

Victus Dyeings (VD)

Victus Dyeings: Assigned

Facilities	Amount (Rs. Crore)	Ratings/Outlook
Term Loan	8.55	SMERA BBB-/Stable (Assigned)
Stand by Limit	2.00	SMERA BBB-/Stable (Assigned)
Export Packing Credit/Packing Credit (EPC/PCFC)*	14.00	SMERA BBB-/Stable (Assigned)
Foreign Documentary Bills Negotiation (FDBN)*	5.00	SMERA BBB-/Stable (Assigned)
Long Term Proposed	13.45	SMERA BBB-/Stable (Assigned)
Bank Guarantee	1.00	SMERA A3 (Assigned)

*100% interchangeability between EPC and FBDN (Non LC) limits.

SMERA has assigned ratings of '**SMERA BBB-**' (**read as SMERA triple B minus**) to the Rs.44.00 crore long-term (fund-based) bank facilities of Victus Dyeings (VD). The outlook is '**Stable**'. For the rating process, SMERA has consolidated the business and financial risk profiles of Geena Garments (GG), Victus Dyeings (VD) and Print Tex India (PTI), together referred to as the Geena Group due to the common management, similarity in the line of business and operational synergies.

The ratings derive comfort from the qualified and experienced management, above average financial risk profile and healthy growth in revenues. The ratings also draw support from the well-established sales channel and diversified customer base. However, the ratings are constrained by the working capital intensive operations, forex fluctuation risk and intense competition in the readymade garment industry.

The Geena Group benefits from its experienced management. Mr. A. Laganathan, Mr. L. Dinesh Kumar and Mr. Mohan Shankar, promoters of the group possesses more than three decades of experience in the readymade garments industry. The group has above average financial profile reflected in the comfortable gearing of 0.42 times as on March 31, 2015 and interest coverage ratio of 3.60 times in FY2014-15 (refers to financial year, April 01 to March 31). The net worth stood at Rs.88.12 crore as on March 31, 2015, as compared with Rs.80.26 crore a year earlier. The net profit margin has been healthy at 3.96 per cent in FY2014-15.

The group's revenue has grown at a CAGR of ~26 per cent over a period of three years ending March 31, 2015 with combined revenue of Rs.243.05 crore for FY2015 on account of well-established sales channel and diversified customer base. The group has long term relations with wholesalers in Asia, Dubai and Africa that helps supply readymade garments to retailers across the globe. Further, the Geena Group achieved an operating income of ~Rs.260.00 crore in FY2015-16 (refers to financial year, April 01 to March 31).

The ratings are constrained by the group's working capital intensive operations reflected by high utilisation of working capital limits. However, the net cash accruals stood healthy at Rs.14.06 crore as on March 31, 2015 with long term liability of Rs.9.42 crore in FY2014-15. The cash and bank balance stood at Rs.0.95 crore.

While the group faces foreign exchange fluctuation risk due to its business model, it has a robust hedging policy to minimise the same. Additionally, the readymade garments industry in India is highly fragmented with numerous unorganised players.

Victus Dyeings (VD)

Rating Sensitivity Factors

- Scaling up operations while improving profit margins
- Effective working capital management

Outlook: Stable

SMERA believes that the Geena group will benefit from the extensive experience of its management. The outlook may be revised to 'Positive' in case the firm registers growth in revenue with improvement in profitability while effectively managing its working capital cycle. Conversely, the outlook may be revised to 'Negative' in case of more than expected decline in profitability and revenue growth or further deterioration in its financial risk profile.

Criteria applied to arrive at the ratings:

- Manufacturing Entities

About the Firm

Victus Dyeings is a partnership firm established in 1993 by Mr. L. Mohan Shankar, Mr. L. Dinesh Kumar, Mr. A. Loganathan and Mr. L. Amudha. The firm exports RMGs to France, U.K and Europe and also undertakes dyeing and knitting on a job-work basis for Geena Garments and other RMG manufacturers.

About the Group

The Tamil Nadu-based Geena Group incorporated in 1968 comprises three entities - Geena Garments (GG), Victus Dyeings (VD) and Print Tex India (PTI).

Geena Garments, a proprietorship firm established in 1968 by Mr. A Loganathan was converted into a partnership firm in 1991. The firm is engaged in the manufacture and export of knitwear and readymade garments (RMG) to U.S.A, Spain, France among others. It is headed by partners, Mr. A. Laganathan, Mr. L. Dinesh Kumar and Mr. Mohan Shankar.

Print Tex India, a partnership firm established in 1991 by Mr. A. Laganathan, Mr. L. Dinesh Kumar and Mr. Mohan Shankar undertakes printing work on a job-work basis for Geena Garments, Victus Dyeing, and other RMG manufacturers. The registered office is located at Tirupur, Tamil Nadu.

For FY2014-15, the Geena Group reported profit after tax (PAT) of Rs.9.62 crore on operating income of Rs.243.05 crore, as compared with PAT of Rs.8.84 crore on operating income of Rs.190.64 crore in FY2013-14. The group's net worth stood at Rs.88.12 crore as on March 31, 2015, as compared with Rs.88.12 crore a year earlier. Further, the Geena Group achieved an operating income of ~Rs.260.00 crore in FY2015-16 (refers to financial year, April 01 to March 31).

Contacts:

Analytical	Business Development
Mr. Mohit Jain Vice President – Ratings Operations, Tel: +91-22-6714 1105 Cell: 9619911017 Email: mohit.jain@smera.in	Mr. Suman M Vice President – Business Development, Corporate Ratings Tel: +91-22-6714 1151 Cell: +91-9892306888 Email: suman.m@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.