

Press Release

Neo Sports Broadcast Private Limited

December 19, 2018



Rating Update

Total Bank Facilities Rated*	Rs. 32.00 Cr. #
Long Term Rating	ACUITE D (Downgraded from ACUITE B- /Stable) Issuer not co-operating*

Refer Annexure for details

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

Acuité has downgraded the long-term rating to '**ACUITE D**' (**read as ACUITE D**) from '**ACUITE B-**' (**read as ACUITE B minus**) on the Rs. 32.00 crore bank facilities of NEO SPORTS BROADCAST PRIVATE LIMITED (NSBPL). This rating is now an indicative rating and is based on best available information.

The downgrade is on account of continuous overdrawing for more than 90 days and delays in servicing debt obligation as informed by banker.

NSBPL, incorporated in 2006, is a sports broadcast company that operates two channels - Neo Prime and Neo Sports. The company is owned by Zenith Sports Private Limited (90 percent) and Funderburk Enterprises Limited (10 percent). Zenith Sports Private Limited is a 100 percent subsidiary of Nimbus Communications Limited. NSBPL has telecast rights for non-cricket events in India/Indian-subcontinent or Asia.

Non-cooperation by the issuer/borrower

Acuité 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 Acuité's policies.

Applicable Criteria

- Default Recognition - <https://www.acuite.in/criteria-default.htm>
- Entities In Services Sector - <https://www.acuite.in/view-rating-criteria-8.htm>
- Financial Ratios And Adjustments - <https://www.acuite.in/view-rating-criteria-20.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). Acuité endeavoured to gather information about the entity / industry from the public domain. Therefore, Acuité cautions lenders and investors regarding the use of such information, on which the indicative credit rating is based.

About the Rated Entity - Key Financials

	Unit	FY17 (Provisional)	FY16 (Actual)	FY15 (Actual)
Operating Income	Rs. Cr.	38.56	35.23	32.98
EBITDA	Rs. Cr.	10.75	3.32	(9.30)
PAT	Rs. Cr.	1.48	(1.17)	(11.05)
EBITDA Margin	(%)	27.89	9.43	(28.20)
PAT Margin	(%)	3.84	(3.31)	(33.51)
ROCE (%)	(%)	(1.86)	(1.24)	2.80
Total Debt/Tangible Net Worth	Times	(0.34)	(0.34)	(0.22)
PBDIT/Interest	Times	3.15	2.77	(64.19)
Total Debt/PBDIT	Times	6.17	7.79	(7.11)
Gross Current Assets (Days)	Days	816	782	666

Status of non-cooperation with previous CRA (if applicable)

None

Any other information

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

Rating History (Upto last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
05-Oct-2017	Cash Credit	Long Term	10.00	ACUITE B- / Stable (Reaffirmed)
	Term Loan I	Long Term	15.00	ACUITE B- / Stable (Reaffirmed)
	Term Loan II	Long Term	7.00	ACUITE B- / Stable (Reaffirmed)
01-Jul-2016	Cash Credit	Long Term	10.00	ACUITE B- / Stable (Assigned)
	Term Loan I	Long Term	15.00	ACUITE B- / Stable (Assigned)
	Term Loan II	Long Term	7.00	ACUITE B- / Stable (Assigned)

#Annexure – Details of instruments rated

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Cr.)	Ratings
Cash Credit	Not Applicable	Not Applicable	Not Applicable	10.00	ACUITE D (Downgraded from ACUITE B- /Stable) Issuer not co-operating*
Term loans I	Not Applicable	Not Applicable	Not Applicable	15.00	ACUITE D (Downgraded from ACUITE B- /Stable) Issuer not co-operating*
Term loans II	Not Applicable	Not Applicable	Not Applicable	7.00	ACUITE D (Downgraded from ACUITE B- /Stable) Issuer not co-operating*

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

Contacts

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About Acuité Ratings & Research:

Acuité Ratings & Research Limited (Erstwhile SMERA Ratings Limited) is a full-service Credit Rating Agency registered with the Securities and 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. Since then, it has assigned more than 6,000 credit 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 Mumbai.

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