

Press Release

Prime Car Private Limited

February 10, 2022



Rating Reaffirmed and Issuer not co-operating

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	11.50	ACUITE C Reaffirmed Issuer not co-operating*	-
Total Outstanding Quantum (Rs. Cr)	11.50	-	-
Total Withdrawn Quantum (Rs. Cr)	0.00	-	-

Rating Rationale

Acuite has reaffirmed the long term rating of '**ACUITE C**' (read as **ACUITE C**) on the Rs.11.50 crore bank facilities of Prime Car Private Limited (PCPL). The rating continues to be flagged as "Issuer Not-Cooperating" and is based on the best available information.

About the Company

Prime Car Private Limited (PCPL) was incorporated in 2010 as a private limited company by Mr. Anand Kumar Tikarya and Mr. Manjulata Tikarya. The company is an authorised dealer of Maruti Suzuki and is engaged in the trading and servicing of passenger vehicles. It has six showrooms along with workshops in Madhya Pradesh. The company is also a registered dealer of Reliance Retail Limited and trades in Jio LYF smartphones in Madhya Pradesh.

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 the due date.

This rating continues to be flagged as "Issuer not-cooperating", in line with prevailing SEBI regulations and Acuite's policies.

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 requests.

Rating Sensitivity

"No information provided by the issuer / available for Acuite to comment upon."

Material Covenants

Not Applicable.

Liquidity Position

No information provided by the issuer / available for Acuite to comment upon.

Outlook

Not Applicable.

Status of non-cooperation with previous CRA

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.

Applicable Criteria

- Trading Entities: <https://www.acuite.in/view-rating-criteria-61.htm>
- Default Recognition: <https://www.acuite.in/view-rating-criteria-52.htm>

Note on Complexity Levels of the Rated Instrument

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

Rating History

Date	Name of Instruments/Facilities	Term	Amount (Rs. Cr)	Rating/Outlook
10 Nov 2020	Proposed Cash Credit	Long Term	0.50	ACUITE C (Issuer not co-operating*)
	Cash Credit	Long Term	11.00	ACUITE C (Issuer not co-operating*)
21 Aug 2019	Cash Credit	Long Term	11.00	ACUITE C (Downgraded from ACUITE BB-)
	Proposed Cash Credit	Long Term	0.50	ACUITE C (Downgraded from ACUITE BB-)
11 Oct 2018	Cash Credit	Long Term	11.00	ACUITE BB- (Issuer not co-operating*)
	Proposed Cash Credit	Long Term	0.50	ACUITE BB- (Issuer not co-operating*)
31 Jul 2017	Cash Credit	Long Term	11.00	ACUITE BB- Stable (Assigned)
	Proposed Cash Credit	Long Term	0.50	ACUITE BB- Stable (Assigned)

Annexure - Details of instruments rated

Lender's Name	ISIN	Facilities	Date Of Issuance	Coupon Rate	Maturity Date	Quantum (Rs. Cr.)	Rating
Union Bank of India	Not Applicable	Cash Credit	Not Applicable	Not Applicable	Not Applicable	11.00	ACUITE C Reaffirmed Issuer not co-operating*
Not Applicable	Not Applicable	Proposed Cash Credit	Not Applicable	Not Applicable	Not Applicable	0.50	ACUITE C Reaffirmed Issuer not co-operating*

Contacts

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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 8,850 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 Kanjurmarg, Mumbai.

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