

## Press Release

### Mission Media Private Limited (MMPL)

July 02, 2020

### Rating Update



<b>Total Bank Facilities Rated*</b>	Rs. 6.10 Cr. #
<b>Long Term Rating</b>	ACUITE D Issuer not co-operating*

# Refer Annexure for details`

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

ACUITE has reviewed long term rating of '**ACUITE D' (read as ACUITE D)** on the Rs 6.10 crore bank facilities of Mission Media Private Limited (MMPL). This rating is now an indicative rating and is based on best available information.

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.

#### Analytical Approach

Acuite has considered the standalone business and financial risk profiles of MMPL to arrive at this rating.

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

Acuite 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.

Acuite believes that information risk is a critical component in such ratings, and non-cooperation by the issuer along with unwillingness to provide information could be a sign of potential deterioration in its overall credit quality.

This rating is therefore being flagged as "Issuer not - cooperating", in line with prevailing SEBI regulations and Acuite's policies.

#### Applicable Criteria

- Default Recognition - <https://www.acuite.in/view-rating-criteria-52.htm>
- Financial Ratios And Adjustments - <https://www.acuite.in/view-rating-criteria-20.htm>
- Manufacturing Entities- <https://www.acuite.in/view-rating-criteria-4.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). Acuite endeavored to gather information about the entity / industry from the public domain. Therefore, Acuite 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)

Not applicable

#### Any other information

Acuite 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. Crore)	Ratings/Outlook
26-Apr-2019	Term Loan	Long Term	5.62	ACUITE D (Reaffirmed)
	Cash Credit	Long Term	0.31	ACUITE D (Reaffirmed)
	Proposed Bank Facility	Long Term	0.17	ACUITE D (Reaffirmed)
9-Mar-2018	Term Loan	Long Term	5.62	ACUITE D (Reaffirmed)
	Cash Credit	Long Term	0.31	ACUITE D (Reaffirmed)
	Proposed Bank Facility	Long Term	0.17	ACUITE D (Reaffirmed)
15-Mar-2017	Term Loan	Long Term	5.62	ACUITE D (Assigned)
	Cash Credit	Long Term	0.31	ACUITE D (Assigned)
	Proposed Bank Facility	Long Term	0.17	ACUITE 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
Term Loan	Not Applicable	Not Applicable	Not Applicable	5.62	ACUITE D Issuer not co-operating*
Cash Credit	Not Applicable	Not Applicable	Not Applicable	0.31	ACUITE D Issuer not co-operating*
Proposed Bank Facility	Not Applicable	Not Applicable	Not Applicable	0.17	ACUITE D Issuer not co-operating*

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

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### About Acuité Ratings & Research:

Acuité Ratings & Research Limited (Erstwhile ACUITE 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.

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