

Press Release

R W Promotions Private Limited

October 06, 2018



Rating Update

Total Bank Facilities Rated*	Rs. 7.81 Cr.#
Long Term Rating	ACUITE BBB- Issuer not co-operating*

#Refer Annexure for details

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

Rating Rationale

Acuité has reviewed the long-term rating of '**ACUITE BBB-**' (**read as ACUITE triple B minus**) on the Rs. 7.81 crore bank facilities of R W Promotions 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/view-rating-criteria-17.htm>
- Entities In Services Sector -<https://www.smerra.in/criteria-services.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:

RW, incorporated in 2003, is a Mumbai-based company promoted by Venkatesh Srinivasan, Johnwin Manavalan, Vinayak Satpute and Rajiv Jani. The company is engaged in Below-the-line (BTL) advertising in rural areas. BTL activity includes van activations, retail marketing, human banners, mall activations, fabrication and designing, events and exhibitions among others. RW has its presence in Mumbai, Delhi, Kolkata, Bangalore, and Hyderabad.

For FY2014-15, RW reported net profit of Rs.3.67 crore on total income of Rs.40.07 crore, as compared with net profit of Rs.2.59 crore on total income of Rs.24.71 crore in FY2013-14. The net worth stood at Rs.18.12 cr. as on 31 March 2015 as compared to Rs.14.64 cr. as on 31 March 2014.

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
10-Mar-17	Cash Credit	Long term	3.50	ACUITE BBB- Issuer not co-operating*
	Overdraft	Long term	4.31	ACUITE BBB- Issuer not co-operating*
09-Mar-16	Cash Credit	Long term	3.50	ACUITE BBB-/Stable (Assigned)
	Overdraft	Long term	4.31	ACUITE BBB-/Stable (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	3.50	ACUITE BBB- Issuer not co-operating*
Cash Credit	Not Applicable	Not Applicable	Not Applicable	4.31	ACUITE BBB- Issuer not co-operating*

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

Contacts

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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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