



SMERA RATINGS LIMITED

# Alphavector (India) Private Limited (AIPL)

## Rating Rationale

**February 11, 2016**

Facilities	Amount (Rs. Crore)	Ratings
Cash Credit	2.25	SMERA B/Stable (Assigned)
Import Letter of Credit	3.00	SMERA A4 (Assigned)

SMERA has assigned ratings of '**SMERA B**' (read as **SMERA B**) and '**SMERA A4**' (read as **SMERA A four**) to the Rs.5.25 crore bank facilities of Alphavector (India) Private Limited (AIPL). The outlook is '**Stable**'. The ratings are constrained by the low scale and nascent stage of operations in a highly competitive and fragmented industry. The ratings are also constrained by the working capital intensive nature of business. However, the rating draws support from the experienced management and reputed business partners.

### **Outlook: Stable**

SMERA believes AIPL will maintain a stable business profile in the medium term owing to the experienced management. The outlook may be revised to 'Positive' in case the company achieves its revenues as projected. Conversely, the outlook may be revised to 'Negative' in case of deterioration in the financial risk profile of the company.

### **Rating Sensitivity Factor**

- Increasing revenues as projected

### **About the Company:**

AIPL was, incorporated in 1987; however the operations commenced in 2015. Currently the company's workings are looked after by Mr. Sachin Chopra. The company is engaged in the distribution of toys, bicycles, apparels and other merchandise. It has tied up with around 70 companies and brands such as Disney, Marvel, and Huffy to give further impetus to its distribution.

The company has achieved revenues of Rs.3.75 crore (provisional) for the period April to December 2015 while it has net worth of Rs.1.21 crore (Provisional) as on December, 2015.

*SMERA rating does not constitute an audit of the rated entity and should not be treated as a recommendation or opinion that is intended to substitute for a financial adviser's or investor's independent assessment of whether to buy, sell or hold any security. SMERA ratings are based on the data and information provided by the issuer and obtained from other reliable sources. Although reasonable care has been taken to ensure that the data and information is true, SMERA, in particular, makes no representation or warranty, expressed or implied with respect to the adequacy, accuracy or completeness of the information relied upon. SMERA is not responsible for any errors or omissions and especially states that it has no financial liability whatsoever for any direct, indirect or consequential loss of any kind arising from the use of its ratings. SMERA ratings are subject to a process of surveillance which may lead to a revision in ratings as and when the circumstances so warrant. Please visit our website ([www.smera.in](http://www.smera.in)) for the latest information on any instrument rated by SMERA.*



SMERA RATINGS LIMITED

**Alphavector (India) Private Limited (AIPL)****Rating  
Rationale****Contact List:**

<b>Media/Business Development</b>	<b>Analytical Contact</b>	<b>Rating Desk</b>
Suman M National Sales Head – Emerging Corporate Group Tel No: 022 67141151 Cell: 9892306888 Email: <a href="mailto:suman.m@smera.in">suman.m@smera.in</a>	Parimal Thakker Associate Vice President – Corporate Ratings Tel: +91-011-4973 1312 Email: <a href="mailto:parimal.thakker@smera.in">parimal.thakker@smera.in</a>	Tel: +91-22-6714 1184 Email: <a href="mailto:ratingdesk@smera.in">ratingdesk@smera.in</a>

SMERA rating does not constitute an audit of the rated entity and should not be treated as a recommendation or opinion that is intended to substitute for a financial adviser's or investor's independent assessment of whether to buy, sell or hold any security. SMERA ratings are based on the data and information provided by the issuer and obtained from other reliable sources. Although reasonable care has been taken to ensure that the data and information is true, SMERA, in particular, makes no representation or warranty, expressed or implied with respect to the adequacy, accuracy or completeness of the information relied upon. SMERA is not responsible for any errors or omissions and especially states that it has no financial liability whatsoever for any direct, indirect or consequential loss of any kind arising from the use of its ratings. SMERA ratings are subject to a process of surveillance which may lead to a revision in ratings as and when the circumstances so warrant. Please visit our website ([www.smera.in](http://www.smera.in)) for the latest information on any instrument rated by SMERA.