

Press Release

Sm Consumers Private Limited

June 09, 2017

Rating Update

Total Bank Facilities Rated*	Rs. 6.82 Cr. #
Long Term Rating	SMERA D Issuer not co-operating*

Refer Annexure for details

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

SMERA has reviewed long-term rating of '**SMERA D** (read as SMERA D)' on the Rs. 6.82 crore bank facilities of Sm Consumers Private Limited. 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

- Default Recognition - <https://www.smera.in/criteria-default.htm>
- Manufacturing Entities - <https://www.smera.in/criteria-manufacturing.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 endeavoured 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

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

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

Rating History (Upto last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
09-Apr-2016	Term Loan	Long Term	INR 5.42	SMERA D
	Cash Credit	Long Term	INR 1.4	SMERA D

#Annexure – Details of instruments rated

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Cr.)	Ratings
Term loans	Not Applicable	Not Applicable	Not Applicable	5.42	SMERA D Issuer not co-operating*
Cash Credit	Not Applicable	Not Applicable	Not Applicable	1.40	SMERA D Issuer not co-operating*

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

Contacts

Analytical	Rating Desk
Vinayak Nayak Head – Ratings Operations Tel: 022-67141190 vinayak.nayak@smera.in	Varsha Bist Sr. Executive Tel: 022-67141160 varsha.bist@smera.in
Shreya Vaidya Analyst - Rating Operations Tel: 033-66201217 shreya.vaidya@smera.in	

ABOUT SMERA

SMERA Ratings Limited is a joint initiative of SIDBI, D&B and leading public and private sector banks in India. SMERA is registered with SEBI, accredited by RBI as an External Credit Assessment Institution (ECAI), under BASEL-II norms for undertaking Bank Loan Ratings. SMERA Bond Ratings is a division of SMERA Ratings Limited responsible for ratings of bank facilities, and capital market/money market debt instruments such as Bonds, Debentures, Commercial Papers, Fixed Deposits, Certificate of Deposits etc.. For more details, please visit www.smera.in.

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