

## Press Release

### Golden Floor Furnishing Private Limited

June 21, 2018

### Rating Upgraded and Assigned



<b>Total Bank Facilities Rated*</b>	Rs. 73.91 Cr.
<b>Long Term Rating</b>	ACUITE A/ Outlook: Stable (Upgraded from ACUITE A-/Stable)
<b>Short Term Rating</b>	ACUITE A1 (Upgraded from ACUITE A2+)
<b>Short Term Rating</b>	ACUITE A1 (Assigned)

\* Refer Annexure for details

### Rating Rationale

Acuité has upgraded long-term rating to '**ACUITE A**' (read as **ACUITE A**) from '**ACUITE A-**' (read as **ACUITE A minus**) and short term rating '**ACUITE A1**' (read as **ACUITE A one**) from '**ACUITE A2+**' (read as **ACUITE A two plus**) respectively on the Rs.71.91 crore bank facilities of Golden Floor Furnishing Private Limited (GFFPL). Further, Acuité has assigned short term rating of '**ACUITE A1**' (read as **ACUITE A one**) to the Rs.2.00 crore bank facilities of GFFPL. The outlook is '**Stable**'.

The upgrade is driven by the substantial improvement in net cash accruals and same is expected to be sustained over the near to medium term. The net cash accruals grew to Rs.54.80 crore during FY2018 (Provisional) from Rs.42.13 crore in FY2017. The growth is supported by the improvement in operating profitability at 12.39 percent in FY2018 (Provisional) from 9.68 percent in FY2017 while maintaining comfortable liquidity position. The improvement in profitability is also attributable to the marginal decline in raw material cost.

The ratings continue to draw comfort from the established presence in the home textile industry, healthy financial risk profile and comfortable liquidity position. However, the aforementioned strengths are partially offset by the susceptible to volatility in raw material prices and foreign exchange fluctuation risk alongwith intense competition in the home textile industry.

GFFPL is part of the Golden group based at Panipat (Haryana) and incorporated in 2000 by Mr. Bhupinder Chugh and Mrs. Kavita Chugh. The company is engaged in manufacturing of carpets.

### About the Group

Golden group (GG), promoted in 1950 is engaged in the manufacture of terry towel, mink blankets, polar blanket, carpets and retail business. GG comprises of five companies i.e. Golden Texo Fabs Private Limited, Golden Terry Towel Private Limited, Golden Floor Furnishing Private Limited, Golden Apparels Exports Private Limited and Golden International Private Limited. GG is promoted by Mr. Narain Das Chugh and has presence of over six decades in the textile industry. The group has 14 manufacturing units located at Panipat, Haryana with a combined installed capacity of 52,895 Metric tonnes per annum (MTPA).

### Key Rating Drivers

#### Strengths

- Established presence in the home textile industry**

GG was established in 1950 by Panipat based Chugh family. The group is engaged in manufacturing of terry towel, mink blankets, polar blanket, carpets and also engaged in retail business. The group provides wide range of home textile products including curtains, cushion covers, Designer Sheets, Bed Sheets, Blankets, Bath Mats and Towels etc. The group is among top five manufacturers of terry towel and one of the largest mink blanket manufacturers in India. The

group has more than 2 million Sq. ft. of manufacturing space across 14 locations in Panipat, Haryana and also 60,000 Sq. ft. of retail space located in Panipat, Haryana. The group exports its products to more than 50 countries across five continents and exports contribute around 21 percent of its total sales. The group client list includes reputed names such as Calvin Klein Home USA, K-Mart Australia Limited among others with most of the international players concentrated in Australia followed by South Africa, Israel and USA. In the domestic market, the group supplies to wide network of distributors spread across all over the country. Besides manufacturing for other brands, GG also sells in the domestic market under the brand name "Golden". Acuite expects that the extensive experience of the promoters will fortify the business risk profile of the group over the medium term.

- **Healthy financial risk profile and liquidity position**

The group's financial risk profile continues to remain healthy marked by networth of Rs.166.80 crore as on 31st March, 2018(provisional) as compared with Rs. 138.58 crore as on 31st March, 2017. The gearing stood at 1.51 times as on 31st March, 2018 (provisional) as compared to 1.71 times in the previous year. The total borrowings of Rs. 251.04 crore as on 31st March, 2018(provisional) comprises of long term borrowings to the tune of Rs. 138.60 crore and short term borrowings of Rs. 104.35 crore and Rs. 8.09 crore of unsecured loan from related parties. The interest coverage ratio (ICR) of the group stood at 4.27 times in FY18 (provisional) as compared to 4.48 times in FY17. Debt Service Coverage ratio (DSCR) stood at 1.52 times in FY 18(provisional) as compared to 1.64 times in FY17. The total outside liabilities to tangible networth stood at 2.03 times as on 31<sup>st</sup> March, 2018(provisional) as against 2.12 times in the previous year. The group continuously undertakes capacity expansion plans which are majorly funded by bank borrowings; however same does not have any significant impact on its financial risk profile.

The group has comfortable liquidity position as the average bank limit utilisation stood at around 90 percent for the last six months ended as on 30<sup>th</sup> April, 2018. The net cash accruals stood at Rs. 54.80 crore for FY18 (provisional) as against Rs. 42.13 crore in the previous year. Acuite expects the overall financial metrics of the group to continue to remain healthy for rating category assigned.

## **Weaknesses**

- **Susceptible to volatility in raw material prices and foreign exchange fluctuation risk**

The main raw material purchased by the company is cotton and polyester yarn. Hence the group's margins are susceptible to changes in cotton and polyester yarn prices. Cotton being an agricultural commodity, the availability and price of the same is highly dependent on agro-climatic conditions. Despite the prevalence of Minimum Support Price (MSP), the purchase price depends on the prevailing demand-supply situation which limits bargaining power with the suppliers. However, the purchase price depends on the prevailing demand-supply situation which limits bargaining power with the suppliers as well. However, the group reported improvement in operating margin to 12.39 percent for FY218 (provisional) as against 9.68 percent for FY17 which was also on account of decline in raw material prices though to a limited extent. The price fluctuation in the polyester yarn would have an impact on the profitability.

The exports of the group constituted around 20 percent of the total sales. As a result the group's business is exposed to fluctuations in foreign exchange rate. Acuite believes that GG should be able to maintain its operating profitability around existing levels notwithstanding the volatility in prices of its key inputs, on the back of its established position in the domestic and overseas markets.

- **Intense competition in the home textile industry**

The group is exposed to intense competition prevalent in the highly fragmented Indian textile industry. The group faces stiff competition from domestic players like Trident Limited, Welspun India Limited, T C Terrytex Limited etc. Further, competition from countries like China, Pakistan and Turkey is intense in the home textiles segment. The group faces stiff competition in both domestic and overseas market from other up and coming nations which attract more business because of their lower production costs, ease-of-doing business and availability of cheap labour.

### Analytical Approach

Acuite has considered the consolidated business and financial risk profiles of Golden Texo Fabs Private Limited, Golden Terry Towel Private Limited, Golden Floor Furnishing Private Limited, Golden Apparels Exports Private Limited and Golden International Private Limited, together referred to as the Golden group. The consolidation is due to the common promoters, shared brand name, common treasury and financial synergies within the group.

### Outlook: Stable

Acuite believes the outlook on golden group will remain stable over the medium term on account of the promoter's extensive experience and established presence in the home textile industry. The outlook may be revised to 'Positive' in case the company registers significant growth in its revenue and profitability while effectively managing its working capital cycle. The outlook may be revised to 'Negative' in case of significantly lower than expected net cash accruals or lengthening of the working capital cycle; thereby resulting in deterioration in the financial risk profile or debt protection metrics of the group.

### About the Rated Entity - Key Financials

	Unit	FY18 (Provisional)	FY17 (Actual)	FY16 (Actual)
Operating Income	Rs. Cr.	678.36	680.67	538.52
EBITDA	Rs. Cr.	84.04	65.91	61.42
PAT	Rs. Cr.	28.26	19.10	16.22
EBITDA Margin	(%)	12.39	9.68	11.40
PAT Margin	(%)	4.17	2.81	3.01
ROCE	(%)	14.22	12.04	12.64
Total Debt/Tangible Net Worth	Times	1.51	1.71	1.82
PBDIT/Interest	Times	4.27	4.48	4.06
Total Debt/PBDIT	Times	2.98	3.59	3.37
Gross Current Assets (Days)	Days	136	111	124

### Status of non-cooperation with previous CRA (if applicable)

None

### Any other information

None

### Applicable Criteria

- Manufacturing entities - <https://acuite.in/view-rating-criteria-4.htm>
- Default Recognition - <https://www.acuite.in/criteria-default.htm>
- Financial Ratios And Adjustments - <https://acuite.in/view-rating-criteria-20.htm>
- Consolidation of Companies - <http://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. Crore)	Ratings/Outlook
11-May-2017	Cash Credit	Long Term	17.30 (enhanced from Rs.12.30 crore)	ACUITE A-/Stable (Reaffirmed)
	Term Loan I	Long Term	23.96 (reduced from Rs.33.46 crore)	ACUITE A-/Stable (Reaffirmed)
	Term Loan II	Long Term	9.05	ACUITE A-/Stable (Assigned)
	Term Loan III	Long Term	11.75	ACUITE A-/Stable (Assigned)
	Term Loan III	Long Term	4.30	ACUITE A-/Stable (Assigned)
	Bank Guarantee	Short Term	5.12	ACUITE A2+ (Reaffirmed)
	Proposed Fund Based Facility	Long Term	2.43	ACUITE A-/Stable (Assigned)
21-Jan-2016	Term Loan	Long Term	33.46	ACUITE A-/Stable (Assigned)
	Cash Credit	Long Term	12.30	ACUITE A-/Stable (Assigned)
	Bank Guarantee	Short Term	3.32	ACUITE A2+ (Assigned)

**\*Annexure – Details of instruments rated**

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Crore)	Ratings/Outlook
Cash Credit	Not Applicable	Not Applicable	Not Applicable	17.30	ACUITE A/ Stable (Upgraded from ACUITE A-/Stable)
Term Loan I	Not Applicable	Not Applicable	Not Applicable	15.66 (reduced from Rs.23.96 crore)	ACUITE A/ Stable (Upgraded from ACUITE A-/Stable)
Term Loan II	Not Applicable	Not Applicable	Not Applicable	8.22 (reduced from Rs.9.05 crore)	ACUITE A/ Stable (Upgraded from ACUITE A-/Stable)
Term Loan III	Not Applicable	Not Applicable	Not Applicable	11.15 (reduced from Rs.11.75 crore)	ACUITE A/ Stable (Upgraded from ACUITE A-/Stable)
Term Loan IV	Not Applicable	Not Applicable	Not Applicable	4.30	ACUITE A/ Stable (Upgraded from ACUITE A-/Stable)
Letter of Credit	Not Applicable	Not Applicable	Not Applicable	2.00	ACUITE A1 (Assigned)
Bank Guarantee	Not Applicable	Not Applicable	Not Applicable	3.12 (reduced from Rs.5.12)	ACUITE A1 (Upgraded from ACUITE A2+)

				crore)	
Proposed Term Loan	Not Applicable	Not Applicable	Not Applicable	12.16 (increased from Rs. 2.43 crore)	ACUITE A/ Stable (Upgraded from ACUITE A-/Stable)

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### About Acuite Ratings & Research:

Acuite Ratings & Research Limited (*erstwhile SMERA Ratings 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 6,000 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 Mumbai.

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