

## Press Release

### Om Sons Marketing Private Limited

19 January, 2017

#### Rating Assigned

|                                     |                              |
|-------------------------------------|------------------------------|
| <b>Total Bank Facilities Rated*</b> | Rs.97.84 Cr                  |
| <b>Long Term Rating</b>             | SMERA BBB-/Stable (Assigned) |
| <b>Short Term Rating</b>            | SMERA A3 (Assigned)          |

*\*Refer Annexure for details*

#### Rating Rationale

SMERA has assigned long term rating of **SMERA BBB- (read as SMERA triple B minus)** and short term rating of **SMERA A3 (read as SMERA A three)** to the Rs.97.84 crore bank facilities of Om Sons Marketing Private Limited (OSMPL). The outlook is '**Stable**'.

SMERA has consolidated the financial and business risk profile of Oasis Distilleries Limited (ODL), Malbros International Private Limited (MIPL), Oasis Commercial Private Limited (OCPL), Oasis Overseas Exports Private Limited (OOEPL), Vijeta Beverages Private Limited (VBPL) and Om Sons Marketing Private Limited (OSMPL) together referred to as the 'Oasis Group' (OG). The consolidation is in view of the common ownership and operational linkages within the group.

OG is engaged in the business of manufacturing and trading of liquor and Extra Natural Alcohol (ENA) in Madhya Pradesh, Punjab, Haryana, Rajasthan and Chandigarh.

#### List of key rating drivers and their detailed description

##### Strengths:

**Long track record of operations:** The Oasis Group (OG), established in 1980 by Mr Malhotra and family has interests in liquor and hospitality industries. The group is engaged in the manufacture and trading of Extra Neutral Alcohol and County Liquor & IMFL. SMERA believes that OG will continue to benefit from its management's long standing experience in the liquor industry. The scale of operations is healthy. The group reported operating income of Rs.1,633.56 crore in FY2016 as compared to Rs. 1,315.72 crore in FY2015.

**Comfortable financial risk profile:** The financial risk profile is marked by comfortable debt protection metrics. The Interest coverage indicator remained healthy at 2.36 times in FY2016 as against 2.21 times in FY2015. OG continued to report a comfortable Debt Service Coverage Ratio (DSCR) of 1.43 times in FY2016 as compared to 1.29 times in FY2015. The gearing improved to 1.80 times as on 31st March, 2016 from 2.28 times on 31st March, 2015 and the overall financial leverage of the group continued to remain modest. SMERA expects the gearing to improve over the medium term on account of the healthy internal accruals.

**Well established market position:** OG also continues to benefit from its well established business model and value chain. The group has integrated its operations backward by entering into the business of manufacturing Extra Neutral Alcohol (ENA) from grain. The group has also integrated forward by running over 390 retail liquor vends in Punjab. SMERA believes that OG's profitability indicators will continue to remain comfortable over the medium term.

**Weaknesses:**

**Exposure to regulatory risk:** The rating, however, is constrained by the group's exposure to adverse regulatory changes in the liquor industry. With substantial amount of liquor sales concentrated in Punjab, non-allotment of retail vends and/or changes in regulations can impact the operating performance and profitability of the group.

**Exposure to volatility in raw material prices:** OG is also exposed to volatility in raw material (grain) prices. Grains are an agricultural commodity. The prices are prone to fluctuation from season to season based on demand and supply conditions. The highly competitive nature of the liquor and ENA industry hinders OG's ability to pass on changes in raw material prices to the end customer.

**Analytical approach:** Consolidation of group entities as stated above.

**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>
- Consolidation - <https://www.smera.in/criteria-consolidation.htm>

**Outlook: Stable**

SMERA believes that OG will maintain a stable outlook on account of its experienced management and comfortable financial risk profile. The outlook may be revised to 'Positive' in case of substantial improvement in debt protection metrics, coupled with sustained increase in profitability indicators. Conversely, the outlook may be revised to 'Negative' in case of unfavourable changes in regulations/substantial deterioration in the debt-equity ratio or coverage indicators.

**About the Group**

The Oasis Group, established in 1995 by Mr. Deep Malhotra is engaged in the manufacture of Extra Neutral Alcohol (ENA) and trades in liquor. The group owns five grain based distilleries (in Punjab, Haryana and Madhya Pradesh), three bottling units (in Punjab, Rajasthan and Madhya Pradesh) and 390 retail liquor vends across India.

In FY2016, OG reported Profit After Tax (PAT) of Rs.39.86 crore on operating income of Rs.1,636.56 crore against PAT of Rs.23.68 crore in FY2015 on operating income of Rs.1,315.72 crore.

**About the Rated Entity**

Om Sons Marketing Private Limited (OSMPL) was incorporated in 2007 and is engaged in the business of distilling, brewing and trading of liquor. The company has an installed capacity of 80 KLPD and reported capacity utilisation of approximately 75 per cent in FY2016. It also operates a brewery of 7 lakh HLPD with capacity utilisation of 65 per cent in FY2016. Both are captive consumption plants for Diageo and the distillery supplies ENA to Diageo plants across the world.

In FY2016, OSMPL reported Profit After Tax (PAT) of Rs.3.89 crore on operating income of Rs.334.56 crore against PAT of Rs.1.33 crore on operating income of Rs.261.23 crore in FY2015.

**Status of non-cooperation with previous CRA (if applicable):** Not Applicable

**Any other information:** Not Applicable

**Rating History for the last three years:**

| Name of Instrument /Facilities | 2017  |                    |                              | 2016 |        | 2015 |        | 2014 |        |
|--------------------------------|-------|--------------------|------------------------------|------|--------|------|--------|------|--------|
|                                | Scale | Amount (Rs. Crore) | Rating with Outlook          | Date | Rating | Date | Rating | Date | Rating |
| Term Loan-I                    | LT    | 30.80              | SMERA BBB-/Stable (Assigned) | -    | -      | -    | -      | -    | -      |
| Term Loan-II                   | LT    | 4.50               | SMERA BBB-/Stable (Assigned) | -    | -      | -    | -      | -    | -      |
| Standby Line of Credit         | LT    | 3.00               | SMERA BBB-/Stable (Assigned) | -    | -      | -    | -      | -    | -      |
| Cash Credit                    | LT    | 58.00              | SMERA BBB-/Stable (Assigned) | -    | -      | -    | -      | -    | -      |
| Proposed Fund Based Facilities | LT    | 0.54               | SMERA BBB-/Stable (Assigned) | -    | -      | -    | -      | -    | -      |
| Bank Guarantee                 | ST    | 1.00               | SMERA A3 (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             |
|--------------------------------|------------------|-------------|----------------|-------------------------------|------------------------------|
| Term Loan-I                    | N.A              | N.A         | 31 March, 2020 | 30.80                         | SMERA BBB-/Stable (Assigned) |
| Term Loan-II                   | N.A              | N.A         | 31 March, 2020 | 4.50                          | SMERA BBB-/Stable (Assigned) |
| Standby Line of Credit         | N.A              | N.A         | N.A            | 3.00                          | SMERA BBB-/Stable (Assigned) |
| Cash Credit                    | N.A              | N.A         | N.A            | 58.00                         | SMERA BBB-/Stable (Assigned) |
| Proposed Fund Based Facilities | N.A              | N.A         | N.A            | 0.54                          | SMERA BBB-/Stable (Assigned) |
| Bank Guarantee                 | N.A              | N.A         | N.A            | 1.00                          | SMERA A3 (Assigned)          |

**Note on complexity levels of the rated instrument:**
<https://www.smera.in/criteria-complexity-levels.htm>
**Contacts:**

| Analytical                                                                                                                                                                                                                                                                                                        | Rating Desk                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
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**ABOUT SMERA**

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