

**Press Release**  
**Phantom Films Private Limited**

December 06, 2018



**Rating Update**

<b>Total Bank Facilities Rated*</b>	Rs.40.00 Cr.
<b>Long Term Rating</b>	ACUITE BBB- (Under rating watch with developing implications)

\* Refer Annexure for details

**Rating Rationale**

Acuité had placed the long rating of '**ACUITE BBB-**' (**read as ACUITE triple B minus**) on Rs.40.00 Crore bank facilities of Phantom Films Private Limited (PFPL) on '**Rating watch with developing implications**' wide the press release dated October 16, 2018. The watch has been further extended.

The initial watch was in response to media reports that the promoters intend to close down the operations of the company. Since Acuité is still in discussion with the management in this regard, the rating watch has been extended.

Phantom Films Private Limited (PFPL), incorporated in 2011, is engaged in the business of production of feature films, television serials and commercials, and distribution of movies in the domestic market. In April 2015, Reliance Big Entertainment Private Limited (RBE) acquired 50% stake in the company and the rest is being held by three directors - Anurag Kashayap, Vikramaditya Motwane, Vikas Bahl and by Mantena Film Ventures Private Limited (a company of producer Mr. Madhu Mantena).

**Analytical Approach**

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

**About the Rated Entity - Key Financials**

	Unit	FY17 (Actual)	FY16 (Actual)	FY15 (Actual)
Operating Income	Rs. Cr.	126.95	262.57	17.06
EBITDA	Rs. Cr.	16.27	16.62	3.47
PAT	Rs. Cr.	1.32	1.27	0.23
EBITDA Margin	(%)	12.82	6.33	20.34
PAT Margin	(%)	1.04	0.45	1.32
ROCE	(%)	1.37	2.86	9.57
Total Debt/Tangible Net Worth	Times	0.39	0.13	0.96
PBDIT/Interest	Times	8.99	8.22	9.07
Total Debt/PBDIT	Times	4.41	1.40	2.22
Gross Current Assets (Days)	Days	304	169	136

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

None

**Any other information**

None

**Applicable Criteria**

- Default Recognition - <https://www.acuite.in/view-rating-criteria-17.htm>
- Financial Ratios And Adjustments - <https://www.acuite.in/view-rating-criteria-20.htm>

**Note on complexity levels of the rated instrument**  
<https://www.acuite.in/criteria-complexity-levels.htm>

**Rating History (Upto last three years)**

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr)	Ratings/Outlook
16-Oct-18	Cash Credit	Long Term	40.00	ACUITE BBB- (Under rating watch with developing implications)
21-Dec-17	Cash Credit	Long Term	40.00	ACUITE BBB-/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
Cash Credit	Not Applicable	Not Applicable	Not Applicable	40.00	ACUITE BBB- (Under rating watch with developing implications)

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**About Acuité Ratings & Research:**

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