act, 1956 nor has it issued any Rules under the said section, prescribing the manner in which such cess is to be paid, no cess is due and payable by the Company.

For and on behalf of

Place : Mumbai

M/s. J. H. Ghumara
Chartered Accountants

Dated : August 01, 2014

Sd/-

(J.H. Ghumara)
Proprietor
Membership No.- 14320

ANNEXURE REFERRED TO IN THE AUDITORS REPORT

1. In respect of its fixed assets:
 - a. The company has maintained proper records showing full particulars including quantitative details and situation of Fixed Assets held by the company.
 - b. The Company has physically verified the assets during the year. According to the information and explanation given to us no material discrepancies were noticed on such verifications.
 - c. In our opinion and according to the information and explanation given to us, the company has not made any substantial disposal of during the year.
2. In respect of its inventories
 - a. As explained to us the stock of the material has been physically verified during the year by the management.
 - b. In our opinion and according to the information and explanation given to us, the frequency and procedure of the verification is reasonable.
 - c. In our opinion and according to the information and explanation given to us, the company has maintained proper records of its inventories and no material discrepancies were noticed on physical verification.
3. The Company has not taken any loans from companies, firms or other parties in the Register maintained under section 301 of the Companies Act, 1956.
4. In our opinion and according to the information and explanations given to us, there are adequate internal control procedures commensurate with the size of the company and the nature of its business with regard to the purchases of stores, raw-material including components, plant & machinery, equipment and other assets, and for the sale of goods.
5. There are no transactions entered into with the parties in the register maintained under section 301 of the Companies Act, 1956.
6. In our opinion and according to the information and explanations given to us, the company has not accepted any deposits in the contravention with the provisions of Section 58-A of the Companies Act, 1956 and the Companies (Acceptance of deposits rules 1975)
7. The Company is under the process of preparing internal audit system. However the company has an internal control system adequate to the size and nature of the business.
8. The company is not required to maintain Cost Records as required under the provisions of Section 209(1)(d) of the Companies Act, 1956.
9. According to the information and explanations given to us in respect of statutory and other dues:
 - a. There is no undisputed amount payable in respect of the Employees State Insurance and Provident Fund Act.
 - b. The Company has regularly paid the dues with the appropriate authorities during the year.
 - c. There is no disputed amount payable in respect of Income Tax, Sales Tax, Wealth Tax, Custom Duty and Excise Duty which has been remained outstanding as at 31st March 2014 for a period exceeding six months from the date they became payable .
10. The Company has no accumulated losses as at the end of financial year.
11. Based on our audit and on the information and explanations given to us we are of the opinion that the company has not defaulted in the repayments of undisputed dues to the financial institutions, banks and debenture holders.
12. According to the information & explanations given to us, the company has not given any loans or advances on the basis of security by way of pledge of shares, securities and other securities.

13. According to the information and explanations given to us, the company has not taken any loan on the terms and conditions, which are prima facie, prejudicial to the interests of the company
14. The company has kept adequate records of its transactions and contracts in shares, securities, debentures and other investments and timely entries have been made therein, The Shares, Securities, Debenture and other Investments are held in the name of the Company.
15. According to the information and explanations given to us, the company has not availed any term loan from financial institutions; however short-term loans taken from banks applied for the purpose for which the loans were obtained.
16. According to the Cash flow and other records examined by us and the information and explanations given to us, on overall basis funds raised on short term basis have, prima facie, not been used during the year for long term investment and vice versa.
17. The Company has made preferential allotment of 7,00,000 shares at issue price of Rs. 12/- totaling Rs. 84,00,000/- during the year.
18. According to the information and explanations given to us, there is no debenture outstanding for which security to be created.
19. The Company has not raised any money by public issue during the year.
20. To the best of our knowledge and belief and according to the information and explanations given to us, no fraud on or by the company was noticed or reported during the year.

For and on behalf of

Place : Mumbai

M/s. J. H. Ghumara

Dated : August 01, 2014

Sd/-

Chartered Accountants
J.H. Ghumara
Proprietor
Membership No.- 14320

Balance Sheet as on March 31, 2014

Particulars	Note No	Amount in Rs.	
		As at 31.03.2014	As at 31.03.2013
I. EQUITY AND LIABILITIES			
<u>(1) Shareholder's Funds</u>			
(a) Share Capital	3	22,52,37,500	1,00,000
(b) Reserves and Surplus	4	10,526,780	1,59,573
(c) Money received against share warrants		-	-
<u>(2) Share application money pending allotment</u>			
(a) Share Application Money		-	-
<u>(3) Non-Current Liabilities</u>			
(a) Long-term borrowings		-	-
(b) Deferred tax liabilities (Net)	20.2	3,87,541	-
(c) Other Long term liabilities		-	-
(d) Long term provisions		-	-
<u>(4) Current Liabilities</u>			
(a) Short-term borrowings	5	8,10,000	60,000
(b) Trade payables	6	-	62,20,000
(c) Other current liabilities	7	46,61,935	-
(d) Short-term provisions	8	-	8,167
Total		24,16,23,756	65,47,740
II. Assets			
<u>(1) Non-current assets</u>			
<u>(a) Fixed assets</u>	9		
(i) Tangible assets		3,70,11,078	-
(ii) Intangible assets		-	-
(iii) Capital work-in-progress		-	-
(iv) Intangible assets under development		-	-
(b) Non-current investments		-	-
(c) Deferred tax assets (net)		-	-
(d) Long term loans and advances	10	9,39,27,500	-
(e) Other non-current assets		-	-
<u>(2) Current assets</u>			
(a) Current investments		-	-
(b) Inventories		-	-
(c) Trade receivables	11	7,21,24,126	61,63,970
(d) Cash and cash equivalents	12	1,35,29,576	3,83,770
(e) Short-term loans and advances	13	2,50,31,476	-
(f) Other current assets		-	-
Total		24,16,23,756	65,47,740

Profit & Loss as on March 31, 2014

Particulars	Note No	Amount in Rs.	
		As at 31.03.2014	As at 31.03.2013
I. Revenue from operations	14	39,11,49,713	99,27,218
II. Other Income		-	-
III. Total Revenue (I +II)		39,11,49,713	99,27,218
IV. Expenses:			
Direct Expenses	15	36,94,13,529	88,12,967
Employee benefit expense	16	15,43,669	4,03,574
Financial costs	17	13,053	3,180
Depreciation and Amortization Expense	9	21,83,922	-
Other expenses	18	41,47,937	4,76,567
Total Expenses		37,73,02,110	96,96,288
V. Profit before exceptional and extraordinary items and tax.	(III - IV)	1,38,47,603	2,30,930
VI. Exceptional Items		-	-
VII. Profit before extraordinary items and tax (V - VI)		1,38,47,603	2,30,930
VIII. Extraordinary Items		-	-
IX. Profit before tax (VII - VIII)		1,38,47,603	2,30,930
X. Tax expense:			
(1) Current tax		44,92,854	71,357
(2) Deferred tax		3,87,541	0
(3) Income tax Adjustment		-	-
(4) Deferred tax Adjustment		-	-
XI. Profit (Loss) from the operations.	(IX-X)	89,67,208	1,59,573
DISCONTINUING OPERATION			
XII. Profit/(Loss) from discontinuing operations (before tax)		-	-
XIII. Tax expense of discounting operations		-	-
XIV. Profit/(Loss) balance transferred to Balance Sheet. (XII - XIII)		-	-
XV. Profit/(Loss) for the period (XI + XIV)		89,67,208	1,59,573
XVI. Earning per equity share:			
(1) Basic		1.26	15.96
(2) Diluted		1.26	15.96

Cash Flow Statement as on March 31, 2014

Particulars	Note	March 31, 2014	March 31, 2013
		Rupees	Rupees
Cash Flow from/ (used in) Operating Activities			
Net Profit before Tax		1,38,47,603	2,30,930
Adjustments for:			
Depreciation and amortization		21,83,922	-
Provision for doubtful debts & advances		-	-
Miscellaneous expenditure written off		-	-
Interest income		-	-
Interest charges		-	-
Operating Profit before Working Capital Changes		1,60,31,525	2,30,930
Adjustment for changes in Working Capital :			
Increase in trade receivables		(6,59,60,157)	(61,63,970)
Increase in loans & advances		(11,59,27,500)	-
Increase in trade payables & other liabilities		(15,66,232)	62,20,000
Cash Generated from Operations		(16,74,22,364)	2,86,960
Less : Direct tax paid		(75,24,330)	(63,190)
Cash Flow from/ (used in) Operating Activities	[A]	(17,49,46,694)	2,23,770
Cash flow from/ (used in) Investing Activities			
Miscellaneous Expenditure Incurred		-	-
Purchase of fixed assets		(3,91,95,000)	-
Capital advance		-	-
Interest received		-	-
Investment in bank deposits (having original maturity of more than 3 months)		-	-
Cash flow from/ (used in) Investing Activities	[B]	(3,91,95,000)	-
Cash flow from/ (used in) Financing Activities			
Issue of Equity Shares at premium		22,65,37,500	1,00,000
Proceeds from borrowings		7,50,000	60,000
Repayment of borrowings		-	-
Interest paid		-	-
Net cash generated from/ (used in) Financing Activities	[C]	22,72,87,500	1,60,000
Net (Decrease)/ Increase in Cash and Cash equivalents	[A+B+C]	1,31,45,806	3,83,770
Cash and Cash equivalents as at the commencement of the year		3,83,770	-
Cash and Cash equivalents as at the end of the year		1,35,29,576	3,83,770
Net (Decrease)/ Increase in Cash and Cash equivalents		1,31,45,806	3,83,770
Components of cash and cash equivalents as at March 31, 2013	11		
Balances with banks:			
On current accounts		1,27,72,813	2,12,770

Deposits		-	
Cash on hand		7,56,763	1,71,000
		1,35,29,576	3,83,770
Less: Fixed deposits not considered as cash equivalents			
Cash & Cash Equivalents in Cash Flow Statement		1,35,29,576	3,83,770

Notes To And Forming Part Of Balance Sheet And Statement Of Profit And Loss

Note	Particulars
1	Corporate information
	3rd Rock Multimedia Ltd is domiciled in India and incorporated under The Companies Act, 1956. This is the Second year of operation of company. The company is engaged in the business of providing outdoor media solutions and Event Management. Its principal place of business is at 2, Sukh Shanti, Plot No 65, N S Road, Road No 8, Juhu Scheme, Vile Parle West, Mumbai-400049
2	Significant accounting policies
2.1	Basis of accounting and preparation of financial statements
	The financial statements of the Company have been prepared in accordance with the Generally Accepted Accounting Principles in India (Indian GAAP) to comply with the Accounting Standards notified under the Companies (Accounting Standards) Rules, 2006 (as amended) and the relevant provisions of the Companies Act, 1956. The financial statements have been prepared on accrual basis under the historical cost convention. This is the second year of business of the company.
2.2	Depreciation and amortization
	Depreciation has been provided on the WDV method as per the rates prescribed in Schedule XIV to the Companies Act, 1956
2.3	Revenue recognition
	The Company follows accrual method of accounting for all significant items of expenses and income.
2.4	Tangible fixed assets
	Fixed assets are carried at cost less accumulated depreciation and impairment losses, if any. The cost of fixed assets includes interest on borrowings attributable to acquisition of qualifying fixed assets up to the date the asset is ready for its intended use and other incidental expenses incurred up to that date.
2.5	Foreign currency transactions and translations
	Foreign currency translation in respect of revenue items are stated at actual rates transacted and in respect of balance sheet items converted at relevant rates as at the end of the accounting year followed.
2.6	Earnings per share
	Basic earnings per share is computed by dividing the profit / (loss) after tax (including the post tax effect of extraordinary items, if any) by the weighted average number of equity shares outstanding during the year. Diluted earnings per share is computed by dividing the profit / (loss) after tax (including the post tax effect of extraordinary items, if any) as adjusted for dividend, interest and other charges to expense or income relating to the dilutive potential equity shares, by the weighted average number of equity shares considered for deriving basic earnings per share.
2.7	Taxes on income
	a) In the current Period, Provision for Income Tax of Rs. 44,92,854/- is made.
	b) The accumulated net deferred tax liability amounting to Rs. 3,87,541/- arising on account of timing differences for the current year has been credited to the profit and loss account.
	c) The break-up of net deferred tax asset on account of timing difference as at 31st March, 2014 is shown in note 20.2
2.8	Provisions and contingencies
	Provisions (excluding retirement benefits) are not discounted to their present value and are determined based on the best estimate required to settle the obligation at the Balance Sheet date. These are reviewed at each Balance Sheet date and adjusted to reflect the current best estimates. Contingent liabilities are disclosed on the basis of information available with the Company.
2.9	Insurance claims
	Insurance Claims are accounted for on the basis of actual loss assessed, as and when finally settled and received.
2.10	Balances with third parties
	Balances of Sundry Debtors, Creditors, Loans, Deposits, Advances are subject to confirmation reconciliation and adjustments, if any.

2.11	The Revised Schedule VI has become effective from 1 April, 2011 for the preparation of financial statements. This has significantly impacted the disclosure and presentation made in the financial statements. Previous year's figures have been regrouped / reclassified wherever necessary to correspond with the current year's classification / disclosure.
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Notes forming part of Balance Sheet and Profit and Loss Account

Note 3: Share Capital					
	Particulars	March 31, 2014		March 31, 2013	
	Authorized Shares				
	23,000,000 equity shares of Rs. 10/- each (Previous Year 10,000 Equity Shares of Rs. 10/- each)	23,00,00,000		1,00,000	
		23,00,00,000		1,00,000	
	Issued, Subscribed and fully paid-up shares				
	22,523,750 equity shares of Rs. 10/- each (Previous Year 10,000 Equity Shares of Rs.10/- each)	22,52,37,500		1,00,000	
	Total issued, subscribed and fully paid-up share capital	22,52,37,500		1,00,000	
a)	Reconciliation of shares outstanding at the beginning and at the end of the reporting period				
	Equity Shares	March 31, 2014		March 31, 2013	
		<u>No. of Shares</u>	<u>Amount</u>	<u>No. of Shares</u>	<u>Amount</u>
	At the beginning of the period	10,000	1,00,000		
	Issued during the period - Initial Allotment	2,25,13,750	22,51,37,500	10,000	1,00,000
	Outstanding at the end of the period	2,25,23,750	22,52,37,500	10,000	1,00,000
b)	Details of Shareholders holding more than 5% shares in the Company				
		March 31, 2014		March 31, 2013	
		<u>No. of Shares</u>	<u>% holding in the class</u>	<u>No. of Shares</u>	<u>% holding in the class</u>
	Equity shares of Rs. 10 each fully paid				
	Harvinder Singh Suri	-	-	4,000	40.00%
	Pooja Jhunjunwala			3,000	30.00%
	Ritu Minocha			3,000	30.00%
	RMB TradeLinks Private Limited	18,50,000	8.14%	-	-
c)	Share Application money				
	Equity Shares	March 31, 2014		March 31, 2013	
		<u>No. of Shares</u>	<u>Amount (Rs.)</u>	<u>No. of Shares</u>	<u>Amount (Rs.)</u>
	At the beginning of the period	-	-	-	-
	Application money received during the period	2,25,13,750	22,51,37,500	-	-
	Issued during the period - Preferential allotment	22,513,750	22,51,37,500		
	Outstanding at the end of the period				
	As per records of the company, including its register of shareholders/members and other declarations received from shareholders regarding beneficial interest, the above shareholding represents both legal and beneficial ownership of shares.				
Note 4: Reserves and Surplus					
		March 31, 2014		March 31, 2013	

	Securities Premium		14,00,000		
	Profit and Loss Account				
	Opening Balance	1,59,573			
	Transferred from Statement of Profit and Loss	89,67,208	91,26,780	1,59,573	1,59,573
	TOTAL		1,05,26,780		1,59,573
Note 5: Short Term Borrowings					
		March 31, 2014		March 31, 2013	
	(a) Loans and Advances from Related Parties (refer note 20.1)				
	Unsecured		2,10,000		60,000
	(d) Other loans and advances				
	Unsecured		6,00,000		
	TOTAL		8,10,000		60,000
Note 6 Trade Payables					
		March 31, 2014		March 31, 2013	
	Sundry Creditors		-		62,20,000
	TOTAL		-		62,20,000
Note 7 Other Current Liabilities					
		March 31, 2014		March 31, 2013	
	Statutory dues-TDS payable		15,20,088		-
	Advances from Customers		3,141,847		-
	TOTAL		46,61,935		
Note 8: Short Term Provisions					
		March 31, 2014		March 31, 2013	
	Income Tax Payable for FY12-13		-		8,167
	TOTAL		15,20,088		8,167
Note 10: Long-term Loans and Advances					
		March 31, 2014		March 31, 2013	
	Business advances		9,39,27,500		-
	Unsecured, Considered good				
	Total		9,39,27,500		-
Loans and advances due by directors or other officers, etc.					
		March 31, 2014		March 31, 2013	
	Business Advances include				
	Dues from Directors		-		-
	Other officers of the Company*		-		-
	Firms in which any director is a partner (give details per firm)		-		-
	Private companies in which any director is a director or member (give details per company)		-		-
Note 11 Trade receivables					
	Particulars	March 31, 2014		March 31, 2013	
	Other Trade receivables				
	Unsecured, considered good		7,21,24,126		61,63,970
	Total		7,21,24,126		61,63,970
Note 12: Cash and bank balances					
		March 31, 2014		March 31, 2013	
	Cash and cash equivalents				
	Balances with banks:				
	On current accounts		1,27,72,813		2,12,770

	Cash on hand	7,56,763	1,71,000
	TOTAL	1,35,29,576	3,83,770
Note 13: Short Term Loans & Advances			
		March 31, 2014	March 31, 2013
	(a) Prepaid expenses - Unsecured, considered good	2,20,00,000	-
	(b) Balances with Government Authorities Unsecured, Considered Good		
	(i) TDS Credit Receivable (net of Provisions Rs. 44,92,854/-)	30,31,476	-
	(c) Share Capital Receivable	15,00,000	-
	TOTAL	2,50,31,476	-
Note 14 Revenue from Operations			
		March 31, 2014	March 31, 2013
	Sales of service – outdoor Media Solutions	39,11,49,713	99,27,218
	TOTAL	39,11,49,713	99,27,218
Note 15: Direct Expenses			
		March 31, 2014	March 31, 2013
	Purchases of Service – Outdoor Media Solutions	36,94,13,529	88,12,967
	TOTAL	36,94,13,529	88,12,967
Note 15: Employee costs			
		March 31, 2014	March 31, 2013
	Salary	13,65,769	4,03,574
	Staff Welfare	1,77,900	-
	TOTAL	15,43,669	4,03,574
Note 16: Finance Costs			
		March 31, 2014	March 31, 2013
	Bank Charges	12,684	3,180
	Interest on late payment of tax	370	-
	TOTAL	13,053	3,180
Note 17: Other Expenses			
		March 31, 2014	March 31, 2013
	Other office & administration expenses		
	Electricity Expenses	75,360	21,341
	Legal & Professional charges	1,85,000	
	Depository Charges	40,451	
	ROC Expenses	15,14,714	
	Sundry Expenses	15,65,699	4,55,226
	Books & Periodicals	41,000	
	Conveyance	1,24,719	
	Telephone Expenses	40,176	
	Transaction Charges	2,463	
	Sales Promotion Exps	55,700	
	Printing & Stationery	86,655	
	Repairs & Maintenance	44,800	
	Office Rent	3,00,000	
	Website Expenses	71,200	
	Payment to Auditors:		
	As auditors- Statutory Audit	-	
	Legal & professional charges	-	
	TOTAL	41,47,937	4,76,567
Note 18: Earnings Per Equity Share			

		March 31, 2014	March 31, 2013
	Net Profit available for equity shareholders (Numerator used for calculation)	89,67,208	1,59,573
	Weighted Average No. of equity shares (Used as denominator for calculating EPS)	71,21,061	10,000
	Basic and Diluted Earnings per share (Rs.) (Equity Share of face value of Rs. 10 each)	1.26	15.96

Note 9 Fixed assets

A	Tangible assets	Gross block				Accumulated depreciation and impairment				Net block	
		Balance as at 1 April, 2013	Additions	Disposals	Balance as at 31 March, 2014	Balance as at 1 April, 2013	Depreciation / amortization expense for the year	Eliminated on disposal of assets	Balance as at 31 March, 2014	Balance as at 31 March, 2014	Balance as at 31 March, 2013
		Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs	Rs
	(a) Plant & Machinery	-	3,91,95,000		3,91,95,000	-	21,83,922	-	21,83,922	3,70,11,078	-
	Total	-	3,91,95,000	-	3,91,95,000	-	21,83,922	-	21,83,922	3,70,11,078	-
	Previous Year	-	-	-	-	-	-	-	-	-	-

Note Related Party Transaction

Note	Particulars			
20.1	Related party transactions			
20.1.a	Details of related parties:			
	Description of relationship	Names of related parties		
	Key Management Personnel (KMP)	Mr. Harvinder Suri – Director		
		Ms. Pooja Jhunjunwala- Director		
		Mrs. Ritu Minocha- Director		
		Ms. Archana Gandhi- Director		
		Mr. Gautam Shah – Director		
	Relatives of KMP	1. Tarana Advertising & Marketing Private Limited - Co in which Mr. Harvinder Suri, Ms. Pooja Jhunjunwala and Ms. Ritu Minocha (KMP) has significant influence		
		2. Nimeesha Trading Private Limited- Co in which Mr. Harvinder Suri, Ms. Pooja Jhunjunwala and Ms. Ritu Minocha (KMP) has significant influence		
		3. RMB Media Private Limited- Co in which Mrs. Ritu Minocha (KMP) has significant influence		
	Note: Related parties have been identified by the Management.			
	Details of related party transactions during the year ended 31 March, 2014 and balances outstanding as at 31 March, 2014:			
20.1.b		Harvinder Singh Suri	RMB Media Private Limited	Total
	Purchase of Goods	-	-	-
		(0)	(200000)	(200000)
	Sale of Goods	-	-	-
		(0)	(0)	(0)
	Finance (including loans and equity contributions in cash or in kind)- Loans (liability)	150000	0	150000
		(60000)	(0)	(60000)
	<u>Balances outstanding at the end of the year</u>			
	Trade Receivables	-	-	-
		(0)	(200000)	(200000)
	Borrowings	210000	-	210000
		(60000)	(0)	(60000)

Note:- Figures in bracket represent amount of previous year

Note Disclosure under Accounting Standards

Note	Particulars	As at March 31, 2014	As at March 31, 2013
		Rs.	Rs.
20.2	Deferred Tax (Liability)/asset	-	-
	<u>Tax effect of items constituting deferred tax liability</u>		
	On difference between book balance and tax balance of fixed assets		

	Tax effect of items constituting deferred tax liability	-	-
	On difference between book balance and tax balance of fixed assets	(3,87,541)	-
	Tax effect of items constituting deferred tax asset	(3,87,541)	-
	Net deferred Tax (Liability)/asset	(3,87,541)	-
	The Company has recognized deferred tax asset on unabsorbed depreciation to the extent of the corresponding deferred tax liability on the difference between the book balance and the written down value of fixed assets under income tax (or) the Company has recognized deferred tax asset on unabsorbed depreciation and brought forward business losses based on management's estimates of future profits considering the norm cancellable customer orders received by the Company.		

CAPITAL STRUCTURE

I. The share capital of our Company as on date of this Draft Information Document is set forth below:

(Rs. In Lakhs except share data)

Particulars	Aggregate Nominal Value
AUTHORISED SHARE CAPITAL	
2,30,00,000 Equity Shares of Rs10/- each	2,300.00
ISSUED, SUBSCRIBED AND PAID UP SHARE CAPITAL	
2,25,23,750 fully paid up Equity Shares of Rs. 10/- each	2,252.37
SECURITIES PREMIUM ACCOUNT	14.00

All Equity Shares of the Company are fully paid up.

Listing of the shares is being made in terms of Chapter XC of SEBI ICDR Regulations.

II. Equity Share Capital History:

Date of issue allotment of Shares	No. of Equity Shares Issued	Face value (Rs)	Issue price (Rs.)	Consideration (cash, bonus, consideration other than cash)	Nature of allotment (Bonus, Swap etc.)	Cumulative no. of Equity Shares	Cumulative paid-up share capital (Rs.)	Cumulative share premium (Rs.)
May 09, 2012	10,000	10	10	Cash	Initial subscription to MoA	10,000	1,00,000	Nil
July 24, 2013	40,000	10	10	Cash	Further Allotment	50,000	5,00,000	Nil
August 17, 2013	60,950	10	10	Cash	Further Allotment	1,10,950	11,09,500	Nil
August 21, 2013	2,50,000	10	10	Cash	Further Allotment	3,60,950	36,09,500	Nil
August 29, 2013	87,500	10	10	Cash	Further Allotment	4,48,450	44,84,500	Nil
September 02, 2013	70,000	10	10	Cash	Further Allotment	5,18,450	51,84,500	Nil
September 03, 2013	1,15,000	10	10	Cash	Further Allotment	6,33,450	63,34,500	Nil
September 10, 2013	2,10,000	10	10	Cash	Further Allotment	8,43,450	84,34,500	Nil
September 20, 2013	1,80,000	10	10	Cash	Further Allotment	9,88,450	98,84,500	Nil
September 23, 2013	3,00,000	10	10	Cash	Further Allotment	12,88,450	1,28,84,500	Nil
September 24, 2013	45,000	10	10	Cash	Further Allotment	13,33,450	1,33,34,500	Nil
September 25, 2013	1,60,000	10	10	Cash	Further Allotment	14,93,450	1,49,34,500	Nil
September 26, 2013'	80,000	10	10	Cash	Further Allotment	15,73,450	1,57,34,500	Nil
October 03, 2013	1,80,000	10	10	Cash	Further Allotment	17,53,450	1,75,34,500	Nil
October 08, 2013	80,000	10	10	Cash	Further Allotment	18,33,450	1,83,34,500	Nil
October 11, 2013	3,39,000	10	10	Cash	Further Allotment	21,72,450	2,17,24,500	Nil

Date of issue allotment of Shares	No. of Equity Shares Issued	Face value (Rs)	Issue price (Rs.)	Consideration (cash, bonus, consideration other than cash)	Nature of allotment (Bonus, Swap etc.)	Cumulative no. of Equity Shares	Cumulative paid-up share capital (Rs.)	Cumulative share premium (Rs.)
October 12, 2013	1,24,500	10	10	Cash	Further Allotment	22,96,950	2,29,69,500	Nil
October 17, 2013	11,32,500	10	10	Cash	Further Allotment	34,29,450	3,42,94,500	Nil
October 19, 2013	6,35,000	10	10	Cash	Further Allotment	40,64,450	4,06,44,500	Nil
October 21, 2013	1,72,000	10	10	Cash	Further Allotment	42,36,450	4,23,64,500	Nil
October 22, 2013	3,38,500	10	10	Cash	Further Allotment	45,74,950	4,57,49,500	Nil
October 24, 2013	2,05,000	10	10	Cash	Further Allotment	47,79,950	4,77,99,500	Nil
October 26, 2013	4,20,000	10	10	Cash	Further Allotment	51,99,950	5,19,99,500	Nil
October 30, 2013	1,70,000	10	10	Cash	Further Allotment	53,69,950	5,36,99,500	Nil
November 11, 2013	4,64,000	10	10	Cash	Further Allotment	58,33,950	5,83,39,500	Nil
November 16, 2013	3,22,500	10	10	Cash	Further Allotment	61,56,450	6,15,64,500	Nil
November 23, 2013	7,27,500	10	10	Cash	Further Allotment	68,83,950	6,88,39,500	Nil
November 25, 2013	8,94,000	10	10	Cash	Further Allotment	77,77,950	7,77,79,500	Nil
November 26, 2013	6,10,000	10	10	Cash	Further Allotment	83,87,950	8,38,79,500	Nil
November 27, 2013	7,95,000	10	10	Cash	Further Allotment	91,82,950	9,18,29,500	Nil
November 29, 2013	16,10,000	10	10	Cash	Further Allotment	1,07,92,950	10,79,29,500	Nil
December 02, 2013	11,40,000	10	10	Cash	Further Allotment	1,19,32,950	11,93,29,500	Nil
December 03, 2013	13,45,000	10	10	Cash	Further Allotment	1,32,77,950	13,27,79,500	Nil

Date of issue allotment of Shares	No. of Equity Shares Issued	Face value (Rs)	Issue price (Rs.)	Consideration (cash, bonus, consideration other than cash)	Nature of allotment (Bonus, Swap etc.)	Cumulative no. of Equity Shares	Cumulative paid-up share capital (Rs.)	Cumulative share premium (Rs.)
December 04, 2013	6,02,500	10	10	Cash	Further Allotment	1,38,80,450	13,88,04,500	Nil
December 06, 2013	4,10,000	10	10	Cash	Further Allotment	1,42,90,450	14,29,04,500	Nil
December 10, 2013	4,50,000	10	10	Cash	Further Allotment	1,47,40,450	14,74,04,500	Nil
December 20, 2013	6,35,000	10	10	Cash	Further Allotment	1,53,95,450	15,39,54,500	Nil
December 30, 2013	8,48,300	10	10	Cash	Further Allotment	1,62,43,750	16,24,37,500	Nil
February 28, 2014	55,80,000	10	10	Cash	Further Allotment	2,18,23,750	21,82,37,500	Nil
March 31, 2014	7,00,000	10	12	Cash	Further Allotment	2,25,23,750	22,52,37,500	14,00,000

III. Details of build-up of shareholding of the Promoters

Date of Allotment/ Transfer	No. of Equity Shares	Face value per Share (Rs.)	Issue / Acquisition/Transfer price (Rs.)*	Nature of Transactions	Consideration (cash/other than cash)	% of Issued Capital
Mr. Harvinder Singh Suri						
May 09, 2012	5,000	10	10	Subscription to MoA	Cash	0.02%
January 03, 2013	(1,000)	10	10	Transfer	Cash	0.00%
July 24, 2013	20,000	10	10	further allotment	Cash	0.09%
February 28, 2014	7,00,000	10	10	further allotment	Cash	3.11%
Total	7,24,000					3.21%

*Cost of acquisition excludes Stamp Duty

Date of Allotment/ Transfer	No. of Equity Shares	Face value per Share (Rs.)	Issue / Acquisition/Transfer price (Rs.)*	Nature of Transactions	Consideration (cash/other than cash)	% of Issued Capital
Mrs. Ritu Minocha						
January 03, 2013	500	10	10	Transfer	Cash	0.00%
January 03, 2013	2,500	10	10	Transfer	Cash	0.01%
August 02, 2013	19,500	10	10	Transfer	Cash	0.09%
November 23, 2013	400,000	10	10	further allotment	Cash	1.78%
February 28, 2014	3,00,000	10	10	further allotment	Cash	1.33%
Total	7,22,500					3.21%

*Cost of acquisition excludes Stamp Duty

Date of Allotment/ Transfer	No. of Equity Shares	Face value per Share (Rs.)	Issue / Acquisition/Transfer price (Rs.)*	Nature of Transactions	Consideration (cash/other than cash)	% of Issued Capital
Ms. Pooja Jhunjunwala						
January 03, 2013	500	10	10	Transfer	Cash	0.00%
January 03, 2013	2,500	10	10	Transfer	Cash	0.01%
February 28, 2014	7,20,000	10	10	further allotment	Cash	3.20%
Total	7,23,000					3.21%

*Cost of acquisition excludes Stamp Duty

Date of Allotment/ Transfer	No. of Equity Shares	Face value per Share (Rs.)	Issue / Acquisition/Transfer price (Rs.)*	Nature of Transactions	Consideration (cash/other than cash)	% of Issued Capital
RMB TradeLinks Private Limited						

February 28, 2014	21,70,000	10	10	further allotment	Cash	9.63%
Total	21,70,000					9.36%

**Cost of acquisition excludes Stamp Duty*

Date of Allotment/ Transfer	No. of Equity Shares	Face value per Share (Rs.)	Issue / Acquisition/Transfer price (Rs.)*	Nature of Transactions	Consideration (cash/other than cash)	% of Issued Capital
Tarana Advertising and Marketing Private Limited						
February 28, 2014	5,00,000	10	10	further allotment	Cash	2.22%
Total	5,00,000					2.22%

**Cost of acquisition excludes Stamp Duty*

Date of Allotment/ Transfer	No. of Equity Shares	Face value per Share (Rs.)	Issue / Acquisition/Transfer price (Rs.)*	Nature of Transactions	Consideration (cash/other than cash)	% of Issued Capital
Nimeesha Trading Private Limited						
February 28, 2014	5,00,000	10	10	further allotment	Cash	2.22%
Total	5,00,000					2.22%

**Cost of acquisition excludes Stamp Duty*

Date of Allotment/ Transfer	No. of Equity Shares	Face value per Share (Rs.)	Issue / Acquisition/Transfer price (Rs.)*	Nature of Transactions	Consideration (cash/other than cash)	% of Issued Capital
Atherstone Public Relations Limited						
February 28, 2014	5,50,000	10	10	further allotment	Cash	2.44%
Total	5,50,000					2.44%

**Cost of acquisition excludes Stamp Duty*

IV. Our shareholding pattern

The table below represents the shareholding pattern of our Company in accordance with clause 34 of the Listing Agreement, as on the date of this Draft Listing Agreement:

1.1. Statement showing Share Holding Pattern of 3rd Rock Multimedia Limited as per clause 34 of Listing on Institutional Trading Platform

Category Code	Category of shareholder	No. of shareholders	Total numbers of shares	Number of shares held in dematerialized form	Total shareholding as a % of total number of shares	Shares pledged or otherwise encumbered	
					As a percentage of (A+B)	Number of shares	As a Percentage
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)
(A)	Promoter and Promoter Group						
-1	Indian						
(a)	Individuals/Hindu Undivided Family	3	21,69,500	3,00,000	9.63%	NA	NA
(b)	Central Government/State Government(s)	NA	NA	NA	NA	NA	NA
(c)	Bodies Corporate	4	37,20,000	0	16.52%	NA	NA
(d)	Financial Institutions/Banks	NA	NA	NA	NA	NA	NA
(e)	Any other (Specify)	NA	NA	NA	NA	NA	NA
	SUB TOTAL (A)(1)	7	58,89,500	3,00,000	26.15%	NA	NA
-2	Foreign						
(a)	Individuals (Non-Resident Individuals/Foreign Individuals)	NA	NA	NA	NA	NA	NA

Category Code	Category of shareholder	No. of shareholders	Total numbers of shares	Number of shares held in dematerialized form	Total shareholding as a % of total number of shares	Shares pledged or otherwise encumbered	
					As a percentage of (A+B)	Number of shares	As a Percentage
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)
(b)	Bodies Corporate	NA	NA	NA	NA	NA	NA
(c)	Institutions	NA	NA	NA	NA	NA	NA
(d)	Qualified Foreign Investors	NA	NA	NA	NA	NA	NA
(e)	Any other (Specify)	NA	NA	NA	NA	NA	NA
	SUB TOTAL (A)(2)	NA	NA	NA	NA	NA	NA
	Total Shareholding of Promoter and Promoter Group (A)=(A)(1)+(A)(2)	7	58,89,500	3,00,000	26.15%	NA	NA
(B)	Public shareholding						
-1	Institutions						
(a)	Mutual Funds/UTI	NA	NA	NA	NA	NA	NA
(b)	Financial Institutions/Banks	NA	NA	NA	NA	NA	NA
(c)	Central Government/State Government(s)	NA	NA	NA	NA	NA	NA
(d)	Alternative Investment Funds / Venture Capital Fund	NA	NA	NA	NA	NA	NA
(e)	Insurance Companies	NA	NA	NA	NA	NA	NA
(f)	Foreign Institutional Investors	NA	NA	NA	NA	NA	NA
(g)	Foreign Venture Capital Investors	NA	NA	NA	NA	NA	NA

Category Code	Category of shareholder	No. of shareholders	Total numbers of shares	Number of shares held in dematerialized form	Total shareholding as a % of total number of shares	Shares pledged or otherwise encumbered	
					As a percentage of (A+B)	Number of shares	As a Percentage
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)
(h)	Qualified Foreign Investor	NA	NA	NA	NA	NA	NA
(i)	Any other -Merchant Banker	1	7,00,000	0	3.11%	NA	NA
	SUB TOTAL (B) (1)	1	7,00,000	0	3.11%	NA	NA
-2	Non-Institutions						
(a)	Bodies Corporate	1	40,000	40,000	0.29%	NA	NA
(b)	Individuals	534	1,58,94,250	1,39,24,000	70.57%	NA	NA
(c)	Qualified Foreign Investor	NA	NA	NA	NA	NA	NA
(d)	Any other (Specify)	NA	NA	NA	NA	NA	NA
	SUB TOTAL (B) (2)	535	1,59,34,250	1,39,64,000	70.74%	NA	NA
	Total Public Shareholding (B)=(B)(1)+(B)(2)	536	1,66,34,250	1,39,64,000	73.85%	NA	NA
	TOTAL (A)+(B)	543	2,25,23,750	1,39,64,000	100.00%	NA	NA

1.2. Statement showing Shareholding of persons belonging to the category “Promoter and Promoter Group” Shareholding of our Promoter and Promoter Group

The table below presents the current shareholding pattern of our Promoter and Promoter Group (individuals and companies).

Sr. No.	Name of Shareholder	Details of Shares Held		Shares pledged or otherwise encumbered (*)			Details of warrants		Details of convertible securities		Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital
		No. of Shares Held	As a % of grand total (A) + (B) + (C)	No.	As a percentage	As a % of grand total (A) + (B) + (C) of sub clause 1.1	Number of warrants held	As a % total number of warrants of the same class	Number of convertible securities held	As a % total number of warrants of the same class	
	Promoter										
1	Harvinder Singh Suri	7,24,000	3.21%	0	0	0	0	0	0	0.00	7,24,000
2	Pooja Jhunjunwala	7,23,000	3.21%	0	0	0	0	0	0	0.00	7,23,000
3	Ritu Minocha	7,22,500	3.21%	0	0	0	0	0	0	0.00	7,22,500
4	RMB TradeLinks Private Limited	21,70,000	9.63%	0	0	0	0	0	0	0.00	21,70,000
5	Tarana Advertising & Marketing Private Limited	5,00,000	2.22%	0	0	0	0	0	0	0.00	5,00,000
6	Nimeesha Trading Private Limited	5,00,000	2.22%	0	0	0	0	0	0	0.00	5,00,000
7	Atherstone Public Relations Limited	5,50,000	2.44%	0	0	0	0	0	0	0.00	5,50,000
	Total	58,89,500	26.15%	0	0	0	0	0	0	0.00	58,89,500

1.3. Statement showing Shareholding of persons belonging to the category “Public” and holding more than 1 % of the total number of shares

Sr. No.	Name of the Shareholder	No. of Shares	Shares as a percentage of total number of shares i.e., Grand Total (A)+(B)+(C) indicated in Statement at para 1.1 above}
1	Chandubhai Jadavbhai Korat	7,50,000	3.33%
2	Shivlal Shamjibhai Ponkia	7,50,000	3.33%
3	Gordhanbhai Ranchhodhbhai Asodaria	7,19,000	3.19%
4	Pantomath Capital Advisors Private Limited	7,00,000	3.11%
5	Kalubhai Mohanbhai Zalavadiya	5,00,000	2.22%
6	Rekhaben Chandrakantbhai Korat	5,00,000	2.22%
7	Shardaben Gordhanbhai Assodaria	5,00,000	2.22%
8	Sharmishthaben S Ponkia	5,00,000	2.22%
9	Mrugesh Kalubhai Zalavadiya	4,00,000	1.78%
10	Chimanbhai Jadavbhai Korat	2,50,000	1.11%
11	Hiteshbhai Bhanubhai Ponkia	2,50,000	1.11%
12	Pavel Garg	2,50,000	1.11%
13	Radhika H. Ponkia	2,50,000	1.11%
	Total	63,19,000	28.06%

1.4. Statement showing details of locked-in shares

Sr. No.	Name of the Shareholder	No. of locked-in Shares	Locked-in Shares as a percentage of total number of shares i.e., Grand Total (A)+(B)+(C) indicated in Statement at para 1.1 above}
Promoters			
1	Harvinder Singh Suri	7,24,000	3.21%
2	Pooja Jhunjunwala	4,22,500	1.88%
3	Ritu Minocha	2,23,000	0.99%
4	RMB TradeLinks Private Limited	21,70,000	9.63%
5	Tarana Advertising & Marketing Private Limited	5,00,000	2.22%
6	Nimeesha Trading Private Limited	5,00,000	2.22%
7	Atherstone Public Relations Ltd	-	-
	Sub-Total	45,39,500	20.15%
Investing Merchant Banker			
8	Pantomath Capital Advisors Private Limited	7,00,000	3.11%
	Total	52,39,500	23.26%

1. Statement showing details of Depository Receipts (DRs)

Sr. No	Type of outstanding DR (ADRs, GDRs, SDrs, etc.)	Number of outstanding DRs	Number of shares underlying outstanding DRs	Shares underlying DRs as a percentage of total number of shares (i.e Grand Total (A)+(B)+(C) indicated in Statement 1.1 above)
NIL	NIL	NIL	NIL	NIL

Statement showing details of Depository Receipts (DRs), where underlying shares are in excess of 1% of the total number

Sr. No	Type of outstanding DR (ADRs, GDRs, SDrs, etc.)	Number of outstanding DRs	Number of shares underlying outstanding DRs	Shares underlying DRs as a percentage of total number of shares (i.e Grand Total (A)+(B)+(C) indicated in Statement 1.1 above)
NIL	NIL	NIL	NIL	NIL

DESCRIPTION OF PROPERTY

Descriptions of Properties of Our Company are set forth below:

We operate from our Registered Office which is situated at Block No.2 Sukh Shanti, Plot No.65, NS Road No.8, Opposite Punjab National Bank, Juhu Scheme, Vile Parle (West), Mumbai - 400049, India, which is a leasehold premise for a period of 11 months.

Sr. No	Location of the property	Document and Date	Lease Rent/ License Fee	Lease/License period	
				From	To
1.	Block No.2 Sukh Shanti, Plot No.65, NS Road No.8, Opposite Punjab National Bank, Juhu Scheme, Vile Parle (West), Mumbai - 400049, India	Leave and License Agreement between Vijay Thakkar and the Company dated February 01, 2014	Rs. 10,000/- pm	February 01, 2014	December 31, 2014


Our Company does not own any Immovable property in its name. Further, we hereby confirm that the aforesaid property have not been acquired from the related parties.

Fixed Assets

Sr. No	Particulars of the asset	Location of the asset	Cost of the Asset
1.	Metal Framework	Goregaon	42,99,000
2.	Metal Framework	Malad East	45,00,000
3.	Metal Framework	Sion	40,00,000
4.	Metal Framework	Juhu	42,50,000

Intellectual Property



Our logo  is in the process of registration with the Trademark Authorities.

We have applied for the registration of our logo under the Trademark Act and the details of same are as follows:

Sr. No.	Trademark Name	Application number	Class	Date of Application	Current Status
1	3 rd Rock	2336214	35 and 41	May 23, 2012	Objected

SECTION II - RISK FACTORS

An investment in Equity Shares involves a high degree of risk. You should carefully consider all the information in this Draft Information Document, including the risks and uncertainties described below, before making an investment in our Equity Shares. In making an investment decision, prospective investors must rely on their own examination of our Company and the terms of this offer including the merits and risks involved. Any potential investor in, and subscriber of, the Equity Shares should also pay particular attention to the fact that we are governed in India by a legal and regulatory environment in which some material respects may be different from that which prevails in other countries. The risks and uncertainties described in this section are not the only risks and uncertainties we currently face. Additional risks and uncertainties not known to us or that we currently deem immaterial may also have an adverse effect on our business. If any of the following risks, or other risks that are not currently known or are now deemed immaterial, actually occur, our business, results of operations and financial condition could suffer, the price of our Equity Shares could decline, and you may lose all or part of your investment. Additionally, our business operations could also be affected by additional factors that are not presently known to us or that we currently consider as immaterial to our operations.

Unless otherwise stated in the relevant risk factors set forth below, we are not in a position to specify or quantify the financial or other implications of any of the risks mentioned herein. To obtain a better understanding, you should read this section in conjunction with the chapters titled “Our Business” beginning on page 21, “Our Industry” beginning on page 13 of this Draft Information Document as well as other financial information contained herein.

INTERNAL RISK FACTORS

- 1. We have a very limited operating history, which may make it difficult for investors to evaluate our historical performance or future prospects.***


Our Company was incorporated on May 9, 2012 and our first financials were drawn as on March 31, 2013 and 2014. Thus we have a very limited operating history from which you can evaluate our business, future prospects and viability. We and our Promoters, viz. Ritu Minocha and Pooja Jhunjunwala may not have sufficient experience to address the risks frequently encountered by early stage companies, including our ability to acquire and retain customers or maintain adequate control of our costs and expenses. As a result, our future revenue and profitability are difficult to estimate and could fluctuate significantly and, as a result, the price of our Equity Shares may be volatile.

- 2. We do not own the Registered Office from which we operate.***


We do not own the premises where our Registered Office is located. We have acquired the premises pursuant to a leave and license agreement, which is valid for a period of 11 months from February 01, 2014 upto December 31, 2014. The license fee payable under this agreement is Rs. 10,000 per month. If this agreement is terminated by the licensor or we are required to vacate the premises, we may have to identify other premises to relocate our Registered Office, which could disrupt our business operations. This leave and license agreement is not registered. Any adverse impact on the title/ownership rights of the licensor, from whose premises we operate our Registered Office, may impede our Company’s operations. Further, we cannot assure that we will be able to obtain alternate premises on terms favourable to us, which may also adversely affect our financial condition.

- 3. Our Corporate Promoters is engaged in similar line of business to that of our Company and this could lead to a potential conflict of interest.***

Our Corporate Promoters is engaged in the similar business to that of our Company’s business. Currently we do not have any non-compete agreement/arrangement with our Corporate Promoters. Such a conflict of interest may have adverse effect on our business and growth.

4. ***We have applied for and are still awaiting registration of our logo, “” and any infringement of such intellectual property may affect our reputation, goodwill, business and our results of operations.***

We believe that the primary factors in influencing customers to select our services is the ability to differentiate ourselves from competitors by our brand-based marketing strategies which is a key factor in attracting customers. We have made an application bearing application number 2336214 for registration of our logo

 on May 23, 2012 under the Trade Marks Act, 1999 and the same has been objected by the Trade Marks Registry, Mumbai. The brand “3rd Rock” is also being used by other entities and hence the trademark is objected. There can be no assurance that our trade mark applications will be accepted and the trade marks will be registered. Further, our applications for the registration of certain trademarks may be opposed by third parties and any litigation to protect the trademark and the associated logo may require significant resources and expenditure. In the event we are not able to obtain registrations or if any injunctive or other adverse order is issued against us in respect of any such trademarks for which we have applied for registration, we may not be able to prevent infringement of such trademarks and a passing off action may not provide sufficient protection. Any failure to protect or loss of the rights to use the trademark and the associated logo may affect our reputation, goodwill, business and our results of operations.

5. ***Intensive preparatory works and advanced cash payment are required for organizing exhibitions.***

In preparation for an event, our Company carries out various stages of intensive preparatory activities in cooperation with the trade bodies / industry associations, event venue and service providers and other intermediaries of the event industry. More importantly, significant expenses have to be incurred by us for booking of venue, which usually requires a non-refundable deposit to be made upfront for the booking. In the event that the proposed event fails to materialize as intended our business operations, financial resources may be adversely affected.

6. ***Our Company has filed few forms with the RoC with incorrect attachments in the past.***

We have filed a few RoC forms with incorrect attachments in the past. Such actions can render us to penalties imposed by the regulatory authorities. Our Company is in the process of setting up a system to ensure that requisite filings are done with the requisite timeline.

7. ***We have reported negative cash flows from our operating and investing activities.***

Our Company has reported negative cash flows in the previous year from our operating and investing activities. The detailed break up of cash flows is summarized in below mentioned table and our Company has reported negative cash flow in certain financial years and which could affect our business and growth:

(Rs. in lacs)

Particulars	FY 2014	FY 2013
Net Cash flow from Operative Activities	(1749.46)	2.24
Net Cash Flow from investing Activities	(391.95)	0.00
Net Cash Flow from Financing Activities	2272.88	1.60
Net Cash Flow for the Year	131.47	3.84

Cash flow of a company is a key indicator to show the extent of cash generated from operations to meet its capital expenditure, pay dividends, repay loans and make new investments without raising finance from external resources. If we are not able to generate sufficient cash flow, it may adversely affect our business and financial condition.

8. ***Timely availability of venue space to conduct our exhibitions and competition in relation to organizers and other events including common wealth games.***

Any clash of dates with other major events occurring during the same period as our Event may lead to various infrastructure bottlenecks, the major one being non availability of venue or cancellation or postponement of the dates of our events, even after booking the same, well in advance.

If our competitors were to increase the number of events they conduct or if the dates coincide, while the number of venues remained static, it would be more difficult for us to conduct our events if we have not planned well in advance our dates of events. Failure to conduct such events during peak periods could cause us to miss potentially higher revenues, which could have a material adverse effect on our business, prospects, financial condition and results of operations.

9. *We depend on third party vendors for services, any disruption, deficiency in service or unexpected increase in cost of which could adversely affect our business and results of operations.*

We depend on third party vendors and suppliers and artists for a number of services and products, including live entertainment performances, security and maintenance of the events. We expect our reliance on these third party vendors to continue to increase as we launch new attractions and new events.

In certain instances, disagreements may arise between our Company and our third party service providers, including artists, service and support staff which may result in delay or non-occurrence of some of our events or activities. These third parties may experience disruptions, provide reduced manpower, lower quality service or increase the prices of their products or services for a number of reasons that are beyond our control.

As a result, we cannot be certain that we will continue to receive satisfactory services on acceptable terms or at all. Should we experience a disruption in the supply, or quality, of these services or if such contracts for services expire, we may not be able to find a replacement artists, staff or equipment and deliver to our clients, as the case may be, in a timely fashion, on reasonable terms or at all, which could require us to discontinue aspects of the experience at events or incur additional costs in developing those ourselves. This may adversely affect our business and results of operations.

10. *We have entered into certain related party transactions and may continue to do so.*

We have entered into related party transactions with our Promoters, Group Company, Directors. While we believe that all such transactions have been conducted on the arms length basis, however it is difficult to ascertain whether more favorable terms would have been achieved had such transactions been entered with unrelated parties. There can be no assurance that such transactions, individually or in the aggregate, will not have an adverse effect on our Company's business, prospects, results of operations and financial condition, including potential conflicts of interest or otherwise. Furthermore, it is likely that we will continue to enter into related party transactions in the future. For details of these transactions, please refer to section titled "*Financial Information*" at page 29 of this Draft Information Document.

11. *Any major disaster or outbreak of disease could adversely affect the occurrence of an Event and hence our business operations and financial condition.*

Each event occurs for a span of few days. The occurrence and success of our Event is sensitive to certain external factors, during and prior to the event. Any act of God or otherwise which are beyond our control such as earthquake, fire, floods, other natural calamities, terrorist attacks or health pandemics may cause an interruption / delay / cancellation of our Events. Any such cancellation or delay shall affect our business operations and our financial condition.

12. *Our Company has not taken insurance policies. In the event of occurrence of any losses due to any fire, theft or natural disasters, our Company would be adversely affected.*

Our Company has not obtained insurance coverage in respect of risks associated with our line of business. While we believe that we undertake steps to ensure that no mishap or damage occur and result in losses, we would be subject to losses in case any of our event or activity is affected by an unforeseen circumstance. There can be no assurance that we might not be subject to any untimely losses due to unforeseen events, and any such event can lead to material adverse impact on the business, financial condition and results of operations.

13. ***Our business requires us to obtain and renew certain registrations, licenses and permits from government and regulatory authorities and the failure to obtain them in a timely manner may adversely affect our business operations.***

Our business operations require us to obtain and renew from time to time, certain approvals, licenses, registrations and permits, some of which may expire and for which we may have to make an application for obtaining the approval or its renewal. We will be applying for certain approvals relating to our business. If we fail to maintain such registrations and licenses or comply with applicable conditions, or a regulatory authority claims we have not complied, with these conditions, our certificate of registration for carrying on a particular activity may be suspended and/or cancelled and we will not then be able to carry on such activity.

Further, we may become liable to penal action if our activities are adjudged to be undertaken in the manner not authorized under the applicable law. This could materially and adversely affect our business, financial condition and results of operations. We cannot assure you that we will be able to obtain approvals in respect of such applications or any application made by us in the future.

14. ***Our business is dependent on a continuing relationship with our clients/customers.***

We are engaged into operations as outdoor media and advertising entity. We undertake assignments for application of Hoarding, Sign Board etc. Our business is therefore significantly dependent on developing and maintaining relationships with various clients/customers. Our business will be adversely affected if we are unable to develop and maintain relationships with our clients/customers. The loss of clients/customers may have a material adverse effect on our operations.

15. ***Negative publicity with respect to our services or the industry in which we operate could adversely affect our business, financial condition and results of operations.***

Our business is dependent on the trust our customers have in the quality of our services. Any negative publicity regarding us, our services and industry generally in India and internationally could have a material adverse effect on our business, financial condition and results of operations.

16. ***We are dependent on our management team for success whose loss could seriously impair the ability to continue to manage and expand business efficiently.***

Our success largely depends on the continued services and performance of our management and other key personnel. The loss of service of the Promoters and other senior management could seriously impair the ability to continue to manage and expand the business efficiently. Further, the loss of any of the senior management or other key personnel may adversely affect the operations, finances and profitability of our Company. We do not maintain key man life insurance for any of the senior management team or other key personnel. Competition for senior management in our industry is intense, and we may not be able to retain such senior management personnel or attract and retain new senior management personnel in the future. Any failure or inability of our Company to efficiently retain and manage its human resources would adversely affect our ability to implement new projects and expand our business.

17. ***Our response to latest trends in the event management & OOH Advertising industry may adversely affect the competitiveness and the ability of the Company to grab.***

Our success depends in part on our ability to cope with latest trends in the event management & OOH advertising industry. We are constantly scanning the environment for developments related to market perceptions, infrastructure needs, competition, regulation, etc. However, our failure to cope with the changes in the trends and industry or develop markets may have an adverse effect on our business.

18. ***We face substantial competition in the industry; our revenues could get affected in case we are not able to obtain customers and orders.***

We face stiff competition from local competitors operating in this market and also from the un-organized players, who provide services similar to those offered by us. Our major competitors are trade bodies and industry associations who conduct events/exhibitions for the benefit of their respective industries. Many international players have also entered the market through joint ventures with local players or by setting up their own offices in India. Although, there exist no prima facie substantial entry barriers in the event industry, developing new brands has its own risks and lead time. Further, in India the event/exhibition industry is highly fragmented with various small organizers, who individually organize very few events during the year. This increased competition by both associations and international players may affect our margins. Further, the profitability and future growth of our Company may be adversely affected if the competition in the industry increases.

19. ***Disruption or loss of database or data sourced from third parties could adversely affect our business.***

Our business relies on content and data from external sources. Further, we use the services of third parties to maintain our databases. Data is obtained from industry bodies, associations, and other information companies. The disruption or loss of database or data sources in the future, because of changes in the law or because data providers decide not to supply them, could adversely affect our business if we were unable to arrange for substitute sources in a timely manner or at all.

EXTERNAL RISK FACTORS

20. ***Any disruption in the supply of power, IT infrastructure, telecom lines and disruption in internet connectivity could disrupt our business process or subject us to additional costs.***

Any disruption in basic infrastructure or the failure of the Government to improve the existing infrastructure facilities could negatively impact our business since we may not be able to provide timely or adequate services to our clients. We do not maintain business interruption insurance and may not be covered for any claims or damages if the supply of power, IT infrastructure, internet connectivity or telecom lines is disrupted. This may result in the loss of a client, impose additional costs on us and have an adverse effect on our business, financial condition and results of operations and could lead to decline in the price of our Equity Shares.

21. ***Political, economic and social changes in India could adversely affect our business.***

Our business, and the market price and liquidity of our Company's shares, may be affected by changes in Government policies, including taxation, social, political, economic or other developments in or affecting India could also adversely affect our business. Since 1991, successive governments have pursued policies of economic liberalization and financial sector reforms including significantly relaxing restrictions on the private sector. In addition, any political instability in India may adversely affect the Indian economy and the Indian securities markets in general, which could also affect the trading price of our Equity Shares.

22. ***Our transition to IFRS reporting could have a material adverse effect on our reported results of operations or financial condition.***

Our Company may be required to prepare annual and interim financial statements under IFRS in accordance with the roadmap for the adoption of, and convergence with, the IFRS announced by the Ministry of Corporate Affairs, Government of India through a press note dated January 22, 2010 ("IFRS Convergence Note"). The Ministry of Corporate Affairs by a press release dated February 25, 2011 has notified that 32 Indian Accounting Standards are to be converged with IFRS. The date of implementation of such converged Indian accounting standards has not yet been determined and will be notified by the Ministry of Corporate Affairs after various tax related issues are resolved. We have not yet determined with certainty what impact the adoption of IFRS will

have on our financial reporting. Our financial condition, results of operations, cash flows or changes in shareholders' equity may appear materially different under IFRS than under Indian GAAP or our adoption of IFRS may adversely affect our reported results of operations or financial condition. This may have a material adverse effect on the amount of income recognized during that period.

23. ***Any downgrading of India's debt rating by a domestic or international rating agency could negatively impact our business.***

Any adverse revisions to India's credit ratings for domestic and international debt by domestic or international rating agencies may adversely impact our ability to raise additional financing, and the interest rates and other commercial terms at which such additional financing is available. This could have an adverse effect on our financial results and business prospects, ability to obtain financing for capital expenditures and the price of our Equity Shares.

24. ***Hostilities, terrorist attacks, civil unrest and other acts of violence could adversely affect the financial markets and our business.***

Terrorist attacks and other acts of violence or war may adversely affect the Indian markets on which our Equity Shares will trade. These acts may result in a loss of business confidence, make travel and other services more difficult and have other consequences that could have an adverse effect on our business. In addition, any deterioration in international relations, especially between India and its neighboring countries, may result in investor concern regarding regional stability which could adversely affect the price of our Equity Shares. In addition, India has witnessed local civil disturbances in recent years and it is possible that future civil unrest as well as other adverse social, economic or political events in India could have an adverse impact on our business. Such incidents could also create a greater perception that investment in Indian companies involves a higher degree of risk and could have an adverse impact on our business and the market price of our Equity Shares.

25. ***The new Companies Act, 2013 is in the process of being implemented and any developments in the near future may be material with respect to the disclosures to be made in this Draft Information Document.***

A majority of the provisions and rules under the Companies Act, 2013 have recently been notified and have come into effect from the date of their respective notification, resulting in the corresponding provisions of the Companies Act, 1956 ceasing to have effect. The Companies Act, 2013 has brought into effect significant changes to the Indian company law framework, such as in the provisions related to corporate governance norms, audit matters, related party transactions, introduction of a provision allowing the initiation of class action suits in India against companies by shareholders or depositors, a restriction on investment by an Indian company through more than two layers of subsidiary investment companies (subject to certain permitted exceptions), prohibitions on loans to directors and insider trading and restrictions on directors and key managerial personnel from engaging in forward dealing. To ensure compliance with the requirements of the Companies Act, 2013, we may need to allocate additional resources, which may increase our regulatory compliance costs and divert management attention.

The Companies Act, 2013 introduced certain additional requirements which do not have corresponding equivalents under the Companies Act, 1956. Accordingly, we may face challenges in interpreting and complying with such provisions due to limited jurisprudence on them. In the event, our interpretation of such provisions of the Companies Act, 2013 differs from, or contradicts with, any judicial pronouncements or clarifications issued by the Government in the future, we may face regulatory actions or we may be required to undertake remedial steps. We may face difficulties in complying with any such overlapping requirements. Further, we cannot currently determine the impact of provisions of the Companies Act, 2013 which are yet to come in force. Any increase in our compliance requirements or in our compliance costs may have an adverse effect on our business and results of operations.

RISKS RELATING TO THE EQUITY SHARES

26. ***Our Company may raise further rounds of equity financing in which the existing shareholders may not participate resulting in reduction of their percentage of holding in our Company.***

In order to grow business, our Company may require additional funds at various points of time. Our Company may raise funds through various means including debt, equity and securities convertible into equity. Any such issuances of equity and securities convertible into equity would dilute the holding of Equity Shareholders. Difficult market conditions can adversely affect our business in many ways, including by reducing the volume of the transactions involving our media and advertising business, and these could materially reduce our revenue or income.

27. ***Our ability to pay any dividends in the future will depend upon future earnings, financial condition, cash flows, working capital requirements and capital expenditures.***

The amount of our future dividend payments, if any, will depend upon our Company's future earnings, financial condition, cash flows, working capital requirements, capital expenditures, applicable Indian legal restrictions and other factors. There can be no assurance that our Company will be able to pay dividends.

28. ***The price of our Equity Shares may be volatile.***

The trading price of our Equity Shares may fluctuate after the listing due to a variety of factors, including our results of operations and the performance of our business, competitive conditions, general economic, political and social factors, the performance of the Indian and global economy and significant developments in India's fiscal regime, volatility in the Indian and global securities market, performance of our competitors, the Indian Capital Markets, changes in the estimates of our performance or recommendations by financial analysts and announcements by us or others regarding contracts, acquisitions, strategic partnerships, joint ventures, or capital commitments. In addition, if the stock markets experience a loss of investor confidence, the trading price of our Equity Shares could decline for reasons unrelated to our business, financial condition or operating results. The trading price of our Equity Shares might also decline in reaction to events that affect other companies in our industry even if these events do not directly affect us. Each of these factors, among others, could materially affect the price of our Equity Shares.

29. ***Active trading market for our Equity Shares may not develop.***

Till date there has been no public market for our Equity Shares. We propose to list our Equity Shares on Equity Shares on Institution Trading Platform (ITP) of NSE Emerge. We cannot assure that pursuant to listing on ITP, active trading market of our Equity Shares or for securities convertible in to Equity Shares would develop as trading on ITP is subject to certain restrictions viz. minimum trading lot on institutional trading platform is Rs. 10 Lacs. Further the securities listed on ITP will be mandatorily exited within 18 months of triggering various events such as completion of ten years on listing of ITP or attaining paid up capital of Rs. 25 Crores or attaining revenue of Rs. 300 Crores or attaining market capitalization of Rs. 500 Crores.

Pursuant to there can be no assurance that an active trading market for our Equity Shares will develop or be sustained after the listing.

30. *There are restrictions on daily movements in the price of the Equity Shares, which may adversely affect a shareholder's ability to sell, or the price at which it can sell, Equity Shares at a particular point in time.*

Pursuant to listing, we will be subject to a daily "circuit breaker" imposed by NSE, which does not allow transactions beyond specified increases or decreases in the price of the Equity Shares. This circuit breaker operates independently of the index-based, market-wide circuit breakers generally imposed by SEBI on Indian stock exchanges. The percentage limit on our circuit breakers will be set by the stock exchanges based on the historical volatility in the price and trading volume of the Equity Shares. The NSE may not inform us of the percentage limit of the circuit breaker in effect from time to time and may change it without our knowledge. This circuit breaker will limit the upward and downward movements in the price of the Equity Shares. As a result of this circuit breaker, no assurance can be given regarding shareholders ability to sell Equity Shares at any particular time.

SECTION III – SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS AND MANAGEMENT**I. Information with respect to the Shareholding of a Beneficial Owner:**

The following table sets forth information concerning the beneficial ownership of our shares by each person known by us to be the beneficial owner (in case different from registered owner) of the issued and subscribed capital:

Class/ type of securities	Name and address of beneficial owner	Amount and nature of beneficial ownership	Percent
Nil	Nil	Nil	Nil

II. Information with respect to the Shareholding of Management:

The following table sets forth information concerning the shareholding of the Directors in their personal capacity and either as sole or first holder, as on the date of this Draft Information Document:

Name of Directors	No. of Shares held
Nil	Nil
Total	--

III. Shareholder's agreement:

Our Company has not entered into any shareholder's agreement as on the date of this Draft Information Document.

SECTION IV - OUR MANAGEMENT

BOARD OF DIRECTORS

Sr. No	Name, Father's/Husband's Name, Designation, Address, Occupation, Nationality, Term and DIN	Date of Appointment	Other Directorships
1	<p>Name: Mr. Harvinder Singh Suri Age: 46 Years Father's Name: Jagdev Singh Suri Designation: Managing Director Address: 24, New Sangeeta Building, Dadiseth Road, Malad (West), Mumbai, 400064, Maharashtra, India Occupation: Business Nationality: Indian Term: For 3 years from March 25, 2014 till March 24, 2017. DIN: 02647954</p>	May 09, 2012	<ol style="list-style-type: none"> 3rd Rock Entertainment Private Limited Meera's Films Private Limited 3rd Rock Multivision Marketing Private Limited.
2	<p>Name: Mrs. Ritu Minocha Age: 39 Years Husband's Name: Mr. Nitin Minocha Designation: Non-Executive Director Address: Flat No. 63, Siddharth CHS Limited, 7 Bungalows, Andheri (West), Mumbai-400053, Maharashtra, India. Occupation: Business Nationality: Indian Term: Liable to retire by rotation DIN: 05100498</p>	December 04, 2013	<ol style="list-style-type: none"> RMB TradeLinks Private Limited; RMB Media Private Limited; Command Plastipack Limited; M/s. Ozone Outdoor Media; M/s. RMB Media; Gir Nature View Resorts Limited; Tarana Advertising and Marketing Private Limited; Nimeesha Trading Private Limited.
3	<p>Name: Ms. Pooja Jhunjunwala Age: 21 Years Father's Name: Mr. Sudhir Jhunjunwala Santkumar Designation: Non Executive Director Address : Flat No.42, Meghna Apartment, S.V.Road, Santacruz (West), Mumbai, 400054, Maharashtra, India Occupation : Business Nationality: Indian Term: Liable to retire by rotation DIN: 05237646</p>	December 04, 2013	Nil
4	<p>Name: Mr. Ankit Kirtilal Shah Age: 29 Years Father's Name: Kirtilal Shah Designation: Independant Director Address: 2, Shanta Sitaniwas Daftary Road, Hawatra Chowk, Pushpa Park, Malasd (E) Mumbai – 400097,</p>	March 25, 2014	<ol style="list-style-type: none"> Sunrise Hospitality Private Limited

Sr. No	Name, Father's/Husband's Name, Designation, Address, Occupation, Nationality, Term and DIN	Date of Appointment	Other Directorships
	Maharashtra, India Occupation: Business Nationality: Indian Term: Term for 5 years from March 25, 2014 DIN: 03645789		
5	Name: Ashish P Shah Age: 29 Years Father's Name: Prafvinbhai Shah Designation: Independent Director Address: B/208 Trishul Apartment, Devchand Nagar Road Bhayandar West, Thane - 401101, Maharashtra, India Occupation: Business Nationality: Indian Term: Term for 5 years from March 29, 2014 DIN: 05143599	March 29, 2014	1 Atherstone Properties Limited
6	Name: Mr. Navinchandra Punmachand Shah Age: 55 Years Father's Name: Punmachand Papatlal Shah Designation: Independant Director Address: A/3, Shripulnagar Devchand Nagar, Bhayander West, Thane - 401101, India Occupation: Business Nationality: Indian Term: Term for 5 years from March 25, 2014 DIN: 05143617	March 25, 2014	Nil

BRIEF BIOGRAPHIES OF OUR DIRECTORS

Mr. Harvinder Singh Suri, aged 45 years, is the Promoter and Director of our Company since incorporation. He has obtained Bachelor's degree in Commerce from University of Bombay. He has over 10 years of experience in outdoor media, events and related business. He is predominantly responsible for marketing, event management, implementation decisions, identifying new strategies and expansion. He is currently the Managing Director of our Company.

Mrs. Ritu Minocha, aged 39 years, is Promoter and Director of our Company. She has been on the Board of Director of our Company since December 04, 2013. She has obtained a Masters degree in Science (statistics) from Barkatullah Vishwavidyalaya, Bhopal. She has over 10 years of experience in Office Administration, human resources and allied activities. She is predominantly responsible for administration and media planning activities for clients.

Ms. Pooja Jhunjhunwala, aged 20 years, is Promoter and Director of our Company. She has been on the Board of Director of our Company since December 04, 2013. She is currently pursuing law from Pravin Gandhi College of Law, Mumbai. She is predominantly responsible for marketing, advertising, events and promotion of our Company.

Mr. Ankit Kirtilal Shah, aged 29 years, is an Independent Director of our Company. He is involved in business in hospitality and media sector. He has completed Secondary School Examination from Jyotsna Dhirajlal Talakchand High School, Mumbai. He has been on the Board of Director of our Company since March 25, 2014.

Mr. Ashish P Shah, aged 28 years, is an Independent Director of our Company. He has vast experience in hospitality functions. He has been on the Board of Director of our Company since March 29, 2014.

Mr. Navinchandra Punmachand Shah, aged 55 years, is an Independent Director of our Company. He has been on the Board of Director of our Company since March 25, 2014.

CONFIRMATIONS

As on the date of this Draft Information Document:

1. None of the Directors of the Company are related to each other.
2. There are no arrangements or understanding with major shareholders, customers, suppliers or any other entity, pursuant to which any of the Directors or Key Management Personnel were selected as a Director or member of the senior management.
3. None of the above mentioned Directors are on the RBI List of willful defaulters as on the date of this Draft Information Document.
4. None of abovementioned Directors are or were directors of any company whose shares were (a) suspended from trading by stock exchange(s) or (b) delisted from the stock exchanges.
5. None of the Promoters, Persons forming part of our Promoter Group, Directors or persons in control of our Company, has been or is involved as a promoter, director or person in control of any other company, which is debarred from accessing the capital market under any order or directions made by SEBI or any other regulatory authority.

REMUNERATION/COMPENSATION OF DIRECTORS

1. There are no definitive agreements/arrangements that have been entered our Company and the Directors in relation to their appointment.
2. Currently, our Non- Executive - Directors are not being paid sitting fees or any other kind of remuneration. Directors of the Company may be paid sitting fees, commission and any other amounts as may be decided by our Board in accordance with the provisions of the Articles of Association, the Companies Act and other applicable laws and regulations.
3. None of the Directors have received any remuneration during the Financial Year 2013-14.

CORPORATE GOVERNANCE

Our Company has complied with the minimum corporate governance code in accordance with Clause 42 of the Listing Agreement, particularly those relating to composition of Board of Directors, constitution of committees such as Audit Committee and Shareholder and Investors Grievance Committee. Our Board functions either as a full board or through various committees constituted to oversee specific operational areas. Further, our Company undertakes to take all necessary steps to comply with all the requirements of Clause 42 of the Listing Agreement to be entered into with the Stock Exchanges.

The following committees have been formed in compliance with the corporate governance norms:

- A. Audit Committee;
- B. Shareholder and Investors Grievance Committee;
- C. Nomination and Remuneration Committee.

- **Audit Committee**

Our Board has constituted an audit committee ("**Audit Committee**"), as per the provisions of Section 177 of the Companies Act and Clause 42 of the Listing Agreement to be entered with Stock Exchange, *vide* resolution passed at the meeting of the Board of Directors held on April 05, 2014.

The terms of reference of the Audit Committee adheres to the requirements of Clause 42 of the ITP Listing Agreement, proposed to be entered into with the Stock Exchange in due course. The Audit Committee presently comprises the following three (3) directors:

Name of the Director	Status	Nature of Directorship
Mr. Ankit Kirtilal Shah	Chairman	Independent Director
Mr. Ashish P Shah	Member	Independent Director
Mr. Harvinder Singh Suri	Member	Executive Director

Ms. Mokshali R Porwal, Company Secretary and Compliance officer will act as the secretary of the Audit Committee.

The Audit Committee enjoys following powers:

- a. To investigate any activity within its terms of reference,
- b. To seek information from any employee
- c. To obtain outside legal or other professional advice, and
- d. To secure attendance of outsiders with relevant expertise if it considers necessary.

The Audit Committee shall mandatorily review the following information:

- a. Management discussion and analysis of financial condition and results of operations;
- b. Statement of significant related party transactions (as defined by the audit committee), submitted by management;
- c. Management letters / letters of internal control weaknesses issued by the statutory auditors;
- d. Internal audit reports relating to internal control weaknesses; and
- e. The appointment, removal and terms of remuneration of the Chief internal auditor shall be subject to review by the Audit Committee.

The recommendations of the Audit Committee on any matter relating to financial management, including the audit report, are binding on the Board. If the Board is not in agreement with the recommendations of the Committee, reasons for disagreement shall have to be incorporated in the minutes of the Board Meeting and the same has to be communicated to the shareholders. The Chairman of the committee has to attend the Annual General Meetings of the Company to provide clarifications on matters relating to the audit

The role of the Audit Committee not limited to but includes:

1. Oversight of the Company's financial reporting process and the disclosure of its financial information to ensure that the financial statement is correct, sufficient and credible.
2. Recommending to the Board, the appointment, re-appointment and, if required, the replacement or removal of the statutory auditor and the fixation of audit fees.
3. Approval of payment to statutory auditors for any other services rendered by the statutory auditors.
4. Reviewing, with the management, the annual financial statements before submission to the board for approval, with particular reference to:
 - i. Matters required to be included in the Director's Responsibility Statement to be included in the Board's report in terms of clause (c) of sub-section 3 of section 134 of the Companies Act, 2013;
 - ii. Changes, if any, in accounting policies and practices and reasons for the same
 - iii. Major accounting entries involving estimates based on the exercise of judgment by management;

- iv. Significant adjustments made in the financial statements arising out of audit findings;
 - v. Compliance with listing and other legal requirements relating to financial statements;
 - vi. Disclosure of any related party transactions;
 - vii. Qualifications in the draft audit report.
5. Reviewing, with the management, the half yearly financial statements before submission to the board for approval.
 6. Reviewing, with the management, the statement of uses / application of funds raised through an issue (public issue, right issue, preferential issue, etc.), the statement of funds utilized for purposes other than those stated in the offer document/prospectus/notice and the report submitted by the monitoring agency monitoring the utilization of proceeds of a public or rights issue, and making appropriate recommendations to the Board to take up steps in this matter.
 7. Review and monitor the auditor's independence, performance and effectiveness of audit process.
 8. Approval or any subsequent modification of transactions of the company with related parties;
 9. Scrutiny of inter-corporate loans and investments;
 10. Valuation of undertakings or assets of the company, wherever it is necessary;
 11. Evaluation of internal financial controls and risk management systems;
 12. Reviewing, with the management, performance of statutory and internal auditors, adequacy of the internal control systems
 13. Reviewing the adequacy of internal audit function, if any, including the structure of the internal audit department, staffing and seniority of the official heading the department, reporting structure coverage and frequency of internal audit.
 14. Discussion with internal auditors any significant findings and follow up there on.
 15. Reviewing the findings of any internal investigations by the internal auditors into matters where there is suspected fraud or irregularity or a failure of internal control systems of a material nature and reporting the matter to the board.
 16. Discussion with statutory auditors before the audit commences, about the nature and scope of audit as well as post-audit discussion to ascertain any area of concern.
 17. To look into the reasons for substantial defaults in the payment to the depositors, debenture holders, shareholders (in case of non payment of declared dividends) and creditors.
 18. To review the functioning of the vigil mechanism.
 19. Approval of appointment of CFO (i.e., the whole-time Finance Director or any other person heading the finance function or discharging that function) after assessing the qualifications, experience & background, etc. of the candidate.
 20. Carrying out any other function as is mentioned in the terms of reference of the Audit Committee.
- Explanation (i): The term "related party transactions" shall have the same meaning as contained in the Accounting Standard 18, Related Party Transactions, issued by The Institute of Chartered Accountants of India.

Meeting of Audit Committee and relevant Quorum

The Audit Committee shall meet at least 4 times in a year and not more than 4 months shall elapse between 2 meetings. The quorum shall be either 2 members or one third of the members of the Audit Committee whichever is greater, but there shall be a minimum of 2 Independent Directors, who are members, present.

• Shareholder and Investors Grievance Committee

Our Board has constituted a Shareholder and Investors Grievance Committee to redress complaints of the shareholders in accordance with Section 178 of the Companies Act, 2013. The Shareholder and Investors Grievance Committee was constituted *vide* resolution passed at the meeting of the Board of Directors held on April 05, 2014.

The Shareholder and Investors Grievance Committee comprise the following Directors:

Name of the Director	Status	Nature of Directorship
Mr. Ashish P Shah	Chairman	Independent Director
Mr. Ankit Kirtilal Shah	Member	Independent Director
Mr. Navinchandra Punmachand Shah	Member	Independent Director

The Shareholder and Investors Grievance Committee shall oversee all matters pertaining to investors of our Company. The terms of reference of the Shareholder and Investors Grievance Committee include the following:

1. Efficient transfer of shares; including review of cases for refusal of transfer / transmission of shares and debentures;
2. Redressal of shareholder's/investor's complaints Efficient transfer of shares; including review of cases for refusal of transfer / transmission of shares and debentures;
3. Reviewing on a periodic basis the approval/refusal of transfer or transmission of shares, debentures or any other securities;
4. Issue of duplicate certificates and new certificates on split/consolidation/renewal;
5. Allotment and listing of shares;
6. Reference to statutory and regulatory authorities regarding investor grievances; and
7. To otherwise ensure proper and timely attendance and redressal of investor queries and grievances;
8. Any other power specifically assigned by the Board of Directors of the Company

Ms. Mokshali R Porwal, Company Secretary and Compliance officer will act as the secretary of the Shareholder and Investors Grievance Committee

Quorum for Shareholder and Investors Grievance Committee

The quorum necessary for a meeting of the Shareholder and Investors Grievance Committee shall be 2 members or one third of the members, whichever is greater.

• Nomination and Remuneration Committee

Our Board has constituted a Nomination and Remuneration Committee in accordance with Section 178 of the Companies Act, 2013. The constitution of the Nomination and Remuneration Committee was approved by a Meeting of the Board of Directors held on April 05, 2014.

The Nomination and Remuneration Committee comprises the following Directors:

Name of Director	Designation in Committee	Nature of Directorship
Mr. Navinchandra Punmachand Shah	Chairman	Independent Director
Mr. Ashish P Shah	Member	Independent Director
Mr. Ankit Kirtilal Shah	Member	Independent Director

Ms. Mokshali R Porwal, Company Secretary will act as the secretary of the Nomination and Remuneration Committee.

The terms of reference of the Nomination and Remuneration Committee are:

- a. Formulation of the criteria for determining qualifications, positive attributes and independence of a director and recommend to the Board a policy, relating to the remuneration of the directors, key managerial personnel and other employees;
- b. Formulation of criteria for evaluation of Independent Directors and the Board;
- c. Devising a policy on Board diversity;
- d. Identifying persons who are qualified to become directors and who may be appointed in senior management in accordance with the criteria laid down, and recommend to the Board their appointment and removal. The company shall disclose the remuneration policy and the evaluation criteria in its Annual Report.

Quorum for Nomination and Remuneration Committee

The quorum necessary for a meeting of the Nomination and Remuneration Committee shall be 2 members or one third of the members, whichever is greater.

SECTION V – OUR PROMOTERS

The Promoters of our Company is categorized into Individual and Corporate Promoters:-

OUR INDIVIDUAL PROMOTERS ARE:-

1. Mr. Harvinder Singh Suri
2. Mrs. Ritu Minocha
3. Ms. Pooja Jhunjunwala

OUR CORPORATE PROMOTERS ARE:-

4. RMB TradeLinks Private Limited
5. Tarana Advertising & Marketing Private Limited
6. Atherstone Public Relations Limited
7. Nimeesha Trading Private Limited

DETAILS OF OUR INDIVIDUAL PROMOTERS

1. Mr. Harvinder Singh Suri

Brief Profile of Mr. Harvinder Singh Suri is as under:-



Mr. Harvinder Singh Suri, aged 45 years, is Promoter and Managing Director of our Company. He has obtained Bachelor's degree in Commerce from University of Bombay. He has over 10 years of experience in Outdoor media, events and related business. He is predominantly responsible for marketing, event management, implementation decisions, identifying new strategies and expansion. He has been on the Board of our Company since May 09, 2012.

Name	Mr. Harvinder Singh Suri
Address	24, New Sangeeta Building., Dadiseth Road, Malad (West), Mumbai - 400064, Maharashtra, India
Permanent Account Number	ABBPS3880J
Passport No.	G3621976
Voter ID	YEF2607943
Driving License	MH0220070083973
Bank Account Details	Savings Bank Account No. 015801519459 with ICICI Bank Malad (W) Branch
Other Ventures	Director in following companies:- <ul style="list-style-type: none"> • 3rd Rock Entertainment Private Limited; • Meera's Films Private Limited; and • 3rd Rock Multivision Marketing Private Limited;

	Proprietor in following Proprietorship Concern:- <ul style="list-style-type: none"> • Partner in M/s. Topway Multimedia; • Proprietor in M/s. Mantra Media; and • Proprietor in M/s. Fast Trac Media.
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2. Mrs. Ritu Minocha



Mr. Ritu Minocha, aged 39 years, is Promoter Director of our Company. She has obtained Masters degree in Science (statistics) from Barkatullah Vishwavidyalaya, Bhopal. She has over 10 years of experience in Office Administration, human resources and allied activities. She is predominantly responsible for administration and media planning activities for clients. She has been on the Board of our Company since December 04, 2013.

Name	Mrs. Ritu Minocha
Address	Flat No. 63, Siddharth CHS Limited, 7 Bungalows, Andheri (West), Mumbai-400053, Maharashtra, India.
Permanent Account Number	AJOPM9550E
Passport No.	K4876016
Voter ID	YEF2607943
Driving License	R/4267/95
Bank Account Details	Savings Bank Account No. 214100050301360 with Tamilnad Mercantile Bank Limited, Andheri (West) Branch, Mumbai.
Other Ventures	Director in following companies:- <ul style="list-style-type: none"> • RMB TradeLinks Private Limited; • RMB Media Private Limited; • Command Plastipack Limited; • Gir Nature View Resorts Limited; • Tarana Advertising and Marketing Private Limited; • Nimeesha Trading Private Limited. Proprietor in following Proprietorship Concern:- <ul style="list-style-type: none"> • M/s. Ozone Outdoor Media; • M/s. RMB Media

3. Ms. Pooja Jhunjunwala



Ms. Pooja Jhunjunwala, aged 20 years, is Promoter Director of our Company. She is currently pursuing law from Pravin Gandhi College of Law, Mumbai. She is predominantly responsible for marketing, advertising, events and promotion of our Company. She has been on the Board of our Company since December 04, 2013

Name	Ms. Pooja Jhunjunwala
Address	Flat No.42, Meghna Apartment, S.V. Road, Santacruz (West), Mumbai - 400054, Maharashtra, India
Permanent Account Number	ASJPJ1926B
Passport No.	K6732782.
Voter ID	NA
Driving License	MH02 20120003849
Bank Account Details	Savings bank Account No. 00000020151539416 with State Bank of India Santacruz Branch.
Other Ventures	Nil

DETAILS OF OUR CORPORATE PROMOTERS

1. RMB TradeLinks Private Limited (“RTPL”)

RTPL was incorporated on December 14, 2011 *vide* Certificate of Incorporation issued by the Registrar of Companies, Mumbai, Maharashtra.

RTPL is engaged in the business of trading, investment and allied activities.

The registered office of RTPL is situated at B-11, Wing-6, Eversweet Apartment CHS Limited, Seven Bungalow, Andheri West, Mumbai – 400053, Maharashtra, India.

RTPL has been promoted by Mrs. Ritu Minocha, Mr. Harvinder Singh Suri, Ms. Pooja Jhunjunwala and Tarana Advertising & Marketing Private Limited.

RTPL holds 21,70,000 Equity Shares of our Company, which constitutes 9.63% of total capital.

Board of Directors of RTPL as on the date of this Draft Information Document is as stated below:

Designation	Name
Director	Ms. Ritu Minocha
Director	Ms. Meenakshi Sachdeva

Shareholding Pattern of RTPL as on the date of this Draft Information Document is as stated below:

Name of Shareholder	No. of shares	% Holding
Mr. Harvinder Singh Suri	9,000	18
Tarana Advertising & Marketing Private Limited	21,000	42
Ms. Ritu Minocha	10,000	20

Ms. Pooja Jhunjunwala	10,000	20
Total	50,000	100

Audited Financials

(Rs. In Lacs)

Particulars	FY 2013
Equity Share Capital	5.00
Reserves & Surplus	0.02
Less : Miscellaneous Expenditures not written off	-
Net Worth	5.02
Revenue	1.40
Profit / (Loss) after Tax	0.02

There has been no change in the control or management of RTPL in the immediately preceding 3 years from the date of filing this Draft Information Document.

2. Tarana Advertising & Marketing Private Limited (“TAMPL”)

TAMPL was incorporated on September 05, 2007 vide Certificate of Incorporation issued by the Assistant Registrar of Companies, Mumbai, Maharashtra.

TAMPL is engaged in the business of media services.

The registered office of TAMPL is situated at Swatantra Niwas, Rohidas Nagar Kasam Baug, Malad East, Mumbai – 400097, Maharashtra, India.

TAMPL holds 5,00,000 Equity Shares of our Company, which constitutes 2.22% of total capital of our Company

Board of Directors of TAMPL as on the date of this Draft Information Document is as stated below:

Designation	Name
Director	Mr. Chandrakant Kantilal Vora
Director	Mr. Vijay Jadhav Ashok

Shareholding Pattern of TAMPL as on the date of this Draft Information Document is as stated below:

Name of Shareholder	No. of shares	% Holding
Mrs. Ritu Minocha	3,400	34
Mr. Harvinder Singh Suri	3,300	33
Ms. Pooja Jhunjunwala	3,300	33
Total	10,000	100

Audited Financials

(Rs. In Lacs)

Particulars	FY 2012	FY 2013
Equity Share Capital	1.00	1.00
Reserves & Surplus	0.11	0.34
Less: Miscellaneous write off	-	-
Net Worth	1.11	1.34
Revenue	1.76	7.55
Profit / (Loss) after Tax	0.15	0.23

Except as mentioned below, there is no change in the control or management of TAMPL in the immediately preceding 3 years from the date of filing this Draft Information Document.

Name	Nature of Interest	Date of creation of Interest	Date of cessation of Interest
Dinanath Yadav	Director	September 05, 2007	January 12, 2013
Pradeep Prajapati	Director	September 05, 2007	January 12, 2013
Narendra Kumar Dhanuka	Director	January 12, 2013	May 03, 2013
Shiv Shankar Mandal	Director	January 12, 2013	May 03, 2013
Dinesh Kumar Durgaprasad Sharma	Director	May 03, 2013	July 30, 2014
Pradeep Prajapati	Director	May 03, 2013	January 25, 2014
Dakshesh Kantilal Shah	Director	July 30, 2014	January 25, 2014
Nitin Shanichara	Director	January 25, 2014	March 20, 2014

3. Atherstone Public Relations Limited (“APRL”)

APRL was incorporated on November 28, 2006 *vide* Certificate of Incorporation issued by the Registrar of Companies, Mumbai, Maharashtra.

APRL is engaged in the business of providing media and public relation solutions to clients.

The registered office of the APRL is situated at Shop No 2, Jasadosh Chawl, Opposite Laxmi Narayan Mandir, Rani Sati Marg, Katyawadi Chowk, Malad (East), Mumbai-400 097, Maharashtra, India.

APRL holds 5,50,000 Equity Shares of our Company, which constitutes 2.44% of total capital of our Company.

Board of Directors of APRL as on the date of this Draft Information Document is as stated below:

Designation	Name
Director	Mr. Jimit Kirtilal Shah
Director	Ms. Avani Gaurang Shah
Director	Ms. Reshmaben A Shah

Shareholding Pattern of APRL as on the date of this Draft Information Document is as stated below:

Name of Shareholder	No. of shares	% Holding
Ms. Avani Gaurang Shah	15,000	30
Mr. Jimit Kirtilal Shah	14,600	29.2
Mr. Banish Dhar	20,000	40
Mr. Ankit Shah	100	0.20
Mr. Gaurang Shah	100	0.20
Mr. Vijay Jadhav	100	0.20
Mr. Mandar Naik	100	0.20
Total	50,000	100

Audited Financials of APRL as on the date of this Draft Information Document is as stated below:

Particulars	(Rs. In Lacs)	
	FY 2012	FY 2013
Equity Share Capital	5.00	5.00

Reserves & Surplus	0.22	2.12
Less: Miscellaneous write off	-	-
Net Worth	5.22	7.12
Revenue	12.75	59.75
Profit / (Loss) after Tax	0.21	1.90

Except as mentioned below, there is no change in the control or management of APRL in the immediately preceding 3 years from the date of filing this Draft Information Document.

Name	Nature of Interest	Date of creation of Interest	Date of cessation of Interest
Gurunath Mudlapur	Director	November 28, 2006	May 10, 2010
Rajesh Sharma	Director	November 28, 2006	May 10, 2010
Sameer Relia	Director	November 28, 2006	May 10, 2010
Jayantilal Ranchoddas Thakkar	Director	May 10, 2008	August 10, 2012
Shailesh Jayantilal Thakkar	Director	May 10, 2008	August 10, 2012
Tejash Thakkar	Director	May 10, 2008	August 10, 2012

4. Nimeesha Trading Private Limited (“NTPL”)

NTPL was incorporated on April 16, 2013 *vide* Certificate of Incorporation issued by the Registrar of Companies, Mumbai, Maharashtra.

NTPL is engaged in the business of trading and marketing of trading, investment and allied activities.

The registered office of the NTPL is situated at Swatantra Niwas, Rohidas Nagar, Kasam Baug, Malad East, Mumbai – 400097, Maharashtra, India.

NTPL holds 5,00,000 Equity Shares of our Company, which constitutes 2.22% of total capital.

Board of Directors of NTPL as on the date of this Draft Information Document is as stated below:

Designation	Name
Director	Mr. Vijay Jadhav Ashok
Director	Mr. Chandrakant Kantilal Vora

Shareholding Pattern of NTPL as on the date of this Draft Information Document is as stated below:

Name of Shareholder	No. of shares	% Holding
Mrs. Ritu Minocha	3,400	34
Mr. Harvinder Singh Suri	3,300	33
Ms. Pooja Jhunjunwala	3,300	33
Total	10,000	100

Audited Financials

Company is incorporated in April, 2013 and is yet to file Income Tax return.

Except as mentioned below, there is no change in the control or management of APRL in the immediately preceding 3 years from the date of filing this Draft Information Document.

Name	Nature of Interest	Date of creation of Interest	Date of cessation of Interest
Dinesh Kumar Durgaprasad Sharma	Director	April 16, 2013	May 25, 2013
Pradeep Prajapati	Director	April 16, 2013	May 25, 2013
Hiren Vallabji Pasad	Director	May 25, 2013	August 23, 2013
Dakshesh kantilal Shah	Director	May 25, 2013	February 28, 2014
Nitin Shanichara	Director	December 12, 2013	March 21, 2014

Other Disclosures:-

Our Promoters have not been debarred from accessing the Capital markets under any order or directions passed by SEBI or any other Regulatory or governmental authority. None of our Promoters was or also is a Promoter, director or person in control on the board of the Company which is debarred from accessing capital market under any order or order issued by SEBI.

Further, neither our promoters, the relative of our promoters (as defined under the Companies act) nor our Group Companies have been declared as a willful defaulter by the RBI or any other government authority and there are no violations of Securities laws committed by our Promoters in the past and no proceedings for violation of securities laws are pending against him.

SECTION VI – RELATED PARTY TRANSACTIONS

For details of related party transactions of our Company, please refer to Note 20 under section “Financial Information” beginning on page 29 of this Draft Information Document.

SECTION VII – LEGAL PROCEEDINGS

Except as stated below there are no outstanding litigations, suits, criminal or civil prosecutions, proceedings or tax liabilities against/by our Company and its subsidiaries, our Directors our Promoters, and Group companies and there are no defaults, nonpayment of statutory dues, over-dues to banks/financial institutions, defaults against banks/financial institutions. No proceedings initiated for economic or other offenses and no disciplinary action has been taken by SEBI or any stock exchanges against our Company and its subsidiaries, our Promoters, our Directors or Group Companies.

LITIGATION INVOLVING OUR COMPANY

Cases by our Company

Nil

Cases against our Company

NIL

LITIGATION INVOLVING OUR SUBSIDIARY COMPANIES*

Nil

*The Company does not have any subsidiary companies.

LITIGATION INVOLVING OUR DIRECTORS

Cases by our Directors

Nil

Cases against our Directors

NIL

LITIGATION INVOLVING OUR PROMOTERS

Cases by our Promoters

Nil

Cases against our Promoters

NIL

SECTION VIII – DECLARATION

We, the Directors, hereby certify and declare that, all relevant provisions of the Companies Act, 1956, or other applicable replaced provision of Companies Act 2013 and the guidelines issued by the Government of India or the regulations / guidelines issued by Securities and Exchange Board of India, established under Section 3 of the Securities and Exchange Board of India Act, 1992, as the case may be, have been complied with and no statement made in the Draft Information Document is contrary to the provisions of the Companies Act, 1956 or other applicable replaced provision of Companies Act 2013, the Securities and Exchange Board of India Act, 1992 or rules made there under or regulations / guidelines issued, as the case may be. We further certify that all the disclosures and statements made in the Draft Information Document are true and correct.

Signed by the Directors of our Company

Name	Designation	Signature
Harvinder Singh Suri	Managing Director	Sd/-
Ritu Minocha	Director	Sd/-
Pooja Jhunjhunwala	Director	Sd/-
Ankit Kirtilal Shah	Independent Director	Sd/-
Ashish P Shah	Independent Director	Sd/-
Navinchandra Punmachand Shah	Independent Director	Sd/-
Ms. Mokshali R Porwal	Company Secretary and Compliance Officer	Sd/-
Mr. Hardik Prajapati	Chief Financial Officer	Sd/-

Date: September 29, 2014

Place: Mumbai