

Press Release

Purple Creations Private Limited

September 30, 2019



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.

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.

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 continues to be 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>
- Financial Ratios And Adjustments - <https://www.acuite.in/view-rating-criteria-20.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 - Key Financials

The rated entity has not shared the latest Financial Statements despite repeated attempts.

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

None

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
09-July-2018	Term Loan	Long Term	0.75	ACUITE B+ Issuer not cooperating*
	Cash Credit	Long Term	5.00	ACUITE B+ Issuer not cooperating*
	Bank Guarantee	Short Term	0.25	ACUITE A4 Issuer not co-operating*
06-July-2017	Term Loan	Long Term	0.75	ACUITE B+ / Stable (Reaffirmed)
	Cash Credit	Long Term	5.00	ACUITE B+ / Stable (Reaffirmed)
	Bank Guarantee	Short Term	0.25	ACUITE A4 (Reaffirmed)
22-Jan-2016	Term Loan	Long Term	0.75	ACUITE B+ / Stable (Assigned)
	Cash Credit	Long Term	5.00	ACUITE B+ / Stable (Assigned)
	Bank Guarantee	Short Term	0.25	ACUITE A4 (Assigned)

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

*Annexure – Details of instruments rated

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

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

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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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