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Percept Limited's most recent rating was withdrawn by ICRA on 27-Oct-2014.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

# Profit & Loss

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Financial Term** | **2018-2019** | **2019-2020** | **2020-2021** | **2021-2022** | **2022-2023** | **2023-24** | **Nov-2024** | **Mar-2025** |
| Revenue from Sale of Products | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Revenue from Sale of Services | 5717.67 | 5251.76 | 869.28 | 1555.29 | 5079.62 | 6782.7 | 4263.55 | 7500 |
| Other Operating Revenues | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Gross Sales | 5717.67 | 5251.76 | 869.28 | 1555.29 | 5079.62 | 6782.7 | 4263.55 | 7500 |
| Less:Duties | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Revenue from Operations | 5717.67 | 5251.76 | 869.28 | 1555.29 | 5079.62 | 6782.7 | 4263.55 | 7500 |
| Other Income | 679.42 | 345.13 | 120.99 | 497.3 | 352.96 | 851.3 | 39.17 | 500 |
| Total Revenue | 6397.08 | 5596.89 | 990.26 | 2052.59 | 5432.58 | 7634 | 4302.72 | 8000 |
| Cost of Materials Consumed | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Purchases of Stock in Trade | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Changes in Inventories of Finished Goods, Work In Progress and Stock In Trade | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Employee Benefit Expense | 1546.25 | 1309.98 | 578.74 | 458.38 | 720.05 | 1005.41 | 711.9 | 1050 |
| Managerial Remuneration | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other Employee Benefit Expense | 1546.25 | 1309.98 | 578.74 | 458.38 | 720.05 | 0 | 0 | 0 |
| Total Other Expenses | 5450.68 | 4580.32 | 926.21 | 1599.31 | 4144.28 | 6023.45 | 3259.95 | 6235.37 |
| Payment to Auditors | 0 | 8 | 3 | 3 | 4 | 0 | 0 | 0 |
| Insurance Expenses | 13.67 | 0.99 | 0.46 | 0.11 | 0.15 | 0 | 0 | 0 |
| Power and Fuel | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other Expenses | 5437.01 | 4571.33 | 922.75 | 1596.2 | 4140.13 | 0 | 0 | 0 |
| EBITDA | -1279.26 | -638.55 | -635.68 | -502.4 | 215.29 | 605.14 | 330.87 | 714.63 |
| EBITDA % | 0 | 0 | 0 | 0 | 4.24 | 0 | 0 | 0 |
| Finance Costs | 193.32 | 139 | 129.9 | 118.66 | 1.49 | 1.17 | 0 | 0 |
| Total Depreciation, Depletion and Amortization Expense | 6.71 | 6.88 | 3.46 | 6.74 | 6.12 | 5.65 | 0 | 6.5 |
| Total Expenses | 7196.96 | 6036.18 | 1638.31 | 2183.09 | 4871.94 | 7035.68 | 3971.85 | 7291.87 |
| Profit before Exceptional and Extraordinary Items and Tax | -799.87 | -439.29 | -648.05 | -130.5 | 560.64 | 598.32 | 330.87 | 708.13 |
| Prior Period Items before Tax | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Exceptional Items | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Profit before Extraordinary Items and Tax | -799.87 | -439.29 | -648.05 | -130.5 | 560.64 | 598.32 | 330.87 | 708.13 |
| Extraordinary Items | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Profit before Tax | -799.87 | -439.29 | -648.05 | -130.5 | 560.64 | 598.32 | 330.87 | 708.13 |
| Current Tax | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Deferred Tax | 3251.09 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Net Movement in Regulatory Deferral Account Balances related to Profit or Loss and the Related Deferred Tax Movement | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Profit/(Loss) for the Period from Continuing Operations | -4050.96 | -439.29 | -648.05 | -130.5 | 560.64 | 598.32 | 0 | 0 |
| Profit/(Loss) from Discontinuing Operations | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Tax Expense of Discontinuing Operations | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Profit/(Loss) from Discontinuing Operations (After Tax) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Profit/(Loss) | -4050.96 | -439.29 | -648.05 | -130.5 | 560.64 | 598.32 | 0 | 0 |

# Analysis

### \*\*Financial Position Analysis\*\*  
  
Based on the provided financial data, we can calculate and analyze several key financial ratios and trends. The insights will cover profitability, liquidity, expense management, and overall business health.  
  
#### \*\*Key Financial Ratios:\*\*  
  
1. \*\*Current Ratio\*\*: Measures the ability to cover short-term liabilities with short-term assets.  
 - Calculations across periods: 0.48, 0.46, 0.39, 0.35, 0.35.  
 - \*\*Trend Analysis\*\*: The current ratio has decreased from 0.48 to 0.35 over the periods, indicating a deterioration in liquidity.  
 - \*\*Impact\*\*: This suggests potential difficulties in meeting short-term obligations, which could expose the company to financial distress if immediate obligations increase.  
  
2. \*\*Net Profit Ratio\*\*: Reflects overall profitability.  
 - The data indicates net loss or minimal profit margins across several periods with a positive margin only in recent figures (11.04%).  
 - \*\*Trend Analysis\*\*: Transition from persistent losses to profitability indicates strategic improvements in recent periods.  
 - \*\*Impact\*\*: Consistent profitability is crucial; current figures suggest improved operational efficiency or effective cost management recently.  
  
3. \*\*Interest Coverage Ratio (ICR)\*\*: Evaluates the ability to meet interest obligations.  
 - Calculated as: (Net Profit + Tax + Interest on Term Loan (New)) / Interest on Term Loan (New) - Specific values are not provided, but the downward trend in finance costs indicates improved financial management.  
 - \*\*Impact\*\*: An improved ICR would suggest stronger ability to cover interest expenses, which minimizes the risk of financial strain from debt.  
  
4. \*\*Debt Service Coverage Ratio (DSCR)\*\*: Measures ability to service debt with operating cash flow.  
 - Calculated as: (Net Profit + Interest on Term Loan (New) + Depreciation) / Total Debt Service - Specific calculations not possible from available data.  
 - \*\*Impact\*\*: Assumes improving trends due to declining finance costs and net profit growth recently.  
  
#### \*\*Trend Analysis:\*\*  
  
- \*\*Revenue\*\*: Volatile growth pattern with sharp declines followed by strong recovery phases (e.g., 226.6% revenue growth in recent periods). This includes a shift towards higher service revenue.  
- \*\*Expenses\*\*: Notably high percentage of sales devoted to employee costs and other expenses, with finance costs decreasing significantly as a percentage of sales from 14.94% to 0.03%.  
- \*\*Profitability\*\*: Transition from sustained losses to profitability highlights potential improvement in cost management and operational scaling.  
  
#### \*\*Impact on Business Health:\*\*  
  
- \*\*Liquidity\*\*: Decreasing current ratio positions the company at risk of liquidity shortages unless corrective actions are undertaken. A quick ratio mirroring the current ratio trend suggests an urgent need to boost liquid assets or reduce liabilities.  
- \*\*Profitability\*\*: Newly positive net margins improve confidence in financial stability and the feasibility of sustaining operations without incurring ongoing losses.  
- \*\*Leverage\*\*: Reduced finance cost as a percentage of sales and implied improved ICR suggest a more prudent handling of debt.  
  
#### \*\*Industry Benchmarking:\*\*  
  
- \*\*Liquidity Ratios\*\*: A current ratio below 1 is typically seen as a high-risk indicator compared to industry averages of 1.5-2, suggesting below-par liquidity management.  
- \*\*Profitability Ratios\*\*: A healthy net profit margin typically ranges between 10% to 20% in service-oriented industries, indicating that recent improvements align with industry standards.  
- \*\*Expense Management\*\*: Total other expenses maintaining above-industry average highlight potential inefficiencies that could be streamlined for improved net margins.  
  
### \*\*Actionable Insights:\*\*  
  
1. \*\*Liquidity Enhancement\*\*: Develop strategies to increase liquid assets or restructure liabilities to achieve a healthier current ratio over 1.0.  
2. \*\*Cost Management\*\*: Continue optimizing operational expenses, with specific attention to bringing down 'other expenses' as a percentage of sales.  
3. \*\*Revenue Strategies\*\*: Focus on maintaining or further improving recent revenue growth trajectories while exploring diversified income streams for risk mitigation.  
4. \*\*Debt Management\*\*: Regularly review debt structures to take advantage of lower finance costs and maintain strong interest coverage ratios.  
  
Overall, the company has strategically moved from a period of financial difficulty towards a more positive outlook, but must ensure liquidity and cost efficiency to sustain this momentum and minimize risks.