

Press Release

Cheer Sagar

July 09, 2021

Rating Update



Total Bank Facilities Rated*	Rs. 12.50 Cr.#
Long Term Rating	ACUITE BB (Downgraded from ACUITE BB+) Issuer not co-operating*
Short Term Rating	ACUITE A4+ Issuer not co-operating*

#Refer Annexure for details

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

Acuite has downgraded the long term rating to '**ACUITE BB**' (read as **ACUITE double B**) from '**ACUITE BB+**' (read as **ACUITE double B plus**) and reviewed the short-term rating of '**ACUITE A4+**' (read as **ACUITE A four plus**) on the Rs. 12.50 crore bank facilities of Cheer Sagar (CS). The rating continues to be flagged as "Issuer Not-Cooperating" and is downgraded on account of information risk.

Established in 1991, CS is a Jaipur-based partnership firm engaged in the manufacture and export of readymade garments. The firm is led by Partners, Mr. Ravi Poddar, Mrs. Sujata Poddar, Mr. Arnav Poddar and Mr. Tarin Poddar. The installed capacity stood at 24 lakh pieces per annum. The firm exports its products to Japan, Brazil and France, among others. The manufacturing facilities are located at Jaipur (Rajasthan).

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.

Applicable Criteria

- Default Recognition - <https://www.acuite.in/view-rating-criteria-52.htm>
- Manufacturing Entities - <https://www.acuite.in/view-rating-criteria-59.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
13 April 20	Term Loan	Long Term	1.5	ACUITE BB+ Issuer not co-operating*
	Term Loan	Long Term	1.05	ACUITE BB+ Issuer not co-operating*
	Packing Credit	Short Term	9.6	ACUITE A4+ Issuer not co-operating*
	Proposed Long Term Loan	Long Term	0.35	ACUITE BB+ Issuer not co-operating*
24-Jan-19	Term Loan	Long Term	1.5	ACUITE BB+ Issuer not co-operating*
	Term Loan	Long Term	1.05	ACUITE BB+ Issuer not co-operating*
	Packing Credit	Short Term	9.6	ACUITE A4+ Issuer not co-operating*
	Proposed Long Term Loan	Long Term	0.35	ACUITE BB+ Issuer not co-operating*
02-Jan-18	Term Loan	Long Term	1.5	ACUITE BB+ /Stable (Assigned)
	Term Loan	Long Term	1.05	ACUITE BB+ /Stable (Assigned)
	Packing Credit	Short Term	9.6	ACUITE A4+ (Assigned)
	Proposed Long Term Loan	Long Term	0.35	ACUITE BB+ /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
Term Loan	Not Available	Not Available	Not Available	1.50	ACUITE BB (Downgraded from ACUITE BB+) Issuer not co-operating*
Term Loan	Not Available	Not Available	Not Available	1.05	ACUITE BB (Downgraded from ACUITE BB+) Issuer not co-operating*
Packing Credit	Not Available	Not Applicable	Not Available	9.60	ACUITE A4+ Issuer not co-operating*
Proposed Long Term Loan	Not Available	Not Applicable	Not Available	0.35	ACUITE BB (Downgraded from ACUITE BB+) Issuer not co-operating*

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

Contacts

Analytical	Rating Desk
Aditya Gupta Vice President Tel: 022-49294041 aditya.gupta@acuite.in Pooja Sawant Analyst - Rating Operations pooja.sawant@acuite.in	Varsha Bist Senior Manager - Rating Desk Tel: 022-49294011 rating.desk@acuite.in

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.

Disclaimer: *An Acuité rating does not constitute an audit of the rated entity and should not be treated as a recommendation or opinion that is intended to substitute for a financial adviser's or investor's independent assessment of whether to buy, sell or hold any security. Acuité ratings are based on the data and information provided by the issuer and obtained from other reliable sources. Although reasonable care has been taken to ensure that the data and information is true, Acuité, in particular, makes no representation or warranty, expressed or implied with respect to the adequacy, accuracy or completeness of the information relied upon. Acuité is not responsible for any errors or omissions and especially states that it has no financial liability whatsoever for any direct, indirect or consequential loss of any kind arising from the use of its ratings. Acuité ratings are subject to a process of surveillance which may lead to a revision in ratings as and when the circumstances so warrant. Please visit our website (www.acuite.in) for the latest information on any instrument rated by Acuité.*