

Press Release

Mansa Devi Rice Mills

September 06, 2018

Rating Reaffirmed



Total Bank Facilities Rated*	Rs. 40.00 Cr.
Long Term Rating	ACUITE BB- / Outlook: Stable
Short Term Rating	ACUITE A4+

* Refer Annexure for details

Rating Rationale

Acuite has reaffirmed long-term rating of '**ACUITE BB-**' (read as **ACUITE BB minus**) and assigned short term rating of '**ACUITE A4+**' (read as **ACUITE A four plus**) on the Rs. 40.00 crore bank facilities of Mansa Devi Rice Mills. The outlook is '**Stable**'.

MDRM is a Karnal (Haryana) based partnership firm established in 1982 by Mr. Raj Kumar and Mr. Ved Prakash. The firm is engaged in milling of basmati and non-basmati rice. The manufacturing facility is located in Nissing (Haryana). The current capacity of the firm is 10 MT per hour and is utilized to the extent of around 60 per cent.

Key Rating Drivers

Strengths

- **Proximity to raw material**

The key raw material is paddy for rice milling and is present in abundance in northern states like Punjab, Uttar Pradesh, Uttaranchal and Haryana. The proximity ensures ready supply of raw material.

- **Growth in revenue**

The operating income of the firm increased to Rs.515.42 crore in FY2018 (Provisional) as compared to Rs.302.30 crore in FY2017 in the previous year supported by the market demand. The operating income grew at compounded annual growth rate (CAGR) of 53 percent through 2015 to 2017.

- **Moderate working capital cycle**

The firm has moderate working capital cycle as indicated by Gross Current Assets (GCA) days of 75 in FY2018 (Provisional) as compared to 130 in FY2017. Drop in GCA is mainly due to decrease in inventory days from 109 in FY2017 to 45 in FY2018 (Provisional) majorly because of improved market demand for milled rice. Debtor days in FY2018 increased to 28 (Provisional) from 19 in FY2017.

- **Experienced Promoters**

The promoters of the firm, Mr. Raj Kumar and Mr. Ved Prakash, have over more than 3 decades of experience in milling of rice which has helped them in maintaining good relations with their clients.

Weaknesses

- **Competitive nature of business**

The firm functions in highly competitive industry due to low entry barriers which results in intense competition from both organized and unorganized players in the industry.

- **Agro climatic risks**

Since the firm is engaged in the processing of pulses, an agro commodity, it is highly dependent on agro climatic conditions. The operations and profitability are, hence, exposed to agro climatic risks

- **Moderate financial risk profile**

The group has moderate financial risk profile backed by its net worth of Rs.38.19 crore in FY2018 (Provisional) as compared to Rs.36.80 crore in the previous year. Off the current year's net worth, Rs.24.69 crore is treated as quasi-equity as the same has been subordinated to the bank borrowing. Gearing remains high at 1.48 times in FY2018 (Provisional) as compared to 2.02 times in the previous

year. Of the total debt of Rs.56.43 crore, short term debt comprises of Rs.54.80 crore and the balance is in the form of term loan. Total outstanding liability to total net worth ratio (TOL/TNW) is at higher levels at 2.06 times in FY2018 (Provisional) as against 2.24 times in the previous year

Analytical Approach

Acuite has considered the consolidated business and financial risk profiles of the M D Agro foods and Mansa Devi Rice Mills to arrive at this rating. The consolidation is mainly on account of same line of business and common management.

Outlook: Stable

Acuite believes that MDRM will maintain 'Stable' business risk profile on account of the management's experience in the rice business and proximity to raw materials. The outlook may be revised to 'Positive' in case of improvement in financial risk profile. Conversely, the outlook may be revised to 'Negative' in case of any deterioration in financial risk profile.

About the Rated Entity - Key Financials

	Unit	FY18 (Provisional)	FY17 (Actual)	FY16 (Actual)
Operating Income	Rs. Cr.	515.42	302.30	272.46
EBITDA	Rs. Cr.	4.48	5.22	4.40
PAT	Rs. Cr.	0.64	0.29	0.24
EBITDA Margin	(%)	0.87	1.73	1.62
PAT Margin	(%)	0.12	0.10	0.09
ROCE	(%)	4.86	4.89	8.95
Total Debt/Tangible Net Worth	Times	1.48	2.02	2.00
PBDIT/Interest	Times	1.40	1.37	1.54
Total Debt/PBDIT	Times	9.23	12.95	10.46
Gross Current Assets (Days)	Days	75	130	86

Any other information

Not Applicable

Applicable Criteria

- Default Recognition - <https://www.acuite.in/criteria-default.htm>
- Manufacturing Entities - <https://www.acuite.in/view-rating-criteria-4.htm>
- Financial Ratios And Adjustments - <https://www.acuite.in/view-rating-criteria-20.htm>
- Consolidation Of Companies - <https://www.acuite.in/view-rating-criteria-22.htm>

Note on complexity levels of the rated instrument

<https://www.acuite.in/criteria-complexity-levels.htm>

Rating History (Upto last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
02-Mar-2017	Cash Credit	Long Term	INR 25	ACUITE BB-
	Proposed Bank Facility	Long Term	INR 15	ACUITE BB-
19-Jan-2016	Cash Credit	Long Term	INR 25	ACUITE BB- / Stable
	Proposed Bank Facility	Long Term	INR 15	ACUITE BB- / Stable

*Annexure – Details of instruments rated

Name of the	Date of	Coupon	Maturity	Size of the Issue	Ratings/Outlook
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Facilities	Issuance	Rate	Date	(Rs. Cr.)	
Cash Credit	Not Applicable	Not Applicable	Not Applicable	20.00	ACUITE BB- / Stable (Reaffirmed)
PC/PCFC	Not Applicable	Not Applicable	Not Applicable	15.00	ACUITE A4+ (Assigned)
Proposed	Not Applicable	Not Applicable	Not Applicable	5.00	ACUITE BB- / Stable (Reaffirmed)

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About Acuité Ratings & Research:

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