

Press Release

Regal Pride Trading and Commercial Private Limited

March 31, 2021

Rating Update



Total Bank Facilities Rated*	Rs. 21.00 Cr.#
Long Term Rating	ACUITE D Issuer not co-operating*

#Refer Annexure for details

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

Acuite has reviewed the long-term rating of '**ACUITE D' (read as ACUITE D)** on the Rs.21.00 crore bank facilities of Regal Pride Trading and Commercial Private Limited (RPTCPL). The rating continues to be flagged as "Issuer Not-Cooperating" and is based on the best available information.

RPTCPL incorporated in 2013 is Mumbai based company promoted by Mr. Rakesh Purohit and Ms. Sonal Purohit. The company is engaged in business of trading of content rights for various sectors of Media and Entertainment Industry. RPTCPL is into trading business of various forms of secondary content rights on perpetual basis. The company works as an aggregator of the content rights wherein it acquires and source content rights from various producers and content owners. These rights are then being sold to the large media companies or channel broadcasters which are mainly regional channels.

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

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

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

About the Rated Entity - Key Financials

The rated entity has not shared the latest financial statements despite repeated requests.

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

None

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 (Up to last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr)	Ratings/Outlook
30-Dec-2019	Dropline Overdraft	Long term	21.00	ACUITE D Downgraded; Issuer Not Cooperating*
03-Oct-2018	Dropline Overdraft	Long term	21.00	ACUITE B Issuer not co-operating*
10-Aug-2017	Dropline Overdraft	Long term	21.00	ACUITE B/Stable (Assigned)

*Annexure – Details of instruments rated

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Crore)	Ratings/Outlook
Dropline Overdraft	Not Applicable	Not Applicable	Not Applicable	21.00	ACUITE D 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 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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