

Press Release

Ultra Trades & Holding Company Private Limited (UTHCPL)



04 January, 2017

Rating Update

Total Bank Facilities Rated*	Rs.12.44 Cr
Long Term Rating (Indicative)	SMERA BB+ Issuer not co-operating*
Short Term Rating (Indicative)	SMERA A4+ 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 plus**) and short term rating of '**SMERA A4+**' (read as **SMERA A four plus**) on the above bank facilities of Ultra Trades & Holding Company Private Limited (UTHCPL). 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

- Trading Entities: <https://www.smera.in/criteria-trading.htm>
- Default Recognition: <https://www.smera.in/criteria-default.htm>
- Consolidation: <https://www.smera.in/criteria-consolidation.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 endeavored 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 Rated Entity:

SMERA Ratings Limited

UTHCPL, established in 1989, was promoted by Mr. Anil Grover, Ms. Tamali Basu, Mr. Ankit Grover and Mr. Shubhadeep Dhar. The company is engaged in the marketing and distribution of IMFL (Indian Made Foreign Liquor) and beer in Kolkata.

For FY2015-16, UTHCPL reported profit after tax (PAT) of Rs.1.14 crore on operating income of Rs.265.14 crore, as compared with profit after tax (PAT) of Rs.0.97 crore on operating income of Rs.211.48 crore in FY2014-15.

Ultra Group reported consolidated profit after tax (PAT) of Rs.2.89 crore on operating income of Rs.726.44 crore, as compared with profit after tax (PAT) of Rs.2.38 crore on operating income of Rs.557.38 crore in FY2014-15.

Rating History for the last three years:

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
19-Oct-2016	Cash Credit	Long Term	12.00 (enhanced from Rs. 7.00 crore)	SMERA BB+/Stable (Reaffirmed)
	Bank Guarantee	Short Term	0.44	SMERA A4+ (Reaffirmed)
03-Feb-2016	Cash Credit	Long Term	7.00	SMERA BB+/Stable (Assigned)
	Bank Guarantee	Short Term	0.44	SMERA A4+ (Assigned)

Annexure – Details of instruments rated:

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Crore)	Ratings
Cash Credit	NA	NA	NA	12.00	SMERA BB+ Issuer not co-operating*
Bank Guarantee	NA	NA	NA	0.44	SMERA A4+ Issuer not co-operating*

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

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ABOUT SMERA

SMERA Ratings Limited is a joint initiative of SIDBI, Dun & Bradstreet Information Services India Private Limited (D&B) and leading public and private sector banks in India. SMERA is registered with SEBI as a Credit Rating Agency and accredited by Reserve Bank of India. For more details, please visit www.smera.in.

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