# About the Company

Percept Limited is a public, unlisted company that is currently active. The company operates in the internet-based services sector, specifically providing event management, tour operator services, public relation, and consultant fee and distribution services. It was incorporated on May 8, 2002, and is based in Mumbai, Maharashtra.  
  
The company has a total of 4 directors. One of them is a promoter director. The managing director is HARINDRA PAL SINGH. HARINDRA PAL SINGH also holds the largest share of the company, with a stake of 9.62%. The top two director shareholders collectively hold a stake of 9.65%.  
  
The company's shares are held by promoters to the extent of 84.50% and by non-promoters to the extent of 15.50%.  
  
Percept Limited has one associate company, Bollywood Merchandise Private Limited. The company has four subsidiary companies, namely Allied Media Network Private Limited, Percept Live Private Limited, and Percept H Private Limited. Additionally, Percept Limited has one holding company, Percept Finserve Private Limited.  
  
For 2022-2023, the company's revenue from operations has increased by a significant 226.60% compared to the previous year, reaching 5,079.62 lakhs. This growth is reflected in the profit after tax (PAT), which has seen a massive 529.61% increase, standing at 560.64 lakhs. EBITDA has also seen a substantial 142.85% increase, reaching 215.29 lakhs. The company's return on capital employed stands at 3.58%. The debt levels have decreased, with long-term borrowings decreasing by 11.30% and short-term borrowings by 6.97%. The total debt to equity ratio has improved from 1.17 in the previous year to 0.95 in 2022-2023, indicating a healthier financial position. Networth has increased to 4,780.52 lakhs.  
  
Yes Bank Ltd has the highest charge amount, and IDBI Bank Ltd is among the top bankers with open charges.  
  
Percept Limited's most recent rating was withdrawn by ICRA on 27-Oct-2014. Prior to that, ICRA downgraded the company's rating to D on 14-May-2013. In a previous development, ICRA upgraded the company's rating to B on 20-Mar-2012.  
  
PATKAR AND PENDSE were the recent auditors for the year 2022-2023.  
  
The company has a total of 75 High Court cases, with 17 pending and 58 disposed. In the District Court, there are 66 cases, with 29 pending and 37 disposed. Additionally, the company has 8 NCLT cases, with 5 pending and 3 disposed.  
  
Percept Limited has one EPF establishment in the state of Maharashtra, with one delayed establishment in the financial year 2024-2025, specifically in April 2024, with a maximum delay of 1 day.

# **Ratios**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Financial Term** | **2018-2019** | **2019-2020** | **2020-2021** | **2021-2022** | **2022-2023** |
| Revenue Growth (%) | -41.35 | -8.15 | -83.45 | 78.92 | 226.6 |
| EBITDA Margins (%) | 0 | 0 | 0 | 0 | 4.24 |
| EBT Margins (%) | 0 | 0 | 0 | 0 | 11.04 |
| PAT Margins (%) | 0 | 0 | 0 | 0 | 11.04 |
| Return on Equity (%) | 0 | 0 | 0 | 0 | 11.73 |
| Return on Fixed Assets (%) | 0 | 0 | 0 | 0 | 0 |
| Return on Capital Employed (%) | 0 | 0 | 0 | 0 | 3.58 |
| Current Ratio | 0.48 | 0.46 | 0.39 | 0.35 | 0.35 |
| Quick Ratio | 0.48 | 0.46 | 0.39 | 0.35 | 0.35 |
| Interest Coverage Ratio | 0 | 0 | 0 | 0 | 140.38 |
| Long-term Debt/Equity | 0 | 0 | 0 | 0.28 | 0.22 |
| Total Assets/Equity | 3.5 | 3.73 | 3.93 | 3.57 | 3.13 |
| Total Debt/Equity | 0.92 | 1.05 | 1.22 | 1.17 | 0.95 |
| Total Debt/Total Assets | 0.26 | 0.28 | 0.31 | 0.33 | 0.3 |
| Total Debt/EBITDA | 0 | 0 | 0 | 0 | 21.08 |
| Fixed Assets Turnover | 201.28 | 204.76 | 12.08 | 62.97 | 339.77 |
| Total Asset Turnover | 0.34 | 0.3 | 0.06 | 0.14 | 0.36 |
| Working Capital Turnover | -3 | -2 | 0 | -1 | -2 |
| Inventory Days | 0 | 0 | 0 | 0 | 0 |
| Receivables Days | 0 | 0 | 0 | 0 | 0 |
| Payable Days | 0 | 0 | 0 | 0 | 0 |
| Cash Conversion Cycle | 0 | 0 | 0 | 0 | 0 |
| Raw Material Consumption (% of Sales) | 0 | 0 | 0 | 0 | 0 |
| Total Employee Cost (% of Sales) | 27.04 | 24.94 | 66.58 | 29.47 | 14.18 |
| Finance Cost (% of Sales) | 3.38 | 2.65 | 14.94 | 7.63 | 0.03 |
| Total Other Expenses (% of Sales) | 95.33 | 87.21 | 106.55 | 102.83 | 81.59 |

# **Ratios Analysis**

## **Analysis of Revenue Growth (%):**

• The change -41.35% in parameter Revenue Growth (%) from 2018-2019 may be caused by decreased sales or market demand and affects the company's ability to generate consistent revenue.

• The change 78.92% in parameter Revenue Growth (%) from 2020-2021 may be caused by recovery from previous downturns or successful business strategies and affects the company's market position positively.

• The change 226.6% in parameter Revenue Growth (%) from 2021-2022 may be caused by significant business expansion or new product launches and affects the company's growth trajectory favorably.

• **Financial Risk:** The volatility in Revenue Growth (%) over the years, with significant negative and positive swings, indicates potential instability in revenue streams, posing a risk to sustainable financial performance.

## **Analysis of EBITDA Margins (%):**

• The change from 0% to 4.24% in EBITDA Margin (%) in 2022-2023 may be caused by improved operational efficiency and affects the company's profitability positively.

• The consistent 0% EBITDA Margin (%) from 2018-2022 may be caused by high operational costs relative to revenue and affects the company's ability to generate earnings before interest, taxes, depreciation, and amortization.

• The sudden increase to 4.24% in 2022-2023 may be caused by a reduction in operational expenses or an increase in revenue and affects the company's attractiveness to potential investors or lenders.

• **Financial Risk:** The historical trend of 0% EBITDA Margin (%) over several years indicates a risk of operational inefficiency, which could challenge the company's ability to sustain the recent improvement in profitability.

## **Analysis of EBT Margins (%):**

• The change from 0% to 11.04% in EBT Margin (%) in 2022-2023 may be caused by improved operational efficiency and affects the company's profitability positively before tax liabilities.

• The consistent 0% EBT Margin (%) from 2018-2022 may be caused by high operational costs or low revenue and affects the company's ability to generate profit before taxes negatively.

• The sudden increase to 11.04% in 2022-2023 EBT Margin (%) may be caused by a one-time event or accounting adjustment and affects the reliability of future projections.

• **Financial Risk:** The abrupt increase in EBT Margin (%) in 2022-2023 raises concerns about the sustainability of this profitability level, indicating potential volatility in future financial performance.

## **Analysis of PAT Margins (%):**

• The change from 0% to 11.04% in PAT Margin (%) in 2022-2023 may be caused by increased profitability and affects the company's ability to generate net profit from its revenue.

• The consistent 0% PAT Margin (%) from 2018-2022 may be caused by high expenses relative to revenue and affects the company's historical net profitability.

• The sudden increase to 11.04% in 2022-2023 PAT Margin (%) may be caused by improved operational efficiency or cost management and affects the company's financial health positively.

• **Financial Risk:** The significant fluctuation in PAT Margin (%) from 0% to 11.04% raises concerns about the sustainability of recent profitability improvements, indicating potential volatility in future financial performance.

## **Analysis of Return on Equity (%):**

• The change from 0% to 11.73% in Return on Equity (%) in 2022-2023 may be caused by an increase in net profit or a decrease in shareholders' equity and affects the company's ability to generate profit from shareholders' investments.

• The consistent 0% ROE from 2018-2022 may be caused by either no net profit or equal net losses and affects the company's attractiveness to investors.

• The sudden increase to 11.73% ROE in 2022-2023 may be caused by improved operational efficiency or financial restructuring and affects the company's perceived financial health positively.

• **Financial Risk:** The historical trend of 0% ROE over four consecutive years indicates potential underlying issues in profitability or equity management, posing a risk to sustained financial performance.

## **Analysis of Return on Fixed Assets (%):**

• The consistent '0%' in parameter 'Return on Fixed Assets (%)' may be caused by 'zero or negligible EBIT relative to fixed assets' and affects 'the company's ability to demonstrate efficient use of its fixed assets'.

• The lack of change '0%' in parameter 'Return on Fixed Assets (%)' may be caused by 'potential underutilization or non-productive fixed assets' and affects 'the company's attractiveness to potential lenders or investors'.

• The unchanged '0%' in parameter 'Return on Fixed Assets (%)' may be caused by 'a stagnant or declining operational performance' and affects 'the company's growth prospects and financial health'.

• **Financial Risk:** The persistent '0%' ROFA indicates a significant risk of inefficient asset utilization, which could lead to challenges in securing financing and achieving sustainable profitability.

## **Analysis of Return on Capital Employed (%):**

• The change from 0% to 3.58% in Return on Capital Employed (ROCE) (%) in 2022-2023 may be caused by an increase in EBIT relative to capital employed and affects the company's ability to generate profits from its capital.

• The consistent 0% ROCE from 2018-2022 may be caused by either low EBIT or high capital employed, and affects the company's historical efficiency in utilizing its capital.

• The sudden increase to 3.58% ROCE in 2022-2023 may be caused by improved operational performance or reduced capital base, and affects the perception of the company's financial health positively.

• **Financial Risk:** The historical trend of 0% ROCE over four years indicates a potential risk of inefficient capital utilization, which could affect the company's ability to sustain profitability improvements seen in 2022-2023.

## **Analysis of Current Ratio:**

• The change from 0.48 to 0.46 in parameter Current Ratio from 2018-2019 to 2019-2020 may be caused by a decrease in total current assets or an increase in total current liabilities and affects the company's ability to cover short-term obligations.

• The change from 0.46 to 0.39 in parameter Current Ratio from 2019-2020 to 2020-2021 may be caused by further deterioration in liquidity position and affects the financial health negatively, indicating increased liquidity risk.

• The stagnation at 0.35 in parameter Current Ratio from 2021-2022 to 2022-2023 may be caused by consistent challenges in improving asset management or liability reduction and affects the company's ongoing liquidity concerns.

• **Financial Risk:** The consistently low Current Ratio below 1 across all years indicates a significant risk of liquidity problems, suggesting the company may struggle to meet its short-term liabilities without improving its financial management strategies.

## **Analysis of Quick Ratio:**

• The decrease from 0.48 to 0.46 in Quick Ratio between 2018-2019 and 2019-2020 may be caused by an increase in current liabilities and affects the company's ability to meet short-term obligations.

• The decline from 0.46 to 0.39 in Quick Ratio from 2019-2020 to 2020-2021 may be caused by a reduction in liquid assets and affects the company's short-term liquidity position.

• The stagnation at 0.35 in Quick Ratio from 2021-2022 to 2022-2023 may be caused by consistent levels of current liabilities and liquid assets, affecting the company's ability to improve its liquidity position.

• **Financial Risk:** The consistently low Quick Ratio below 1 across all years indicates potential liquidity issues, suggesting the company may struggle to meet its short-term liabilities without selling inventory, posing a risk to financial stability.

## **Analysis of Interest Coverage Ratio:**

• The change from '0' to '140.38' in parameter 'Interest Coverage Ratio' may be caused by a significant increase in EBIT or a decrease in Interest Expense and affects the company's debt-servicing ability positively.

• The consistent '0' in parameter 'Interest Coverage Ratio' from 2018-2022 may be caused by EBIT being equal to or less than Interest Expense and affects the company's financial stability negatively.

• The sudden spike to '140.38' in parameter 'Interest Coverage Ratio' in 2022-2023 may be caused by an extraordinary event or accounting adjustment and affects the reliability of financial projections.

• **Financial Risk:** The historical lack of ability to cover interest expenses from 2018-2022 poses a significant risk, as the recent spike in the Interest Coverage Ratio may not be sustainable or indicative of long-term financial health.

## **Analysis of Long-term Debt/Equity:**

• The change from '0' to '0.28' in parameter 'Long-term Debt/Equity' in 2021-2022 may be caused by an increase in long-term debt and affects the financial leverage by indicating a higher reliance on debt.

• The change from '0.28' to '0.22' in parameter 'Long-term Debt/Equity' in 2022-2023 may be caused by an increase in shareholders' equity or a decrease in long-term debt and affects the financial risk by indicating a slight reduction in leverage.

• The consistent '0' in parameter 'Long-term Debt/Equity' from 2018-2019 to 2020-2021 may be caused by the absence of long-term debt and affects the financial stability by indicating no financial leverage risk during these years.

• **Financial Risk:** The introduction of long-term debt in 2021-2022 increases financial risk, as the company now has obligations that could impact its financial flexibility and ability to secure additional financing.