

## Press Release

**Krishna Showbiz Services Private Limited**

**December 16, 2021**



### Rating Downgraded and Issuer not co-operating

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
<b>Bank Loan Ratings</b>	100.00	ACUITE B+   Downgraded   Issuer not co-operating*	
<b>Total</b>	100.00	-	-

# Refer Annexure for details

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

#### Rating Rationale

Acuité has downgraded the long-term rating to '**ACUITE B+** (**read as ACUITE B plus**) from '**ACUITE BB-** (**read as ACUITE double B minus**) on the Rs. 100.00 crore bank facilities of Krishna Showbiz Services Private Limited(KSSPL). The rating continues to be flagged as "Issuer Not-Cooperating" and is downgraded on account of information risk.

#### About the Company

Mumbai based KSSPL was promoted by Mr. Gautam Adhikari and Mr. Markand Adhikari (promoters of SAB TV) in 2013 , to tap the increasing demand for regional content through Dillagi. The channel began broadcast operations from July 2015.

#### Non-cooperation by the issuer/borrower:

Acuité 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 the due date.

Acuité believes that information risk is a critical component in such ratings, and non-cooperation by the issuer along with an unwillingness to provide information could be a sign of potential deterioration in its overall credit quality.

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

#### Applicable Criteria

- Service Sector: <https://www.acuite.in/view-rating-criteria-50.htm>
- Default Recognition: <https://www.acuite.in/view-rating-criteria-52.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). Acuité endeavored to gather information about the entity/industry from the public domain. Therefore, Acuité cautions lenders and investors regarding the use of such information, on which the indicative credit rating is based.

#### Liquidity Indicators

No information provided by the issuer / available for Acuite to comment upon.

## Rating Sensitivity

"No information provided by the issuer / available for Acuite to comment upon."

## About the Rated Entity - Key Financials

The rated entity has not shared the latest financial statements despite repeated requests.

## Status of non-cooperation with previous CRA

Not Applicable

## Any other information

Acuité is yet to receive the latest No Default Statement (NDS) from the rated entity, despite repeated requests and follow-ups.

## Rating History

Date	Name of Instruments/Facilities	Term	Amount (Rs. Cr)	Rating/Outlook
24 Sep 2020	Term Loan	Long Term	100.00	ACUITE BB- (Downgraded and Issuer not co-operating*)
29 Jun 2019	Term Loan	Long Term	100.00	ACUITE BB (Issuer not co-operating*)
06 Apr 2018	Term Loan	Long Term	100.00	ACUITE BB (Issuer not co-operating*)
24 Feb 2017	Term Loan	Long Term	100.00	ACUITE BB   Stable (Reaffirmed)
09 Nov 2015	Term Loan	Long Term	100.00	ACUITE BB   Stable (Assigned)

**Annexure - Details of instruments rated**

<b>Lender's Name</b>	<b>ISIN</b>	<b>Facilities</b>	<b>Date Of Issuance</b>	<b>Coupon Rate</b>	<b>Maturity Date</b>	<b>Initial Quantum (Rs. Cr.)</b>	<b>Quantum (Rs. Cr.)</b>	<b>Rating</b>
Canara Bank	Not Applicable	Term Loan	Not available	Not available	Not available	100.00	100.00	ACUITE B+   Downgraded   Issuer not co-operating* ( from ACUITE BB- )

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### About Acuité Ratings & Research

Acuité Ratings & Research Limited is a full-service Credit Rating Agency registered with the Securities and Exchange Board of India (SEBI). The company received RBI Accreditation as an External Credit Assessment Institution (ECAI), for Bank Loan Ratings under BASEL-II norms in the year 2012. Since then, it has assigned more than 8,850 credit ratings to various securities, debt instruments and bank facilities of entities spread across the country and across a wide cross section of industries. It has its Registered and Head Office in Kanjurmarg, Mumbai.

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