

Press Release

Purple Creations Private Limited

July 09, 2018



Rating Update

Total Bank Facilities Rated*	Rs. 6.00 Cr. #
Long Term Rating	ACUITE B+ Issuer not co-operating*
Short Term Rating	ACUITE A4 Issuer not co-operating*

Refer Annexure for details

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

Acuité has reviewed long-term rating of '**ACUITE B+**' (**read as ACUITE B plus**) and short term rating of '**ACUITE A4**' (**read as 'ACUITE A four'**) on the Rs. 6.00 crore bank facilities of Purple Creations Private Limited. This rating is now an indicative rating and is based on best available information.

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 due date.

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

Applicable Criteria

- Default Recognition - <https://www.acuite.in/criteria-default.htm>
- Manufacturing Entities - <https://www.acuite.in/view-rating-criteria-4.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 endeavoured 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.

About the Rated Entity

The Mumbai-based Purple Creations Private Limited (PCPL) is a supplier of readymade knitwear to major retail brands. The company also sells garments under its own brand names - Giraffe and Archies along with licensed products of Disney across India.

For FY2015-16, PCPL reported loss of Rs.0.20 crore on operating income of Rs.28.30 crore as against PAT of Rs.0.01 crore on operating income of Rs.21.76 crore for FY2014-15. The net worth stood at Rs.3.75 crore as on 31 March, 2016 against Rs.3.96 crore a year earlier.

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 (Upto last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
06-Jul-2017	Cash Credit	Long Term	INR 5	ACUITE B+ / Stable (Reaffirmed)
	Bank Guarantee	Short Term	INR 0.25	ACUITE A4 (Reaffirmed)
	Term Loan	Long Term	INR 0.75	ACUITE B+ / Stable (Reaffirmed)
22-Jan-2016	Term Loan	Long Term	INR 0.75	ACUITE B+ / Stable (Assigned)
	Cash Credit	Long Term	INR 5	ACUITE B+ / Stable (Assigned)
	Bank Guarantee	Short Term	INR 0.25	ACUITE A4 (Assigned)

#Annexure – Details of instruments rated

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Cr.)	Ratings
Cash Credit	Not Applicable	Not Applicable	Not Applicable	5.00	ACUITE B+ Issuer not co-operating*
Bank guarantee/Letter of Guarantee	Not Applicable	Not Applicable	Not Applicable	0.25	ACUITE A4 Issuer not co-operating*
Term loans	Not Applicable	Not Applicable	Not Applicable	0.75	ACUITE B+ Issuer not co-operating*

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

Contacts

Analytical	Rating Desk
Suman Chowdhury President - Rating Operations Tel: 022-67141107 suman.chowdhury@acuite.in	Varsha Bist Manager - Rating Desk Tel: 022-67141160 rating.desk@acuite.in
Namita Palve Analyst - Rating Operations Tel: 022-67141129 namita.palve@acuite.ratings.in	

About Acuité Ratings & Research:

Acuité 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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