

Press Release

Prithvi Innerwears (PI)

07 November, 2017



Rating Update

Total Bank Facilities Rated*	Rs.5.79 Cr
Short Term Rating (Indicative)	SMERA BB Issuer not co-operating*

#Refer Annexure for details

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

SMERA has reviewed the short-term rating of '**SMERA BB**' (read as **SMERA double B**) on the Rs.5.79 crore bank facilities of Prithvi Innerwears (PI). This is an indicative rating.

Non-cooperation by the issuer/borrower: SMERA has been requesting for data, information and undertakings from the rated entity for conducting surveillance and review of the rating. However, the issuer/borrower failed to submit required documents 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 Criteria: <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: Prithvi Innerwears, established in 2009, is a Tirupur-based partnership firm engaged in the production of innerwear for men, women and kids. The factory has a production capacity of 15000 pieces per day (in house capacity).

For FY2014-15 (refers to financial year, April 01 to March 31), the firm registered profit after tax (PAT) of Rs.0.77 crore on operating income of Rs.24.06 crore as compared with profit after tax (PAT) of Rs.0.49 crore on operating income of Rs.15.21crore in FY2013-14.

Rating history (last three years):

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
July 01, 2016	Cash Credit	Long Term	4.00	SMERA BB (Assigned)
	Term Loan – I	Long Term	0.04	SMERA BB (Assigned)
	Term Loan – II	Long Term	0.12	SMERA BB (Assigned)
	Term Loan – III	Long Term	0.14	SMERA BB (Assigned)
	Term Loan (Proposed)	Long Term	1.49	SMERA BB (Assigned)

Annexure – Details of instruments rated:

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Crore)	Ratings
Cash Credit	NA	NA	NA	4.00	SMERA BB Issuer not co-operating*
Term Loan – I	NA	NA	NA	0.04	SMERA BB Issuer not co-operating*
Term Loan – II	NA	NA	NA	0.12	SMERA BB Issuer not co-operating*
Term Loan - III	NA	NA	NA	0.14	SMERA BB Issuer not co-operating*
Term Loan (Proposed)	NA	NA	NA	1.49	SMERA BB Issuer not co-operating*

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

Contacts:

Analytical	Rating Desk
Vinayak Nayak, Head – Ratings Operations, SMERA Bond Ratings Tel: 022-67141190 Email: vinayak.nayak@smera.in Kashish Shah, Rating Analyst, Tel: 022-67141152 Email: kashish.shah@smera.in	Varsha Bist Sr. Executive Tel: 022-67141160 Email: varsha.bist@smera.in

ABOUT SMERA

SMERA Ratings Limited is a joint initiative of SIDBI, Dun & Bradstreet Information Services India Private Limited (D&B) and leading public and private sector banks in India. SMERA is registered with SEBI as a Credit Rating Agency and accredited by Reserve Bank of India. For more details, please visit www.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.