

July 08, 2015

Facilities	Amount (Rs. Crore)	Rating
<b>Proposed Term Loans</b>	<b>11.49</b>	<b>SMERA BB/Stable (Assigned)</b>
<b>Proposed Cash Credit</b>	<b>6.00</b>	<b>SMERA BB/Stable (Assigned)</b>

SMERA has assigned a long-term rating of '**SMERA BB**' (**read as SMERA double B**) to the Rs.17.49 crore proposed bank facilities of Marke Precitech Private Limited (MPPL). The outlook is '**Stable**'. SMERA has consolidated the business and financial risk profiles of MPPL and Secure Industries Private Limited (SIPL) referred to as the Secure Group (SG). The consolidation is in view of the common ownership and operational linkages within the group.

The rating is supported by the group's experienced management, integrated business profile, healthy revenue growth and profitability. The rating is further supported by the group's moderate financial risk profile and reputed customer base. However, the rating is constrained by the company's modest scale of operations and group's stretched liquidity position. The rating is also constrained by the susceptibility of the group's profit margins to volatility in raw material prices and exposure to intense competition in the closure business.

The Secure Group is promoted by Mr. Sanjay K. Singh and Mr. Arya Mittara. Both collectively have more than a decades experience in the closure business. The group's business profile is integrated considering the commonality of activities such as designing and manufacturing of closure and closure moulds.

The group's revenues grew at a compounded annual growth rate (CAGR) of 173 per cent from FY2011-12 to FY2014-15. The group registered operating income of Rs.46.07 crore in FY2014-15 compared to Rs.22.65 crore in the previous year. The operating margins of the group stand at 26.36 per cent in FY2014-15 compared to 22.79 per cent in FY2013-14. The moderate financial risk profile is reflected in the moderate gearing of 1.96 times and healthy interest coverage of 4.85 times in FY2014-15. The group reported healthy net cash accruals (NCA) of Rs.7.88 crore in FY2014-15 as compared to Rs.3.03 crore in FY2013-14. The group's clientele includes leading players such as Pepsi India Holding Private Limited and Kandhari Beverages Private Limited (Coca-Cola Company) that contributed around 40-45 per cent to the total revenue of the group in FY2014-15.

Secure group's stretched cash flows have led to a tight liquidity condition resulting in full utilization of cash credit limits. Also, the main raw material for the company is polypropylene (PP) and being a crude oil derivative, the group profit margins are exposed to volatility in its prices. The group also faces intense competition from other organised and unorganised players in the closure industry.

**Disclaimer:** A SMERA rating does not constitute an audit of the rated entity and should not be treated as a recommendation or opinion that is intended to substitute for a financial adviser's or investor's independent assessment of whether to buy, sell or hold any security. SMERA ratings are based on the data and information provided by the issuer and obtained from other reliable sources. Although reasonable care has been taken to ensure that the data and information is true, SMERA, in particular, makes no representation or warranty, expressed or implied with respect to the adequacy, accuracy or completeness of the information relied upon. SMERA is not responsible for any errors or omissions and especially states that it has no financial liability whatsoever for any direct, indirect or consequential loss of any kind arising from the use of its ratings. SMERA ratings are subject to a process of surveillance which may lead to a revision in ratings as and when the circumstances so warrant. Please visit our website ([www.smera.in](http://www.smera.in)) for the latest information on any instrument rated by SMERA.

The company began commercial operations in the year 2008 and is engaged in designing and manufacturing of special quality moulds used by closure (cap) manufacturers. The company's modest scale is reflected by its minor contribution of the total group revenues in FY2014-15.

### **Outlook: Stable**

SMERA believes that the group will continue to benefit over the medium term from its promoters' extensive experience in the closure business. The outlook may be revised to 'Positive' in case of significant and sustained increase in the group's revenues and profitability margins, while improving its capital structure. Conversely, the outlook may be revised to 'Negative' in case of a significant decline in the group's revenues, profitability margins, elongation in working capital cycle or if large debt funded capex is undertaken, weakening the financial risk profile or capital structure.

### **About the Group**

The SG, comprising two entities viz. Secure Industries Private Limited and Marke Precitech Private Limited is engaged in the closure business. The group designs and manufactures closures and closure moulds at its factory at Medak, Telangana.

For FY2014-15, the group reported profit after tax (PAT) of Rs.4.03 crore on net operating income of Rs.46.07 crore, as compared with PAT of Rs.0.15 crore on operating income of Rs.22.72 crore in the previous financial year. The group's net worth stood at Rs.9.89 crore as on March 31, 2015, as compared with Rs.4.17 crore a year earlier.

### **About the Company**

MPPL, incorporated in the year 2008 is promoted by Mr. Sanjay Singh and Mr. Arya Mittara. The company is into designing and manufacturing of special quality moulds used by closure (cap) manufacturers. The company's factory is located at Medak, Telangana.

For FY2014-15, MPPL reported profit after tax (PAT) of Rs.0.44 crore on net operating income of Rs.1.86 crore, as compared with net profit of Rs.0.16 crore on operating income of Rs.1.82 crore in the previous financial year. The company's net worth stood at Rs.1.03 crore as on March 31, 2015, as compared with Rs.0.39 crore a year earlier.

**Disclaimer:** A SMERA rating does not constitute an audit of the rated entity and should not be treated as a recommendation or opinion that is intended to substitute for a financial adviser's or investor's independent assessment of whether to buy, sell or hold any security. SMERA ratings are based on the data and information provided by the issuer and obtained from other reliable sources. Although reasonable care has been taken to ensure that the data and information is true, SMERA, in particular, makes no representation or warranty, expressed or implied with respect to the adequacy, accuracy or completeness of the information relied upon. SMERA is not responsible for any errors or omissions and especially states that it has no financial liability whatsoever for any direct, indirect or consequential loss of any kind arising from the use of its ratings. SMERA ratings are subject to a process of surveillance which may lead to a revision in ratings as and when the circumstances so warrant. Please visit our website ([www.smera.in](http://www.smera.in)) for the latest information on any instrument rated by SMERA.

**Contact List:**

Media / Business Development	Analytical Contacts	Rating Desk
Antony Jose Vice President – Business Development, Mid Corporate Tel: +91-22-6714 1191 Cell: +91 98208 02479 Email: <a href="mailto:antony.jose@smera.in">antony.jose@smera.in</a>	Vinay Chhawchharia Associate Vice President – Corporate Ratings Tel: +91-22-6714 1156 Email: <a href="mailto:vinay.chhawchharia@smera.in">vinay.chhawchharia@smera.in</a>	Tel: +91-22-6714 1184 Email: <a href="mailto:ratingdesk@smera.in">ratingdesk@smera.in</a>

**Disclaimer:** A SMERA rating does not constitute an audit of the rated entity and should not be treated as a recommendation or opinion that is intended to substitute for a financial adviser's or investor's independent assessment of whether to buy, sell or hold any security. SMERA ratings are based on the data and information provided by the issuer and obtained from other reliable sources. Although reasonable care has been taken to ensure that the data and information is true, SMERA, in particular, makes no representation or warranty, expressed or implied with respect to the adequacy, accuracy or completeness of the information relied upon. SMERA is not responsible for any errors or omissions and especially states that it has no financial liability whatsoever for any direct, indirect or consequential loss of any kind arising from the use of its ratings. SMERA ratings are subject to a process of surveillance which may lead to a revision in ratings as and when the circumstances so warrant. Please visit our website ([www.smera.in](http://www.smera.in)) for the latest information on any instrument rated by SMERA.