

## Press Release

### MISSION MEDIA PRIVATE LIMITED

09 March, 2018

#### Rating Reaffirmed



<b>Total Bank Facilities Rated*</b>	Rs. 6.10 Cr.
<b>Long Term Rating</b>	SMERA D

\* Refer Annexure for details

#### Rating Rationale

SMERA has reaffirmed long-term rating of '**SMERA D**' (**read as SMERA D**) on the Rs. 6.10 crore bank facilities of MISSION MEDIA PRIVATE LIMITED.

Mission Media Private Limited (MMPL) incorporated in 2005 is engaged in the business of printing, publishing and film making (advertisements). The company publishes a local newspaper 'Chhattisgarh' and also textbooks for Maharashtra Textbook Corporation, Chhattisgarh Textbook Corporation and Orissa Textbook Corporations. Additionally, it also makes ad films for the Chhattisgarh government.

#### Key Rating Drivers

##### Strengths

- **Experienced management**

The management of MMPL has experience of about a decade in the given line of business. Mr. Sunil Kumar, Director possesses experience of around 40 years in the media.

##### Weaknesses

- **Delay in payment of interest**

The company has term loan of Rs. 5.62 crore wherein interest obligations are paid after 60 days from the due date.

- **Weak financial risk profile**

The weak financial risk profile is marked by negative networth of Rs 0.83 crore, negative gearing of 12.71 times and low interest coverage and DSCR stood at 1.46 times and 0.64 times respectively as on 31st March, 2017.

- **Insufficient net accruals to repay long term debt obligation**

The net cash accruals stood at Rs. 0.48 crore in FY2016 which is insufficient to meet its annual debt obligation of Rs.1.37 crore.

#### Analytical Approach

SMERA has considered the standalone business and financial risk profiles of MMPL.

#### About the Rated Entity - Key Financials

	Unit	FY17 (Actual)	FY16 (Actual)	FY15 (Actual)
Operating Income	Rs. Cr.	9.60	10.02	9.79
EBITDA	Rs. Cr.	1.31	1.42	0.74
PAT	Rs. Cr.	0.04	0.00	-0.13
EBITDA Margin	(%)	13.61	14.16	7.59
PAT Margin	(%)	0.44	0.03	-1.35

ROCE	(%)	11.41	10.62	2.80
Total Debt/Tangible Net Worth	Times	-17.14	-17.03	189.35
PBDIT/Interest	Times	1.46	1.43	1.98
Total Debt/PBDIT	Times	6.64	6.73	14.65
Gross Current Assets (Days)	Days	119	113	105

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

None

### Any other information

None

### Applicable Criteria

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

### Note on complexity levels of the rated instrument

<https://www.smera.in/criteria-complexity-levels.htm>

### Rating History (Upto last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
15-Mar-2017	Term Loan	Long Term	INR 5.62	SMERA D (Assigned)
	Cash Credit	Long Term	INR 0.31	SMERA D (Assigned)
	Proposed Bank Facility	Long Term	INR 0.17	SMERA D (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
Term loans	Not Applicable	Not Applicable	Not Applicable	5.62	SMERA D (Reaffirmed)
Cash Credit	Not Applicable	Not Applicable	Not Applicable	0.31	SMERA D (Reaffirmed)
Proposed Bank Facility	Not Applicable	Not Applicable	Not Applicable	0.17	SMERA D (Reaffirmed)

## Contacts

Analytical	Rating Desk
Suman Chowdhury President - SMERA Bond Ratings Tel: 022-67141107	Varsha Bist Manager - Rating Desk Tel: 022-67141160

[suman.chowdhury@smera.in](mailto:suman.chowdhury@smera.in)

Leena Gupta  
Analyst - Rating Operations  
Tel: 022-67141172  
[leena.gupta@smera.in](mailto:leena.gupta@smera.in)

[varsha.bist@smera.in](mailto:varsha.bist@smera.in)

## ABOUT SMERA

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