



SMERA RATINGS LIMITED

**S.M. Consumers Private Limited
(SMCPL)****Rating
Rationale****April 09, 2016**

Facilities	Amount (Rs. Crore)	Rating
Term Loan	5.42	SMERA D (Assigned)
Cash Credit	1.40	SMERA D (Assigned)

SMERA has assigned rating of '**SMERA D**' (read as **SMERA D**) to the above mentioned bank facilities of SM Consumers Private Limited (SMCPL). The rating reflects delays in servicing of debt obligations and the company's stretched liquidity position. The rating also reflects SMCPL's moderate scale of operations. However, SMCPL has an experienced management and an average financial risk profile.

About the Company

SMCPL commenced commercial operations in 2013 under the directorship of Mr. Bikash Goduka and Mr. Raj Kumar Goduka. The company manufactures juices and pickles under the 'Freshy' brand name at Assam.

For FY2014-15 (refers to financial year April 01 to March 31), SMCPL reported a net profit of Rs.0.32 crore on operating income of Rs.10.57 crore, as compared with profit after tax (PAT) of Rs.0.25 crore on operating income of Rs.7.64 crore in FY2013-14.

Contact List

Media/Business Development	Analytical Contact	Rating Desk
Suman M National Sales Head, Emerging Corporate Tel: +91-22-6714 1151 Cell: +91 9892306888 Email: suman.m@smera.in	Pooja Ghosh Associate Vice President – Corporate Rating Tel: +91-33-6620 1203 Email: pooja.ghosh@smera.in	Tel: +91-22-6714 1184 Email: ratingdesk@smera.in

Disclaimer: 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) for the latest information on any instrument rated by SMERA.