Press Release

Prahlad Flour Mills Private Limited

May 27, 2019

Rating Update

Total Bank Facilities Rated*	Rs.13.69 Cr.#
Long Term Rating	ACUITE BB Issuer not co-operating*

#Refer Annexure for details
**The issuer did not co-operate; based on best available information.*

Acuité has reviewed the long-term rating of **'ACUITE BB' (read as ACUITE Double B)** on the Rs. 13.69 Crore bank facilities of Prahlad Flour Mills Private Limited (PFPL). This rating is now an indicative rating and is based on best available information.

PFPL was incorporated in 1988 as a private limited company. However, the operations of the company started in 1990. The company is engaged in milling and processing of agro based products such as wheat flour, Maida, Sooji, among others with an installed capacity of 4.5 lakh ton per annum. The company procures raw materials from the local grain markets and sells its product PAN India under the brand name 'Royal Kjahana' and 'Kamal'. The company has also ventured into textile industry.

Non-cooperation by the issuer/borrower:
Acuité 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 Acuité's policies.

Applicable Criteria

- Default Recognition -https://www.acuite.in/view-rating-criteria-17.htm
- Manufacturing Entities- https://www.acuite.in/criteria-manufacturing.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). Acuité endeavoured to gather information about the entity / industry from the public domain. Therefore, Acuité cautions lenders and investors regarding the use of such information, on which the indicative credit rating is based.

About the Rated Entity - Key Financials
The rated entity has not shared the latest financial statements despite repeated attempts.

Status of non-cooperation with previous CRA (if applicable)
None

Any other information
Acuité is yet to receive the latest No Default Statement (NDS) from the rated entity, despite repeated requests and follow-ups.

Rating History (Upto last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr)	Ratings/Outlook
27-Feb-2018	Term Loan	Long term	1.43	ACUITE BB Issuer not co-operating*
	Cash Credit	Long term	12.25	ACUITE BB Issuer not co-operating*
	Proposed	Short term	0.01	ACUITE BB Issuer not co-operating*
25-Feb-2017	Term Loan	Long term	1.43	ACUITE BB/Stable (Assigned)
	Cash Credit	Long term	12.25	ACUITE BB/Stable (Assigned)
	Proposed	Short term	0.01	ACUITE BB/Stable (Assigned)

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

#Annexure – Details of instruments rated

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Cr.)	Ratings/Outlook
Term Loan	Not Applicable	Not Applicable	Not Applicable	1.43	ACUITE BB Issuer not co-operating*
Cash Credit	Not Applicable	Not Applicable	Not Applicable	12.25	ACUITE BB Issuer not co-operating*
Proposed	Not Applicable	Not Applicable	Not Applicable	0.01	ACUITE BB Issuer not co-operating*

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

Contacts

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About Acuité Ratings & Research:

Acuité Ratings & Research Limited *(Erstwhile SMERA Ratings 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.