

Press Release

Lesha Agencies (LA)

March 12, 2018



Rating Update

Total Bank Facilities Rated	Rs. 8.75 crore
Long Term Rating (Indicative)	SMERA BB- Issuer not co-operating*
Short Term Borrowing(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 minus) and short term rating of '**SMERA A4**' (read as SMERA A four) on the Rs.8.75 crore bank facilities of Lesha Agencies (LA). 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

- Default Recognition - <https://www.smerra.in/criteria-default.htm>
- Manufacturing Entities - <https://www.smerra.in/criteria-manufacturing.htm>
- Financial Ratios And Adjustments - <https://www.smerra.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

Established in 2004, LA, promoted by Mr. Kiran Jain is a proprietorship concern, engaged in the distribution of Micromax, Sony and Ziox smart phones as also satellite television equipment for TATA Sky.

For FY2015–16, LA reported net profit of Rs.0.33 cr on total income of Rs.102.42 cr, as compared to net profit of Rs.1.59 cr on total income of Rs.166.12 cr in FY2014–15. The net worth stood at Rs.20.66 cr as on March 31, 2016, as compared with Rs.17.05 cr a year earlier.

Rating History (Upto last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
24-Apr-2017	Cash Credit	Long Term	6.75	SMERA BB- / Stable (Reaffirmed)
	Bank guarantee	Short Term	2.00	SMERA A4 (Re-affirmed)
29-Jul-2015	Cash Credit	Long Term	6.75	SMERA BB- / Stable (Assigned)
	Bank guarantee	Short Term	2.00	SMERA A4 (Assigned)

#Annexure - Details of instruments rated

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Cr.)	Ratings
Cash Credit	Not Applicable	Not Applicable	Not Applicable	6.75	SMERA BB- Issuer not co-operating*
Bank Guarantee	Not Applicable	Not Applicable	Not Applicable	2.00	SMERA A4 Issuer not co-operating*

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

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ABOUT SMERA

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