

## Press Release

### Om Sons Marketing Private Limited

July 07, 2020

#### Rating Reaffirmed



|                                     |                                             |
|-------------------------------------|---------------------------------------------|
| <b>Total Bank Facilities Rated*</b> | Rs. 58.20 crore                             |
| <b>Long Term Rating</b>             | ACUITE BBB/ Outlook: Stable<br>(Reaffirmed) |
| <b>Short Term Rating</b>            | ACUITE A3+<br>(Reaffirmed)                  |

\* Refer Annexure for details

#### Rating Rationale

Acuite has reaffirmed the long-term rating of '**ACUITE BBB**' (read as **ACUITE triple B**) and the short term rating of '**ACUITE A3+**' (read as **ACUITE A three plus**) on the Rs. 58.20 crore bank facilities of Om Sons Marketing Private Limited (OSMPL). The outlook is '**Stable**'.

OSMPL was incorporated in 2007 and is engaged in the business of distilling and trading of liquor. The company has an installed capacity of 100 KLPD. The company also engaged mainly in the manufacturing of ENA, Country Liquor and IMFL. This unit has also added Ethanol facility in FY 19-20.

The company is a part of the business group, hereinafter referred to as Oasis group (OG) comprising 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).

#### About the group

**Malbros International Private Limited (MIPL):** MIPL was incorporated in 1988 and installed a distillery unit in 2004. It has a grain based distillery in Ferozpur (Punjab) with the installed capacity of 100 Kilo liters per day (KLPD) and a bottling plant with installed capacity of bottling 33 lakh cases per annum (PA). Recently in FY 18-19 the company has installed the Ethanol production facility within the exiting unit which gives more flexibility to optimize the production capacity.

**Oasis Commercial Private Limited (OCPL):** OCPL was incorporated in 2006.. In May 2013, the company acquired a new distillation unit with an installed capacity of 120 KLPD of Extra Neutral Alcohol (ENA) from Chaddha group. The unit is located in Ambala (Haryana). The company has a 9 MW biomass based power plant which is partly used for its own power requirements and for balance 5 MW OCPL has power purchase agreement (PPA) with Haryana Power Purchase Centre.. Tariff for power purchase in year 2019 was Rs. 7.20 per unit. The unit is further added with Ethanol Manufacturing facilities in Dec. 18 and now this unit is capable of producing Either ENA or Ethanol both as per requirements.

**Oasis Overseas Export Private Limited (OOEPL):** OOEPL was incorporated in 2007 as Adie Broswon Distillers & Bottlers Private Limited and acquired by the Malhotra group in 2014. The company has a grain based distillery in Ambala (Haryana) with installed capacity of 120 KLPD. The company is mainly engaged in the manufacturing of ENA, Country Liquor and IMFL.

**Vijeta Beverages Private Limited (VBPL):** VBPL was incorporated in 2004 and was acquired by the Malhotra group in 2012. VBPL is engaged in trading of IMFL through approximately 639 vends in FY20. Further, the company has a bottling plant in Jaipur (Rajasthan) with installed capacity of 10.56 lakh cases per annum.

#### Analytical Approach

Acuite 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, cross corporate guarantees extended by the group companies for bank facilities and strong operational and financial linkages within the group. Extent of Consolidation: Full.

## **Key Rating Drivers**

### **Strengths**

#### **• Experienced management and reputed clientele**

The Oasis group commenced its operations in 1980's under the lead of Mr. Deep Malhotra and his family and thus the group boasts a long track record of operations of four decades in the Alcohol manufacturing and trading industry. Currently the day-to-day operations of the group are managed by Mr. Gautam Malhotra, Miss Dimpy Malhotra and Mr. Gauravh Malhotra along with other industry veterans with an experience of over two decades in the aforementioned industry. The group is well supported by second line of experienced management team. Established presence of the group along with experienced management has helped OG maintain long relationship with its customers which has aided the group in maintaining healthy revenue levels as reflected by the operating income of Rs. 1592.11 crore in FY2020 (Provisional) as against Rs. 1562.50 crore in FY2019. The group has benefitted by the guidance of its promoters which is further exemplified by many awards won by the brands owned by the group for instance the own flagship brand 'All Seasons Whisky' has won awards such as Sommelier International Wine and Spirits (Gold) in 2017, The Asian Spirits Masterclass Award (London) in 2017 and International Spirits Competition Gold award in 2017. Group owns other brands including OPM Triple Distilled Luxury Spirited Russian Vodka, which has been awarded Berlin International Spirits Competition Silver Awards 2018 (Germany), The Asian Spirit Master 2018 Gold (London), among other awards.

The group via Vijeta Beverages Private Limited, currently operates around 639 vends for the trading of liquor located in Punjab.

In October 2018, Oasis group began the production of Ethanol in through its three entities in the group viz. Om Sons Marketing Private Limited, Malbros International Private Limited and Oasis Commercial Private Limited with an installed capacity of 3.20 lakh litres per day. The ethanol produced by the group is supplied to major oil companies like Hindustan Petroleum Corporation Limited, Bharat Petroleum Corporation Limited and Indian Oil Corporation limited among other. In addition to the aforementioned, OG caters to reputed clientele such as Kerala State Corporation Limited, United Spirits Limited and Karnataka State Beverages Corporation Limited to name a few.

Acuite believes Oasis group will continue to benefit from its long track of operations, strong presence of the group in domestic market and the rich experience of the management over the medium term.

#### **• Healthy Financial risk profile**

The financial risk profile of group stood healthy marked by healthy net worth, comfortable gearing and healthy coverage indicators. The tangible net worth of OG stood healthy at around Rs. 473.71 crores as on 31 March, 2020 (Provisional) as against Rs. 433.40 crores as on 31 March, 2019 on the back of healthy accretion to reserves, which in turn is a result of healthy profitability levels maintained by the group over the years.

The group has followed a conservative financial policy in the past which is reflected by its peak gearing levels of 1.20 times as on March 31, 2017. The current gearing (debt-to-equity) stands at 0.73 times as on 31 March, 2020 (Provisional) and 0.81 times in the previous year. The gearing levels of the group have remained in the above mentioned range attributing to the minimal capital expenditure incurred towards acquisition of latest machinery and expansion of the installed capacities. The total outside liabilities to total net worth (TOL/TNW) ratio stands at 1.62 times as on 31 March, 2020 (Provisional) and 1.73 times as on 31 March, 2018. The total debt of Rs. 346.56 crore as on 31 March, 2020 (Provisional), consists of term loans of Rs.67.13 crores, working capital borrowings of Rs. 235.23 crores and Rs. 44.20 crores of unsecured loans from promoters. The Debt protection metrics of the group have remained healthy marked by the interest coverage ratio 3.53 times as on 31<sup>st</sup> March 2020 (Provisional) as against 2.82 times in the previous year and the debt service coverage ratio of 1.70 times as on 31<sup>st</sup> March 2020 (Provisional) compared to 1.55 times in the previous year.

The net cash accruals to total debt (NCA/TD) stood comfortable at 0.22 times for FY2020 (Provisional). The group reported healthy net cash accruals (NCA) of ~Rs. 74.69 crore in FY2020 and Rs. 75.41 crores in FY2019. Acuite believes that the group will be able to sustain its existing financial risk profile in near to medium term backed by establish presence in the Industry, extensive experience of promoters, healthy net cash accruals to support any major debt funded capital expenditure.

## Weaknesses

### • Moderately Intensive Working Capital Operations

OG's operations are moderately working capital intensive in nature as reflected by its gross current asset (GCA) days of around 179 days as on March 31, 2020 (Provisional) as against 169 days in the previous year. The working capital cycle remains intensive on account of increment in the inventory days of the group standing at 74 days in FY2020 (Provisional) as against 61 days in FY2019. The debtor collection period of the group is around 66 days for FY2020 (Provisional) as against 65 days in the previous year. In addition to the above the creditor payback period of OG stands at 76 days in FY2020 (Provisional). Acuite expects the operations of the group to remain working capital intensive on account of moderately high inventory levels maintained by the group.

### • Exposure to heavy regulatory risk

The Indian alcohol industry is highly regulated at almost every stage in the value chain. Moreover, every state has its set of regulations with respect to distribution and retail channels, registration, taxation, and pricing of alcohol. The industry is expected to remain highly regulated by the government going forward exposing the business risk profile to adverse regulatory changes. Furthermore, players within the industry are susceptible to high excise duties; any adverse change in excise duties can weaken profitability, and consequently, affect its credit risk profile.

## Rating Sensitivity

- Significant improvement in the scale of operation with improvement in profitability, sustenance of the comfortable financial risk profile and improvement in working capital intensity.
- Deterioration in working capital or any major debt funded capex

## Material Covenants

None

## Liquidity position: Adequate

OG has adequate liquidity marked by healthy net cash accruals to maturing debt obligations. The group generated cash accruals of Rs. 74.69 crore in FY2020 (Provisional) as against maturing debt obligations of Rs. 26.78 crores during the same period whereas generating net cash accruals of Rs. 75.41 crores as against maturing debt obligations of Rs. 29.28 crores in FY2019. The cash accruals of the group are estimated to remain around Rs.63.41 crore to Rs.65.91 crore during 2021-22 against repayment obligations ranging from Rs. 16.43 crores to Rs. 30.44 crores during the same period. The group's working capital operations is intense marked by the gross current asset (GCA) days of 179 days for FY2020 (Provisional). Further the bank limits of the group are utilized at an average of 90 percent in the last 6 months ending on 31<sup>st</sup> May 2020. The group maintains unencumbered cash and bank balances of Rs.30.21 crore as on 31 March 2020 (Provisional). The current ratio stands at 1.56 times as on 31 March 2020 (Provisional). Acuite believes that the liquidity of the company is likely to remain adequate over the medium term on account of healthy net cash accruals to debt repayments over the medium term.

## Outlook: Stable

Acuite believes that OG will maintain a 'Stable' outlook over the medium term on the back of its established track record of operations and experienced management. The outlook may be revised to 'Positive' in case the group registers higher-than-expected growth in its revenues and profitability while maintaining its liquidity position. Conversely, the outlook may be revised to 'Negative' in case the group registers lower-than-expected growth in revenues and profitability or in case of deterioration in the group's financial risk profile or significant elongation in working capital cycle.

## About the Rated Entity - Key Financials

|                               | Unit    | FY20 (Provisional) | FY19 (Actual) |
|-------------------------------|---------|--------------------|---------------|
| Operating Income              | Rs. Cr. | 1592.11            | 1562.50       |
| PAT                           | Rs. Cr. | 40.31              | 43.34         |
| PAT Margin                    | (%)     | 2.53               | 2.77          |
| Total Debt/Tangible Net Worth | Times   | 0.73               | 0.81          |
| PBDIT/Interest                | Times   | 3.53               | 2.82          |

**Status of non-cooperation with previous CRA (if applicable)**

Not Applicable

**Any other information**

Not Applicable

**Applicable Criteria**

- Default Recognition - <https://www.acuite.in/view-rating-criteria-52.htm>
- Financial Ratios And Adjustments - <https://www.acuite.in/view-rating-criteria-53.htm>
- Manufacturing Entities - <https://www.acuite.in/view-rating-criteria-59.htm>
- Consolidation of companies - <https://www.acuite.in/view-rating-criteria-60.htm>

**Note on complexity levels of the rated instrument**

<https://www.acuite.in/view-rating-criteria-55.htm>

**Rating History (Up to last three years)**

| Date        | Name of Instrument / Facilities | Term       | Amount (Rs. Cr.)                  | Ratings/Outlook                                       |
|-------------|---------------------------------|------------|-----------------------------------|-------------------------------------------------------|
| 26-Mar-2019 | Term Loan-I                     | Long Term  | 16.50 (Revised from Rs. 21.55 cr) | ACUITE BBB/ Stable (Reaffirmed)                       |
|             | Term Loan-II                    | Long Term  | 2.10 (Revised from Rs. 2.32 cr)   | ACUITE BBB/ Stable (Reaffirmed)                       |
|             | Stand by line of credit         | Long Term  | 5.00 (Revised from Rs. 3.00 cr)   | ACUITE BBB/ Stable (Reaffirmed)                       |
|             | Cash Credit                     | Long Term  | 28.00 (Revised from Rs. 20.00 cr) | ACUITE BBB/ Stable (Reaffirmed)                       |
|             | Proposed Facility               | Long Term  | 0.60                              | ACUITE BBB/ Stable (Assigned)                         |
|             | Bank Guarantee                  | Short Term | 5.00                              | ACUITE A3+ (Reaffirmed)                               |
|             | Letter of credit                | Short Term | 1.00                              | ACUITE A3+ (Reaffirmed)                               |
| 30-Jan-2019 | Term Loan-I                     | Long Term  | 21.55                             | ACUITE BBB/ Stable (Upgraded from ACUITE BBB-/Stable) |
|             | Term Loan-II                    | Long Term  | 2.32                              | ACUITE BBB/ Stable (Upgraded from ACUITE BBB-/Stable) |
|             | Stand by line of credit         | Long Term  | 3.00                              | ACUITE BBB/ Stable (Upgraded from ACUITE BBB-/Stable) |
|             | Cash Credit                     | Long Term  | 20.00                             | ACUITE BBB/ Stable (Upgraded from ACUITE BBB-/Stable) |
|             | Proposed fund based facility    | Long Term  | 46.97                             | ACUITE BBB- (Withdrawn)                               |
|             | Bank Guarantee                  | Short Term | 1.00                              | ACUITE A3+ (Upgraded from ACUITE A3)                  |
|             | Letter of credit                | Short Term | 3.00                              | ACUITE A3+ (Upgraded from ACUITE A3)                  |
| 10-Dec-2018 | Term Loan-I                     | Long Term  | 21.55                             | ACUITE BBB-/ Stable (Reaffirmed)                      |
|             | Term Loan-II                    | Long Term  | 2.32                              | ACUITE BBB-/ Stable (Reaffirmed)                      |
|             | Stand by line of credit         | Long Term  | 3.00                              | ACUITE BBB-/ Stable (Reaffirmed)                      |
|             | Cash Credit                     | Long Term  | 20.00                             | ACUITE BBB-/ Stable                                   |

|  |                              |            |       |                                  |
|--|------------------------------|------------|-------|----------------------------------|
|  |                              |            |       | (Reaffirmed)                     |
|  | Proposed fund based Facility | Long Term  | 46.97 | ACUITE BBB-/ Stable (Reaffirmed) |
|  | Bank Guarantee               | Short Term | 1.00  | ACUITE A3 (Reaffirmed)           |
|  | Letter of credit             | Short Term | 3.00  | ACUITE A3 (Assigned)             |

**\*Annexure – Details of instruments rated**

| Name of the Facilities  | Date of Issuance | Coupon Rate    | Maturity Date  | Size of the Issue (Rs. Cr.)        | Ratings/Outlook                 |
|-------------------------|------------------|----------------|----------------|------------------------------------|---------------------------------|
| Cash Credit             | Not Applicable   | Not Applicable | Not Applicable | 35.00 (Revised from Rs. 28.00 Cr.) | ACUITE BBB/ Stable (Reaffirmed) |
| Term Loan-I             | Not Available    | Not Applicable | Not Available  | 11.00 (Revised from Rs. 16.50 Cr.) | ACUITE BBB/ Stable (Reaffirmed) |
| Term Loan-II            | Not Available    | Not Applicable | Not Available  | 0.70 (Revised from Rs. 2.10 Cr.)   | ACUITE BBB/ Stable (Reaffirmed) |
| Stand by line of credit | Not Applicable   | Not Applicable | Not Applicable | 5.00                               | ACUITE BBB/ Stable (Reaffirmed) |
| Proposed Facility       | Not Applicable   | Not Applicable | Not Applicable | 0.50 (Revised from Rs. 0.60 Cr.)   | ACUITE BBB/ Stable (Reaffirmed) |
| Bank Guarantee          | Not Applicable   | Not Applicable | Not Applicable | 5.00                               | ACUITE A3+ (Reaffirmed)         |
| Letter of credit        | Not Applicable   | Not Applicable | Not Applicable | 1.00                               | ACUITE A3+ (Reaffirmed)         |

**Contacts**

| Analytical                                                                                                                                                                                                                                                                                                    | Rating Desk                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Aditya Gupta<br>Vice President-Rating Operations<br>Tel: 022-49294041<br><a href="mailto:aditya.gupta@acuite.in">aditya.gupta@acuite.in</a><br><br>Nikhilesh Pandey<br>Rating Analyst - Rating Operations<br>Tel: 011-4973 1304<br><a href="mailto:nikhilesh.pandey@acuite.in">nikhilesh.pandey@acuite.in</a> | Varsha Bist<br>Manager - Rating Desk<br>Tel: 022-49294011<br><a href="mailto:rating.desk@acuite.in">rating.desk@acuite.in</a> |

**About Acuité Ratings & Research:**

Acuité Ratings & Research Limited is a full-service Credit Rating Agency registered with the Securities and Exchange Board of India (SEBI). The company received RBI Accreditation as an External Credit Assessment Institution (ECAI), for Bank Loan Ratings under BASEL-II norms in the year 2012. Since then, it has assigned more than 6,000 credit ratings to various securities, debt instruments and bank facilities of entities spread across the country and across a wide cross section of industries. It has its Registered and Head Office in Mumbai.

**Disclaimer:** An Acuité 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. Acuité 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, Acuité, in particular, makes no representation or warranty, expressed or implied with respect to the adequacy, accuracy or completeness of the information relied upon. Acuité 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. Acuité 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.acuite.in](http://www.acuite.in)) for the latest information on any instrument rated by Acuité