

Press Release

Pamm Advertising & Marketing (PAM)

04 May, 2018

Rating Update



Total Bank Facilities Rated*	Rs.7.50 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**) and '**SMERA A4**' (read as **SMERA A four**) on the Rs.7.50 crore bank facilities of Pamm Advertising & Marketing (PAM). 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.smera.in/criteria-default.htm>
- Service Entities: <https://www.smera.in/criteria-service.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 endeavored 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 New Delhi-based, Pamm Advertising and Marketing (Pamm) was established in 1987 by Mr. Sunil Chhabra and Mrs. Atiya Chhabra. The firm is an advertising agency and provides advertising services for the print, digital and outdoor media. The firm generates more than 90 per cent revenue from government organisations and the rest from private players. Pamm is accredited with Indian Newspaper Society (INS), Directorate of Advertising & Visual Publicity (DAVP) and Indian Broadcasting Foundation (IBF).

In FY2015-16 the firm achieved operating income of Rs.55.03 cr with Profit After Tax (PAT) of 1.19 cr as compared to operating income of Rs. 50.34 cr with PAT of 0.85 cr a year earlier.

Rating History for the last three years:

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
11-March-2017	Cash Credit	Long Term	4.50	SMERA BB/ Stable (Reaffirmed)
	Bank Guarantee	Short Term	3.00	SMERA A4+ (Reaffirmed)
30-October-2015	Secured Overdraft	Long Term	4.50	SMERA BB/ Stable (Assigned)
	Bank Guarantee	Short Term	3.00	SMERA A4+ (Assigned)

Annexure – Details of instruments rated:

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Crore)	Ratings
Cash Credit	NA	NA	NA	4.50	SMERA BB Issuer not cooperating*
Bank Guarantee	NA	NA	NA	3.00	SMERA A4+ Issuer not cooperating*

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

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ABOUT SMERA

SMERA Ratings Limited is a joint initiative of SIDBI, Dun & Bradstreet Information Services India Private Limited (D&B) and leading public and private sector banks in India. SMERA is registered with SEBI as a Credit Rating Agency and accredited by Reserve Bank of India. For more details, please visit www.smera.in.

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) for the latest information on any instrument rated by SMERA.*