

Press Release

Western India Media Private Limited (WIMPL)

13 December, 2017



Rating Update

Total Bank Facilities Rated*	Rs.6.50 Cr
Long Term Rating (Indicative)	SMERA B- Issuer not co-operating*

#Refer Annexure for details

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

SMERA has reviewed the long-term rating of '**SMERA B-** (read as **SMERA B minus**)' on the Rs.6.50 crore bank facilities of Western India Media Private Limited (WIMPL). 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>

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: WIMPL, incorporated in 2011 is a Surat-based publisher and distributor of 'Gujarat Guardian', a Gujarati daily. The company is headed by Mr. Manoj Mistry, Director.

For FY2015-16, the company reported profit after tax (PAT) of Rs.1.97 crore (Provisional) on operating income of Rs.8.25 crore, as compared to PAT of Rs.1.94 crore on operating income of Rs.18.34 crore in the previous year.

Rating history for the last three years:

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
12-Aug-16	Cash Credit	Long Term	2.00	SMERA B- / Stable (Assigned)
	Term Loan	Long Term	4.50	SMERA B- / Stable (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	2.00	SMERA B- Issuer not co-operating*
Term Loan	NA	NA	NA	4.50	SMERA B- Issuer not co-operating*

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

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ABOUT SMERA

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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.*