



Press Release

JSK MARKETING LIMITED (PREVIOUSLY KNOWS AS JSK MARKETING PRIVATE LIMITED)

June 19, 2025

Rating Reaffirmed and Issuer not co-operating

| Product | Quantum (Rs. Cr) | Long Term Rating | Short Term Rating |
|---|------------------|--|--|
| Bank Loan Ratings | 308.00 | ACUITE D Reaffirmed Issuer not co-operating* | - |
| Bank Loan Ratings | 52.00 | - | ACUITE D Reaffirmed Issuer not co-operating* |
| Total Outstanding Quantum (Rs. Cr) | 360.00 | - | - |
| Total Withdrawn Quantum (Rs. Cr) | 0.00 | - | - |

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

Rating Rationale

Acuite has reaffirmed the long-term rating of ‘**ACUITE D**’ (read as **ACUITE Da**) and the short term rating of ‘**ACUITE D**’ (read as **ACUITE Do**) in the Rs. 360.00 crore bank facilities of JSK Marketing Limited (Previously knows as JSK Marketing Private Limited). The rating continues to be flagged as “Issuer Not Cooperating” and is based on the best available information.

About the Company

JSK Marketing Limited (erstwhile JSK Marketing Private Limited), a Mumbai based Company was incorporated in 1985. The company is promoted by Mr. Jiwarajka and family and headed by Mr. Kunal Jiwarajka. The company has three broad revenue segments, viz. - it is a sole distributor in the western region for Nippo products, is an e-commerce partner and registered platinum grade seller of Amazon India and has a well-established distribution network for the offline sale of electronics.

Unsupported Rating

Not Applicable

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. 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.

Limitation regarding information availability

This rating is based on information available from sources other than the issuer / borrower (in the absence of information provided by the issuer / borrower) . Acuite endeavoured to gather information about the entity/industry from the public domain. Any rating with the suffix 'Issuer not cooperating' is assigned without any management interaction with the issuer entity or any data / information from the entity. Sometimes this non co-operation by a rated entity may be due to a result of deterioration in the credit risk profile of the entity. Therefore, Acuité

cautions lenders and investors regarding the use of such information, on which the indicative credit rating is based.

Rating Sensitivity

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

Liquidity Position

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

Outlook

Not Applicable

Other Factors affecting Rating

None

Key Financials

| Particulars | Unit | FY 18 (Actual) | FY 17 (Actual) |
|-------------------------------|---------|----------------|----------------|
| Operating Income | Rs. Cr. | 860.73 | 608.45 |
| PAT | Rs. Cr. | 30.55 | 22.22 |
| PAT Margin | (%) | 3.55 | 3.65 |
| Total Debt/Tangible Net Worth | Times | 1.73 | 1.46 |
| PBDIT/Interest | Times | 2.75 | 2.78 |

Status of non-cooperation with previous CRA

Not Applicable

Any other information

None

Applicable Criteria

- Trading Entities: <https://www.acuite.in/view-rating-criteria-61.htm>
- Default Recognition: <https://www.acuite.in/view-rating-criteria-52.htm>
- Application Of Financial Ratios And Adjustments: <https://www.acuite.in/view-rating-criteria-53.htm>

Note on complexity levels of the rated instrument

In order to inform the investors about complexity of instruments, Acuite has categorized such instruments in three levels: Simple, Complex and Highly Complex. Acuite's categorisation of the instruments across the three categories is based on factors like variability of the returns to the investors, uncertainty in cash flow patterns, number of counterparties and general understanding of the instrument by the market. It has to be understood that complexity is different from credit risk and even an instrument categorized as 'Simple' can carry high levels of risk. For more details, please refer Rating Criteria "Complexity Level Of Financial Instruments" on www.acuite.in.

Rating History

| Date | Name of Instruments/Facilities | Term | Amount (Rs. Cr) | Rating/Outlook |
|-------------|--------------------------------|------------|-----------------|--|
| 27 Mar 2024 | Cash Credit | Long Term | 35.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 28.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 20.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 35.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 25.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 6.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 25.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 25.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 30.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 5.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Proposed Cash Credit | Long Term | 49.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 25.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Letter of Credit | Short Term | 15.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Letter of Credit | Short Term | 12.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Letter of Credit | Short Term | 10.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Letter of Credit | Short Term | 5.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Letter of Credit | Short Term | 5.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Letter of Credit | Short Term | 5.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| 29 Dec 2022 | Letter of Credit | Short Term | 15.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Letter of Credit | Short Term | 12.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Letter of Credit | Short Term | 10.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Letter of Credit | Short Term | 5.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Letter of Credit | Short Term | 5.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Letter of Credit | Short Term | 5.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 35.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 28.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
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| | Cash Credit | Long Term | 35.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 25.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
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* The issuer did not co-operate; based on best available information.

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|--|----------------------|-----------|-------|--|
| | Cash Credit | Long Term | 6.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 25.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 25.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 30.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 5.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Proposed Cash Credit | Long Term | 49.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |
| | Cash Credit | Long Term | 25.00 | ACUITE D (Reaffirmed & Issuer not co-operating*) |

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Annexure - Details of instruments rated

| Lender's Name | ISIN | Facilities | Date Of Issuance | Coupon Rate | Maturity Date | Quantum (Rs. Cr.) | Complexity Level | Rating |
|---------------------|----------------------|----------------------|----------------------|----------------------|----------------------|-------------------|------------------|--|
| Union Bank of India | Not avl. / Not appl. | Cash Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 35.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| DBS Bank Ltd | Not avl. / Not appl. | Cash Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 28.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| HDFC Bank Ltd | Not avl. / Not appl. | Cash Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 20.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| RBL Bank | Not avl. / Not appl. | Cash Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 35.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| Bank of Baroda | Not avl. / Not appl. | Cash Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 25.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| State Bank of India | Not avl. / Not appl. | Cash Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 6.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| Yes Bank Ltd | Not avl. / Not appl. | Cash Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 25.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| Indusind Bank Ltd | Not avl. / Not appl. | Cash Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 25.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| Axis Bank | Not avl. / Not appl. | Cash Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 30.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| South Indian Bank | Not avl. / Not appl. | Cash Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 5.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| Axis Bank | Not avl. / Not appl. | Cash Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 25.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| Union Bank of India | Not avl. / Not appl. | Letter of Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 15.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| DBS Bank Ltd | Not avl. / Not appl. | Letter of Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 12.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| RBL Bank | Not avl. / Not appl. | Letter of Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 10.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| HDFC Bank Ltd | Not avl. / Not appl. | Letter of Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 5.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| Bank of Baroda | Not avl. / Not appl. | Letter of Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 5.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| South Indian Bank | Not avl. / Not appl. | Letter of Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 5.00 | Simple | ACUITE D Reaffirmed Issuer not co-operating* |
| Not Applicable | Not avl. / Not appl. | Proposed Cash Credit | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | 49.00 | Simple | ACUITE D Reaffirmed 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 is a full-service Credit Rating Agency registered with the Securities & 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. Acuité has assigned 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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