

Press Release**Sonodyne Technologies Private Limited (STPL)**

06 February, 2018

**Rating Upgraded**

Total Bank Facility Rated *	Rs.7.90 Crore
Long Term Rating	SMERA BBB-/Stable (Upgraded)
Short Term Rating	SMERA A3 (Upgraded)

*Refer Annexure for details

Rating Rationale

SMERA has upgraded the long term rating on the Rs.7.90 crore bank facilities of Sonodyne Technologies Private Limited (SIPL) to **'SMERA BBB-' (read as SMERA triple B minus)** from **'SMERA BB+ (read as SMERA double B plus)** and short term rating to **'SMERA A3' (read as SMERA A three)** from **SMERA A4+ (read as SMERA A four plus)**. The outlook is **'Stable'**.

STPL, a Kolkata based company established in 2006 by Mr Ashok Kumar Mukherjee, manufactures and exports audio systems comprising specialized amplifiers, loudspeakers and active speakers for professional and residential audio markets.

Analytical approach:

SMERA has consolidated the business and financial risk profiles of Sonodyne Technologies Private Limited (STPL), Sonodyne International Private Limited (SIPL) and Sonodyne Electronics Private Limited (SEPL) (referred to as the Sonodyne Group) owing to the similarities in the lines of business, significant operational and financial linkages and common management.

The upgrade is in view of the stable business and financial risk profile maintained by the company along with improvement in the topline. SMERA believes that Sonodyne Group, in the medium term, will maintain profitability margins along with further improvement in its financial risk profile.

List of key rating drivers and their detailed description**Strengths:****Experienced management and long track of operations**

Sonodyne Group was incorporated in 1970 by Mr Ashoke Kumar Mukherjee has a long track record of over five decades in the same line of business. The group is one of India's oldest to manufacture speakers and other sound producing apparatus. Currently the business is managed by Mr Anindya Mukherjee.

Established relationship with customers

The company has well established export market across Australia, China, New Zealand, Singapore, Japan, US and other European countries. The company has been dealing with these overseas clients over the past three decades. Some of the reputed clientele are Hills group and Ampetronics.

Above average financial risk profile

The above average financial risk profile is marked by comfortable gearing, healthy debt protection metrics and moderate net-worth. The gearing stood comfortable at 0.86 times in FY2017 compared to 0.83 times in FY2016. The healthy debt protection metrics is marked by comfortable ICR of 3.06 times in FY2017 as against 3.22 times in FY2016. The DSCR stood at 2.69 times in FY2017 compared to 3.24 times in FY2016. The net worth stood at a moderate Rs 21.56 crore in FY2017 and Rs 20.01 crore in FY2016.

Weaknesses:

Modest scale of operations

On consolidated basis, the group's revenue stood at a modest Rs. 42.34 crore in FY2017 as against Rs 37.98 crore in FY2016. During the current year, the group clocked revenue of Rs 26 crore till Nov' 2017 on consolidated basis.

Working capital intensive operations

The business is working capital intensive marked by Gross Current Assets days of 244 in FY2017 compared to 269 days in FY2016. This is due to the high inventory of raw materials that the group had to maintain. These were imported from Taiwan, China and Switzerland. The inventory days stood at 171 in FY2017 compared to 196 days in FY2016. The group on an average utilises ~ 90 per cent of its working capital limit.

Susceptibility of margins to fluctuations in foreign exchange rates

Around 90 per cent revenue of the group is generated from export to Europe, USA, Australia among others. The sales and profit margins remain susceptible to fluctuations in foreign exchange rates.

Applicable Criteria

- Manufacturing Entities - <https://www.smera.in/criteria-manufacturing.htm>
- Application of Financial Ratios and Adjustments: <https://www.smera.in/criteria-fin-ratios.htm>
- Default Recognition: <https://www.smera.in/criteria-default.htm>

Outlook – Stable

SMERA believes that the Sonodyne group will maintain a Stable outlook and continue to benefit over the medium term from its promoters extensive experience and established position with customers and suppliers. The outlook may be revised to 'Positive' if the group achieves more than envisaged sales and profitability, and improvement in its market position. Conversely, the outlook may be revised to 'Negative' if the company fails to register revenue growth and profitability or if the financial risk profile deteriorates owing to higher than envisaged working capital requirements.

About the Rated Entity - Key Financials

	Unit	FY17 (Actual)	FY16 (Actual)	FY15 (Actual)
Operating Income	Rs. Cr.	42.34	37.98	37.10
EBITDA	Rs. Cr.	3.48	3.58	3.04
PAT	Rs. Cr.	1.43	1.85	1.16
EBITDA Margin	(%)	8.22	9.42	8.20
PAT Margin	(%)	3.38	4.87	3.13
ROCE	(%)	7.83	9.46	8.00
Total Debt/Tangible Net Worth	Times	0.86	0.83	0.70
PBDIT/Interest	Times	3.06	3.22	2.41
Total Debt/PBDIT	Times	4.86	4.05	3.69
Gross Current Assets (Days)	Days	244	269	250

Status of non-cooperation with previous CRA: None

Any other information: None

Rating History for the last three years:

Date	Name of Instrument / Facilities	Term	Amount (Rs. Crore)	Ratings/Outlook
12 Dec, 2017	Export Packing Credit	Long Term	3.00	SMERA BB+ (Indicative)
	Stand By Line of Credit	Short Term	0.50	SMERA A4+ (Indicative)
	Term Loan	Long Term	3.50	SMERA BB+ (Indicative)
	Bank Guarantee	Short Term	0.10	SMERA A4+ (Indicative)
	Letter of Credit	Short Term	0.50	SMERA A4+ (Indicative)
	Proposed Bank Facility	Short Term	0.30	SMERA A4+ (Indicative)
1st Sept, 2016	Export Packing Credit	Long Term	3.00	SMERA BB+/Stable (Assigned)
	Stand By Line of Credit	Short Term	0.50	SMERA A4+ (Assigned)
	Term Loan	Long Term	3.50	SMERA BB+/Stable (Assigned)
	Bank Guarantee	Short Term	0.10	SMERA A4+ (Assigned)
	Letter of Credit	Short Term	0.50	SMERA A4+ (Assigned)
	Proposed Bank Facility	Short Term	0.30	SMERA A4+ (Assigned)

***Annexure – Details of instruments rated:**

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Crore)	Ratings/ Outlook
Export Packing Credit	NA	NA	NA	3.00	SMERA BBB-/Stable (Upgraded)
Stand By Line of Credit	NA	NA	NA	0.50	SMERA A3 (Upgraded)
Term Loan	NA	NA	NA	3.50	SMERA BBB-/Stable (Upgraded)
Bank Guarantee	NA	NA	NA	0.10	SMERA A3 (Upgraded)
Letter of Credit	NA	NA	NA	0.50	SMERA A3 (Upgraded)
Proposed Bank Facility	NA	NA	NA	0.30	SMERA A3 (Upgraded)

Note on complexity levels of the rated instrument: [https://www.smera.in/criteria-complexity- levels.htm](https://www.smera.in/criteria-complexity-levels.htm)

Contacts:

Analytical	Rating Desk
<p>Vinayak Nayak, Head –Operations, SMERA Bond Ratings Tel: 022-67141190 Email: vinayak.nayak@smera.in</p> <p>Aniruddha Dhar Rating Analyst, Tel:033-66201209 Email: aniruddha.dhar@smera.in</p>	<p>Varsha Bist Sr. Executive Tel: 022-67141160 Email: varsha.bist@smera.in</p>

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.

