

MAJESTIC RESEARCH SERVICES AND SOLUTIONS LTD.

MAJESTIC RESEARCH SERVICES AND SOLUTIONS LTD. (BSE CODE: 539229) (AS ON 29 JANUARY, 2016)

Current Price	₹ 74.70	Market Cap (₹ crore)	30.79	Book Value	₹ 12.40	Earnings Per Share #	1.78
52 Week High	₹ 92.25	Shares Outstanding ^	41,22,000	P/B Ratio	6.02	Dividend Per Share #	-
52 Week Low	₹ 14.00	Beta	-	P/E Ratio *	41.96	Dividend Yield	-
Face Value per share	₹ 10.00			EV/EBITDA	-	Dividend Payout #	-

*Based on EPS for FY 2014-15 | # Based on FY 2014-15 | ^ As on 30th Sept' 15

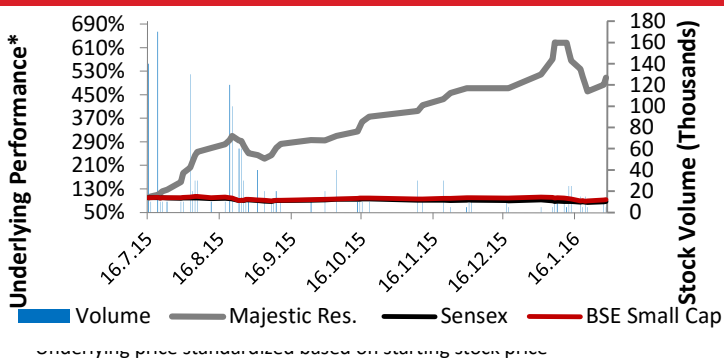
COMPANY BACKGROUND

Majestic Research Services and Solutions Limited operates as an independent market research agency in India and internationally. It offers a range of qualitative and quantitative research services. The Company's services include net promoter score framework, customer based brand equity, pricing research, U and A studies, customer service evaluation, insights community, access panel, mobile analytics etc. as well as segmentation, targeting, and positioning services. It serves clients in the apparel, cosmetics and personal care, consumer electronics, household products, etc. The Company was incorporated in 2012 and is headquartered in Mumbai, India. Majestic Research Services and Solutions Limited is a subsidiary of Majestic Market Research Support Services Limited.

Key Financial Indicators

	Mar '15	Mar '14	Mar '13
Gross Sales (₹ Crore)	5.51	2.26	0.48
Other Income (₹ Crore)	-	-	-
EBIDTA (₹ Crore)	1.14	0.23	0.02
EBIDTA Margin (%)	20.69	10.62	4.17
Net Profit Margin (%)	9.62	5.75	2.08
RONW (%)	15.52	6.65	1.32
EPS (₹ per share)	1.78	0.45	0.19
Current Ratio	3.18	4.03	6.64
Debt Equity Ratio	0.19	0.01	-
Interest Coverage Ratio	9.56	-	-
Dividend Payout (%)	-	-	-

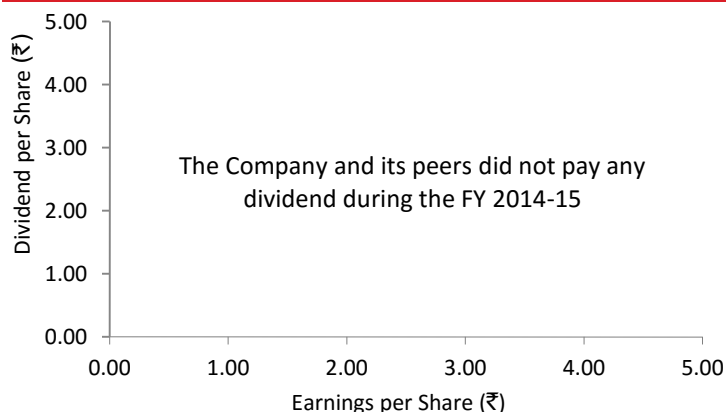
SHORT TERM STOCK PERFORMANCE



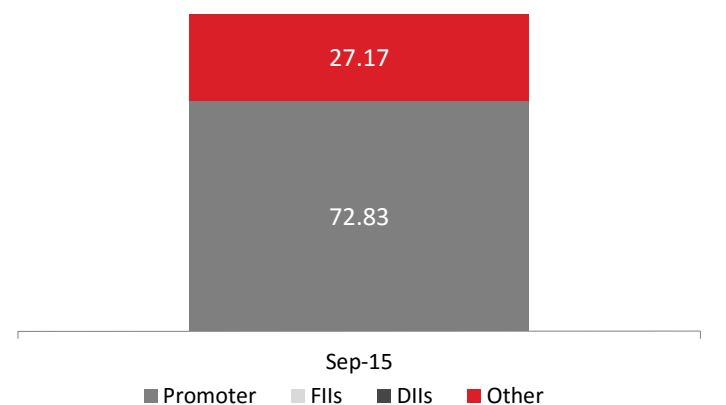
LONG TERM STOCK PERFORMANCE (CAGR)

Not Applicable - Company got listed on 16th July, 2015

DIVIDEND PAYOUT - PEER COMPARISON



SHAREHOLDING PATTERN (%)



CORPORATE GOVERNANCE
BOARD AND BOARD COMMITTEES (AS PER ANNUAL REPORT 2014-15)

	Members	Chairman	Independence	Meetings
Board	5	Executive Director (Promoter)	60%	12
Audit Committee	3	Independent Director	100%	0
Stakeholders Relationship Committee	3	Independent Director	100%	0
Nomination & Remuneration Committee	3	Independent Director	100%	0

The Board comprises of 5 Directors including 2 Executive and 3 Non-executive Independent Directors. The Chairman of the Board is a Promoter Executive Director. The composition of the Board of the Company is compliant as per clause 49 of the listing agreement.

BUSINESS OVERVIEW (AS STATED BY THE COMPANY)

Strengths – The Company is the largest home grown Market Research Agency of India and Largest Independent Full Service Market Research Firm in Asia & MENA (Middle East & North America). Relying exhaustively on usage of technology for data collections thereby ensuring reliability, validity checks as also faster turnaround time. The research team of MRSS India operates out of Mumbai, Delhi and Bangalore. The team has rich experience of working with both domestic as well as global majors.

Competition – Company's competition comprises of networked agencies, primarily global research agencies focusing on traditional market research. Medium and Smaller companies also compete in this spree including consultancy and research firms.

Significant factors affecting the results of Operations – MRSS India offers a wide range of Qualitative and Quantitative Research Services both nationally and internationally. Serious depth in interacting with wide spectrum of target respondents in FMCG space. Total 20+ years of Teams experience in executing FMCG Market Research – both Quant & Qual. Majestic MRSS (the parent company of MRSS India) has Client servicing offices in 18 major countries in APAC and MENA region with dedicated Research Professionals and Project Managers; rapidly expanding in Europe, US & LATAM. Given the Company's global footprints, Majestic MRSS enables MRSS India with the additional wherewithal of local market intelligence as also ability to scale up operations in those markets offering multi-country research capabilities depending on client requirements without any additional set up time-cost implications.

Peer Comparison

	Majestic Research	Network Limited	Manaksi a Inds.
Gross Sales (₹ Crore)	5.51	10.96	163.57
Other Income (₹ Crore)	-	0.21	3.44
EBIDTA (₹ Crore)	1.14	-0.15	5.81
EBIDTA Margin (%)	20.69	-3.01	4.41
Net Profit Margin (%)	9.62	-3.19	-3.88
RONW (%)	15.52	-	-
EPS (₹/share)	1.78	-	-
Current Ratio	3.18	2.01	1.79
Debt Equity Ratio	0.19	-	0.86
Interest Coverage Ratio	9.56	-	0.16
Dividend Payout (%)	-	-	-

INDUSTRY OVERVIEW (AS STATED BY THE COMPANY)

The Market Research sector has been traditionally dominated by international players. The market research agencies pan India; cover all the main areas of marketing - spanning B2B and industrial research, social research, media research, brand research, corporate and employee research, channel and retail research, product and packaging research, pricing research and business specialized consumer research. While researchers in India are highly respected, not enough progress has been made in using technology to get better, more relevant and information faster to clients. We therefore launched MRSS India as a full service firm specialising in digital research. It is encouraging that this coincides with the boom in digital marketing efforts by clients, hence reassuring that we are in the right place at the right time. With a stable and progressive government at the centre India is perhaps poised for the first time in

FINANCIAL PERFORMANCE: DISCUSSION

The Company recorded a net sale of ₹ 5.51 crore during the accounting year ended 31st March, 2015 as against ₹ 2.26 crore for the previous year. The Profit before Tax (PBT) for the current accounting period was ₹ 0.77 crore (PBT of ₹ 0.20 crore for year ended 31st March, 2014) and the Profit after Tax (PAT) of ₹ 0.53 crore (PAT of ₹ 0.13 crore for the year ended 31st March, 2014).

ANNUAL RESULTS

(IN ₹ CRORE)

Income Statement	Mar '15	Mar '14	Mar '13
Net Sales	5.51	2.26	0.48
Other Income	-	-	-
Total Income*	5.51	2.26	0.48
Total Expenses	4.36	2.02	0.46
EBITDA	1.14	0.24	0.02
Depreciation	0.28	0.04	-
Interest	0.09	-	-
Profit Before Tax	0.77	0.20	0.02
PAT	0.53	0.13	0.01
PAT Margin (%)	9.62	5.75	2.08
Earnings per Share	1.78	0.45	0.19

* Total Income includes Stock Adjustments

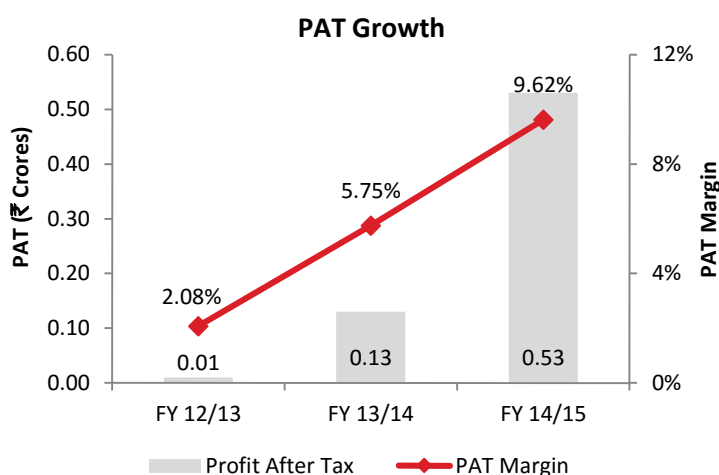
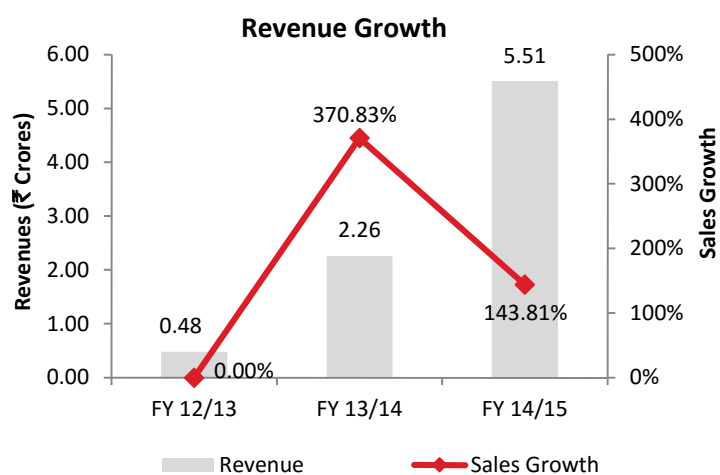
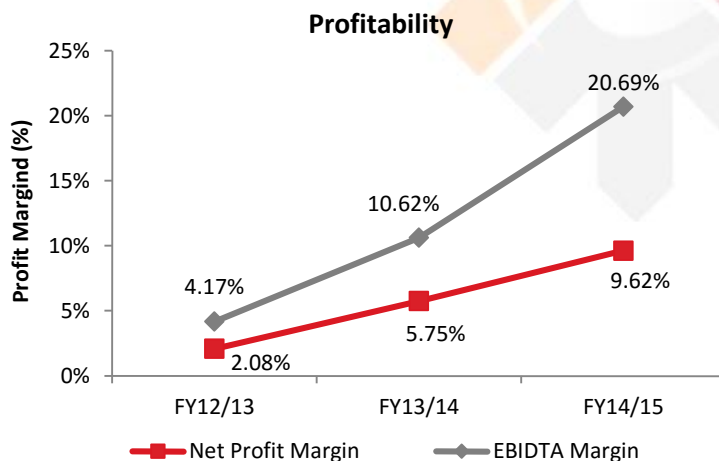
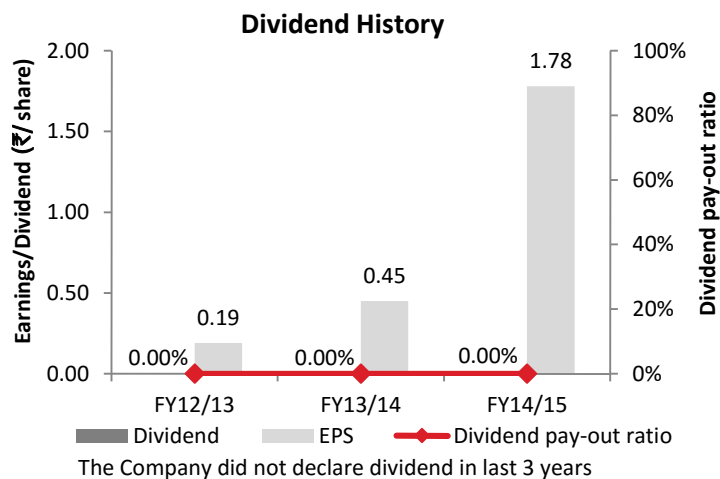
Cash Flow Statement	Mar '15	Mar '14	Mar '13
Cash-Flow from			
Operating Activities	-0.73	-2.23	-0.74
Investing Activities	-0.31	-0.07	-
Financing Activities	1.08	2.30	0.74
Cash & Cash Equivalents			
Beginning of Year	-	-	-
Net increase	0.04	-	-
End of Year	0.04	-	-

Balance Sheet	Mar '15	Mar '14	Mar '13
Share Capital	3.00	3.00	0.75
Reserves and Surplus	0.68	0.15	0.01
Shareholders' Fund	3.68	3.15	0.76
Secured Loans	0.98	-	-
Unsecured Loans	0.24	0.05	-
Total Debt	1.22	0.05	-
Deferred Tax Liability	-0.05	0.01	-
Other Liabilities	-	-	-
Provisions	0.10	0.02	-
Current Liabilities	0.49	0.98	0.13
Sources of Funds	5.44	4.21	0.89
Net Block	0.16	0.14	-
Capital work in progress	-	-	-
Investments	0.01	-	-
Inventories	-	-	-
Receivables	4.66	2.05	0.13
Cash and Bank Balances*	0.04	-	-
Loans and Advances	0.45	1.88	0.74
Current Assets	5.15	3.94	0.86
Other Assets	0.13	0.13	0.02
Application of Funds	5.44	4.21	0.89
Contingent Liabilities	-	-	-

*Cash and Bank Balances include fixed deposits

SECTOR: MISCELLANEOUS

REPORTING DATE: 01 FEBRUARY, 2016



SEBI REG. NO. INH000000016

DISCLOSURE: THIS REPORT HAS BEEN SPONSORED BY BSE - INVESTOR PROTECTION FUND TRUST

SOURCE: CAPITALINE, BSE, COMPANY'S ANNUAL REPORT, INVESTING BUSINESSWEEK, MONEYCONTROL

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ABOUT SES

Stakeholders' Empowerment Services is a not for profit initiative of like-minded people with a vision to achieve a corporate governance state where all stakeholders are treated in just and fair manner. We believe that this journey can be possible only with active participation of all stakeholders.

For more information, please contact SES at +91 22 4022 0322, or via e-mail: info@sesgovernance.com

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