



**Press Release**  
**Chromaprint India Private Limited**  
**December 26, 2023**

**Rating Reaffirmed and Issuer not co-operating**

| Product                                       | Quantum<br>(Rs. Cr) | Long Term Rating                                     | Short Term Rating                                    |
|-----------------------------------------------|---------------------|------------------------------------------------------|------------------------------------------------------|
| Bank Loan Ratings                             | 19.00               | ACUITE B+   Reaffirmed  <br>Issuer not co-operating* | -                                                    |
| Bank Loan Ratings                             | 1.00                | -                                                    | ACUITE A4   Reaffirmed  <br>Issuer not co-operating* |
| <b>Total Outstanding<br/>Quantum (Rs. Cr)</b> | 20.00               | -                                                    | -                                                    |

**Rating Rationale**

Acuite has reaffirmed the long-term rating of '**ACUITE B+**' (read as **ACUITE B plus**) and short-term rating of '**ACUITE A4**' (read as **ACUITE A four**) on the Rs.20.00 Cr bank facilities of Chromaprint India Private Limited (CIPL). The rating continues to be flagged as "Issuer Not-Cooperating" and is based on the best available information.

**About the Company**

The Coimbatore-based Chromaprint India Private Limited (CIPL), the erstwhile proprietorship concern was established in 1985 by Mr. R. Lakshmi Narayana Moorthy. Later in 1992, it was converted to a partnership firm and in 2005, to private limited. Currently, the day-to-day affairs are led by Mr. R. Lakshmi Narayana Moorthy and his sons, Mr. L. Yoga Narashimha Moorthy and Mr. L. Surya Narayana Moorthy. The company is mainly into manufacturing of printed labels for liquor and FMCG industries.

**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:**

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.

**Rating Sensitivity**

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

**All Covenants**

Not Applicable

**Liquidity Position**

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

**Outlook**

Not Applicable

**Other Factors affecting Rating**

Not Applicable

## Key Financials

| Particulars                   | Unit    | FY 22 (Actual) | FY 21 (Actual) |
|-------------------------------|---------|----------------|----------------|
| Operating Income              | Rs. Cr. | 48.27          | 43.92          |
| PAT                           | Rs. Cr. | (1.32)         | 0.17           |
| PAT Margin                    | (%)     | (2.73)         | 0.40           |
| Total Debt/Tangible Net Worth | Times   | 2.66           | 2.36           |
| PBDIT/Interest                | Times   | 1.84           | 2.14           |

### Status of non-cooperation with previous CRA

Not Applicable

### Any other information

None

### Applicable Criteria

- Manufacturing Entities: <https://www.acuite.in/view-rating-criteria-59.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](http://www.acuite.in).

## Rating History

| Date        | Name of Instruments/Facilities | Term       | Amount (Rs. Cr) | Rating/Outlook                        |
|-------------|--------------------------------|------------|-----------------|---------------------------------------|
| 13 Oct 2022 | Cash Credit                    | Long Term  | 10.00           | ACUITE B+ ( Issuer not co-operating*) |
|             | Dropline Overdraft             | Long Term  | 9.00            | ACUITE B+ ( Issuer not co-operating*) |
|             | Standby Line of Credit         | Short Term | 1.00            | ACUITE A4 ( Issuer not co-operating*) |
| 15 Jul 2021 | Standby Line of Credit         | Short Term | 1.00            | ACUITE A4 ( Issuer not co-operating*) |
|             | Cash Credit                    | Long Term  | 10.00           | ACUITE B+ ( Issuer not co-operating*) |
|             | Dropline Overdraft             | Long Term  | 9.00            | ACUITE B+ ( Issuer not co-operating*) |
| 20 Apr 2020 | Dropline Overdraft             | Long Term  | 9.00            | ACUITE B+ (Issuer not co-operating*)  |
|             | Standby Line of Credit         | Short Term | 1.00            | ACUITE A4 (Issuer not co-operating*)  |
|             | Cash Credit                    | Long Term  | 10.00           | ACUITE B+ (Issuer not co-operating*)  |

## Annexure - Details of instruments rated

| Lender's Name       | ISIN           | Facilities              | Date Of Issuance | Coupon Rate    | Maturity Date  | Complexity Level | Quantum (Rs. Cr.) | Rating                                                            |
|---------------------|----------------|-------------------------|------------------|----------------|----------------|------------------|-------------------|-------------------------------------------------------------------|
| State Bank of India | Not Applicable | Cash Credit             | Not Applicable   | Not Applicable | Not Applicable | Simple           | 10.00             | ACUITE B+<br> <br>Reaffirmed<br>  Issuer<br>not co-<br>operating* |
| State Bank of India | Not Applicable | Dropline Overdraft      | Not Applicable   | Not Applicable | Not Applicable | Simple           | 9.00              | ACUITE B+<br> <br>Reaffirmed<br>  Issuer<br>not co-<br>operating* |
| State Bank of India | Not Applicable | Stand By Line of Credit | Not Applicable   | Not Applicable | Not Applicable | Simple           | 1.00              | ACUITE A4<br> <br>Reaffirmed<br>  Issuer<br>not co-<br>operating* |

## Contacts

| Analytical                                                                                                                                                                                                                                                                             | Rating Desk                                                                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
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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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