

Press Release

Consolidated Premium Retailers (CPR)



07 March, 2018

Total Bank Facilities Rated*	Rs.14.50 Cr
Long Term Rating (Indicative)	SMERA BB 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**) on the Rs.14.50 crore bank facilities Consolidated Premium Retailers (CPR). 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>
- Trading Entities - <https://www.smera.in/criteria-trading.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 Company: Consolidated Premium Retailers (CPR) was established in the year 2010 by Mr. RaakeshRamanad. CPL is engaged in running retail outlets for Apple Products. The products include Mac book, I Phone, IPad and IPod. The company has 7 outlets in Karnataka and 6 outlets in Tamil Nadu.

In FY2015-16, CPR, reported profit after tax (PAT) of Rs.1.13 crore on operating income of Rs.118.61 crore as compared to PAT of Rs.1.53 crore on operating income of Rs.79.85 crore in the previous year.

Rating History upto last three years:

Date	Name of Instrument / Facilities	Term	Amount (Rs.Crore)	Ratings/Outlook
18 February 2017	Cash credit	Long Term	12.50	SMERA BB/Stable (Downgraded)
	Proposed Cash Credit	Long Term	2.00	SMERA BB/Stable (Downgraded)
23 November 2015	Cash credit	Long Term	12.50	SMERA BB+/Stable (Assigned)
	Proposed Cash Credit	Long Term	2.00	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. Cr.)	Ratings/Outlook
Cash credit	Not Applicable	Not Applicable	Not Applicable	12.50	SMERA BB Issuer not co-operating*
Proposed Cash Credit	Not Applicable	Not Applicable	Not Applicable	2.00	SMERA BB Issuer not co-operating*

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ABOUT SMERA

SMERA Ratings Limited is a joint initiative of SIDBI, D&B and leading public and private sector banks in India. SMERA is registered with SEBI, accredited by RBI as an External Credit Assessment Institution (ECAI), under BASEL-II norms for undertaking Bank Loan Ratings. SMERA Bond Ratings is a division of SMERA Ratings Limited responsible for ratings of bank facilities, and capital market/money market debt instruments such as Bonds, Debentures, Commercial Papers, Fixed Deposits, Certificate of Deposits etc.. For more details, please visit www.smera.in.

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