

Press Release

S.M. Consumers Private Limited

June 27, 2022



Rating Reaffirmed and Issuer not co-operating

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	6.82	ACUITE D Reaffirmed Issuer not co-operating*	-
Total Outstanding Quantum (Rs. Cr)	6.82	-	-
Total Withdrawn Quantum (Rs. Cr)	0.00	-	-

Rating Rationale

Acuite has reaffirmed the long-term rating of 'ACUITE D' (read as ACUITE D) on the Rs. 6.82 crore bank facilities of S.M. Consumers Private Limited (SMCPL). The rating continues to be flagged as "Issuer Not Cooperating" and is based on the best available information.

About the Company

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.

Non-cooperation by the issuer/borrower:

Acuite 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 the due date.

This rating is, therefore, being flagged as "Issuer not-cooperating", in line with prevailing SEBI regulations and Acuite's policies.

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). Acuite endeavored to gather information about the entity/industry from the public domain. Therefore, Acuite cautions lenders and investors regarding the use of such information, on which the indicative credit rating is based.

About the Rated Entity - Key Financials

The rated entity has not shared the latest financial statements despite repeated requests.

Rating Sensitivity

"No information provided by the issuer / available for Acuite to comment upon."

Material Covenants

None

Liquidity Position

"No information provided by the issuer / available for Acuite to comment upon."

Outlook

Not Applicable

Status of non-cooperation with previous CRA

None

Any other information

Acuite is yet to receive the latest No Default Statement (NDS) from the rated entity, despite repeated requests and follow-ups.

Applicable Criteria

- Manufacturing Entities: <https://www.acuite.in/view-rating-criteria-59.htm>
- Default Recognition: <https://www.acuite.in/view-rating-criteria-52.htm>

Note on Complexity Levels of the Rated Instrument

<https://www.acuite.in/view-rating-criteria-55.htm>

Rating History

Date	Name of Instruments/Facilities	Term	Amount (Rs. Cr)	Rating/Outlook
30 Mar 2021	Term Loan	Long Term	5.42	ACUITE D (Issuer not co-operating*)
	Cash Credit	Long Term	1.40	ACUITE D (Issuer not co-operating*)
03 Jan 2020	Term Loan	Long Term	5.42	ACUITE D (Issuer not co-operating*)
	Cash Credit	Long Term	1.40	ACUITE D (Issuer not co-operating*)
06 Oct 2018	Term Loan	Long Term	5.42	ACUITE D (Issuer not co-operating*)
	Cash Credit	Long Term	1.40	ACUITE D (Issuer not co-operating*)
09 Jun 2017	Cash Credit	Long Term	1.40	ACUITE D (Issuer not co-operating*)
	Term Loan	Long Term	5.42	ACUITE D (Issuer not co-operating*)
09 Apr 2016	Term Loan	Long Term	5.42	ACUITE D (Assigned)
	Cash Credit	Long Term	1.40	ACUITE D (Assigned)

Annexure - Details of instruments rated

Lender's Name	ISIN	Facilities	Date Of Issuance	Coupon Rate	Maturity Date	Quantum (Rs. Cr.)	Rating
Punjab National Bank	Not Applicable	Cash Credit	Not Applicable	Not Applicable	Not Applicable	1.40	ACUITE D Reaffirmed Issuer not co-operating*
Punjab National Bank	Not Applicable	Term Loan	Not available	Not available	Not available	5.42	ACUITE D Reaffirmed Issuer not co-operating*

Contacts

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About Acuité Ratings & Research

Acuité is a full-service Credit Rating Agency registered with the Securities & 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. Acuité has assigned 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 Kanjurmarg, Mumbai.

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