Press Release

Pro Media

07 December, 2017

Rating Update

Total Bank Facilities Rated*	Rs.20.00 Cr
Long Term Rating (Indicative)	SMERA BB+ Issuer not co-operating*
Short Term Rating (Indicative)	SMERA A4+ Issuer not co-operating*

#Refer Annexure for details
**The issuer did not co-operate; Based on best available information.*

SMERA has reviewed the long term rating of **'SMERA BB+' (read as SMERA double B plus) and short term rating of SMERA A4+ (Read as SMERA A Four plus)** on the Rs.20.00 crore bank facilities of Pro media. This rating is now an indicative rating and is based on best available information.

Non-cooperation by the issuer/borrower: SMERA has been requesting for data, information and undertakings from the rated entity for conducting surveillance & review of the rating. However, the issuer/borrower failed to submit such information before due date.

This rating is therefore being flagged as "Issuer not-cooperating", in line with prevailing SEBI regulations and SMERA's policies.

Applicable Criteria

- Trading Entities: https://www.smera.in/criteria-trading.htm
- Default Recognition: https://www.smera.in/criteria-default.htm
- Financial Ratios and Adjustments: https://www.smera.in/criteria-fin-ratios.htm

Limitation regarding information availability: The rating is based on information available from sources other than the issuer/borrower (in the absence of information provided by the issuer/borrower). SMERA endeavoured to gather information about the entity / industry from the public domain. Therefore, SMERA cautions lenders and investors regarding the use of such information, on which the indicative credit rating is based.

About the Rated Entity

The Chennai-based Pro Media was established by Mr. Ameen in 2007. The firm trades in imported paper and generates maximum revenue therefrom. The firm also derives revenue from distribution of electronic products of Panasonic and Sony and trading of palm oil and steel scrap.

Rating History for the last three years:

Date	Name of Instrument/ Facilities	Term	Amount (Rs. Crore)	Ratings/Outlook
6-Sept, 2016	Cash Credit	Long term	10.00	SMERA BB+/Stable (Reaffirmed)
	Letter of Credit	Short term	10.00	SMERA A4+ (Assigned)
1 Jul, 2015	Cash Credit	Long term	5.00	SMERA BB+/Stable (Assigned)
	Proposed cash credit	Long term	5.00	SMERA BB+/Stable (Assigned)

Annexure – Details of instruments rated:

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Crore)	Ratings
Cash Credit	NA	NA	NA	10.00	SMERA BB+ (Indicative)
Letter of Credit	NA	NA	NA	10.00	SMERA A4+ (Indicative)

**The issuer did not co-operate; Based on best available information.*

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ABOUT SMERA

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