

May 02, 2016

Facilities	Amount (Rs. Crore)	Rating
Cash Credit	7.50	SMERA D (Assigned)
Facility (Proposed)	2.50	SMERA D (Assigned)

SMERA has assigned a rating of '**SMERA D** (read as **SMERA D**) to the Rs.10.00 crore bank facilities of Shree Vishal Jewellers (SVJ). The rating reflects continuous delays in servicing of debt availed of by the firm and its stretched liquidity position.

About the Firm

The Pune-based Shree Vishal Jewellers (SVJ), incorporated in 1983 as a proprietorship concern by Mr. Kantilal Sonigora was converted into a partnership firm in 2011. The firm deals in gold, diamond and silver jewellery.

For FY2014-15, SVJ reported profit after tax (PAT) of Rs.0.17 crore on total operating income of Rs.42.93 crore as compared with PAT of Rs.0.12 crore on total operating income of Rs.40.67 crore a year earlier.

Contact List:

Media/Business Development	Analytical Contact	Rating Desk
Suman M National Sales Head – Emerging Corporate Group Tel: +91-22-6714 1151 Cell: +91 9892306888 Email: suman.m@smera.in Web: www.smera.in	Vinay Chhawchharia Associate Vice President – Operations Tel: +91-22-6714 1156 Email: vinay.chhawchharia@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.