

## Press Release

### MULTI SALES PRIVATE LIMITED

24 February, 2018

### Rating Update



|                                     |                                      |
|-------------------------------------|--------------------------------------|
| <b>Total Bank Facilities Rated*</b> | Rs. 5.50 Cr. #                       |
| <b>Long Term Rating</b>             | SMERA B+<br>Issuer not co-operating* |

# Refer Annexure for details

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

SMERA has reviewed long-term rating of '**SMERA B+**' (read as **SMERA B plus**) on the Rs. 5.50 crore bank facilities of MULTI SALES PRIVATE LIMITED. This rating is now an indicative rating and is based on best available information.

#### Non-cooperation by the issuer/borrower

SMERA 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 SMERA's policies.

#### Applicable Criteria

- Default Recognition - <https://www.smera.in/criteria-default.htm>
- Financial Ratios And Adjustments - <https://www.smera.in/criteria-fin-ratios.htm>
- Trade Entities - <https://www.smera.in/criteria-trading.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

The Mumbai based MSPL was established in 2007 by Mr. Anil Shah, Mr. Hithsh Shah and Mr. Rohit Shah. The company is engaged in trading of paper and paper boards and has its head office at Mumbai. The branch office is located at Vapi, Gujarat.

#### About the Rated Entity Financial

|                  | Unit    | FY16 (Actual) | FY15 (Actual) | FY14 (Actual) |
|------------------|---------|---------------|---------------|---------------|
| Operating Income | Rs. Cr. | 57.46         | 57.95         | 47.18         |
| EBITDA           | Rs. Cr. | 1.84          | 2.03          | 2.11          |
| PAT              | Rs. Cr. | 0.26          | 0.26          | 0.73          |
| EBITDA Margin    | (%)     | 3.20          | 3.51          | 4.48          |
| PAT Margin       | (%)     | 0.45          | 0.44          | 1.55          |

SMERA Ratings Limited

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CIN: U74999MH2005PLC155683 | SEBI Permanent Registration No.: IN / CRA / 006 / 2011

|                               |       |       |       |       |
|-------------------------------|-------|-------|-------|-------|
| ROCE (%)                      | (%)   | 13.72 | 16.50 | 35.69 |
| Total Debt/Tangible Net Worth | Times | 1.29  | 1.58  | 1.06  |
| PBDIT/Interest                | Times | 1.29  | 1.37  | 1.84  |
| Total Debt/PBDIT              | Times | 3.99  | 3.75  | 2.83  |
| Gross Current Assets (Days)   | Days  | 105   | 110   | 125   |

### Rating History (Upto last three years)

| Date            | Name of Instrument / Facilities | Term      | Amount (Rs. Crore) | Ratings/Outlook   |
|-----------------|---------------------------------|-----------|--------------------|-------------------|
| 09-January-2017 | Cash Credit                     | Long Term | INR 5.50           | SMERA B+ / Stable |

### #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            | Not Applicable   | Not Applicable | Not Applicable | 5.50                          | SMERA B+ Issuer not co-operating* |

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

### Contacts

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### ABOUT SMERA

SMERA Ratings Limited is a joint initiative of SIDBI, D&B and leading public and private sector banks in India. SMERA is registered with SEBI, accredited by RBI as an External Credit Assessment Institution (ECAI), under BASEL-II norms for undertaking Bank Loan Ratings. SMERA Bond Ratings is a division of SMERA Ratings Limited responsible for ratings of bank facilities, and capital market/money market debt instruments such as Bonds, Debentures, Commercial Papers, Fixed Deposits, Certificate of Deposits etc.. For more details, please visit [www.smera.in](http://www.smera.in).

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