# 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Percept Limited's most recent rating was withdrawn by ICRA on 27-Oct-2014.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 |

# Analysis

The provided data is an income statement along with some financial ratios for a company over multiple periods, typically reported quarterly or annually. Here's a breakdown and analysis of the key components:  
  
### Revenue  
  
1. \*\*Revenue from Sale of Services\*\*: This is the primary source of income, with significant fluctuations across periods. The revenue increased considerably in the most recent period, indicating a strong quarter or end of fiscal year.  
   
2. \*\*Other Income\*\*: This includes additional non-operating income, such as interest or rental income, which aids in overall revenue.  
  
3. \*\*Total Revenue\*\*: This is the sum of Revenue from Operations and Other Income. It highlights a volatile trend with significant growth in the latter periods.  
  
### Expenses  
  
1. \*\*Total Employee Benefit Expense\*\*: Consistently a major cost, though it varies. It is a critical component reflecting workforce-related expenses.  
  
2. \*\*Total Other Expenses\*\*: These are substantial and include broad categories like operational costs excluding employee benefits, pointing to potential areas of cost management.  
  
3. \*\*EBITDA (Earnings Before Interest, Taxes, Depreciation, and Amortization)\*\*: Initially negative, indicating losses, it turns positive in later periods, reflecting an operational improvement.  
  
4. \*\*Finance Costs and Depreciation\*\*: These are relatively lower than operating expenses but still impact profitability.  
  
### Profitability  
  
1. \*\*Profit before Tax (PBT)\*\*: Improved from negative to positive, indicating the company started making a profit in recent periods after covering all expenses.  
  
### Ratios  
  
1. \*\*Profitability Ratios\*\*:   
 - \*\*Revenue Growth (%)\*\*: High volatility and significant growth in recent periods.  
 - \*\*EBITDA, EBT, and PAT Margins\*\*: Initially non-existent or negative but improve significantly towards the last period, indicating profit margin growth.  
 - \*\*Return on Equity\*\*: Only available in the last period, reflecting profits relative to shareholder equity.  
  
2. \*\*Liquidity Ratios\*\*:  
 - \*\*Current and Quick Ratio\*\*: Both are quite low, indicating potential liquidity constraints, as they measure the ability to cover short-term liabilities with short-term assets.  
  
3. \*\*Expense Ratios\*\*:  
 - \*\*Total Employee Cost (% of Sales)\*\*: Varied percentage showing how much of sales revenue is spent on employees.  
 - \*\*Finance Cost (% of Sales)\*\*: Drops significantly, indicating better cost control or reduced debt levels.  
 - \*\*Total Other Expenses (% of Sales)\*\*: High but decreasing, suggesting efficiency improvements over time.  
  
### Conclusion  
  
The company experienced significant volatility in its financial performance over the observed periods. While it faced challenges initially with negative profitability and low liquidity, later periods showed improvements in revenue and expense management, leading to positive profitability ratios. Future strategic focus should be on sustaining revenue growth, further improving expense ratios, and ensuring liquidity is adequately managed to support operations smoothly.