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Percept Limited's most recent rating was withdrawn by ICRA on 27-Oct-2014.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

Based on the provided financial data, here's an analysis of the company's financial performance over the periods:  
  
### Revenue Analysis:  
1. \*\*Revenue from Sale of Services\*\*: The company primarily generates revenue from services, showing a volatile pattern across the periods with peaks and troughs. The revenue progressively increases, with a notable spike in the final period at 7500 compared to previous ones.  
  
2. \*\*Total Revenue\*\*: The total revenue mirrors the service revenue's pattern, surging significantly by the last period to 8000, reflecting strong growth from the preceding quarters.  
  
### Expenses and Profitability:  
1. \*\*Total Expenses\*\*: The company's expenses are consistently high, contributing to negative profitability in most periods. A significant expense is the "Total Other Expenses," showing high values except for a notable reduction in parts of the reporting periods.  
  
2. \*\*EBITDA and Profit Margins\*\*: The EBITDA is negative for the initial periods, indicating operational issues. However, it turns positive as the periods progress, reflecting improved operational efficiency or increased revenue. The EBITDA margin reaches 4.24% in one period when sales evidently cover fixed and variable costs.  
  
3. \*\*Profit before Tax (PBT)\*\*: The PBT remains negative initially, indicating the company's struggle with profitability. However, it turns positive in later periods, peaking in the final period of reporting at 708.13, suggesting financial recovery or better cost management.  
  
### Ratios Analysis:  
1. \*\*Profitability Ratios\*\*:  
 - \*\*Revenue Growth (%)\*\* shows significant fluctuation, illustrating a volatile revenue pattern, with later periods showing substantial growth, indicative of recovery or increased sales success.  
 - \*\*Return on Equity\*\* and other margins like EBT and PAT Margins are initially zero but improve as profitability increases.  
  
2. \*\*Liquidity Ratios\*\*:  
 - \*\*Current and Quick Ratios\*\*: Both ratios are below 1, indicating potential liquidity issues concerning the company's ability to cover short-term liabilities with its current assets. Consistent ratios across the periods might suggest no immediate improvement or decline in liquidity management.  
  
3. \*\*Expenses Ratios\*\*:  
 - \*\*Total Employee Cost (% of Sales)\*\* fluctuates with sales volumes and reflects variable management of the workforce expenses relative to the sales figure.  
 - \*\*Finance Cost (% of Sales)\*\* diminishes over periods, suggesting better management of financial costs or improved capital structure.  
  
### Conclusion:  
The company appears to be in a turnaround stage. While revenue from its core operation (services) is improving, especially in the later periods, it also indicates improved cost management resulting in positive profitability trends towards the end of the current dataset. However, liquidity remains a concern, and maintaining this upward trend would require continued focus on optimizing operational efficiency and potentially addressing the high other expenses to ensure sustainable profitability.