

Press Release

January 22, 2018

SHRI RAM MULTICOM PRIVATE LIMITED

Rating Assigned



Total Bank Facilities Rated*	Rs. 101.00 Cr.
Long Term Rating	SMERA BBB/Outlook: Stable
Short Term Rating	SMERA A3+

* Refer Annexure for Details

Rating Rationale

SMERA has assigned a long term rating of '**SMERA BBB**' (read as **SMERA triple B**) and a short term rating of '**SMERA A3+**' (read as **SMERA A three plus**) on the Rs.101 Crore bank facilities of SHRI RAM MULTICOM PRIVATE LIMITED (SRMPL). The outlook is '**Stable**'

Shri Ram Multicom Private Limited (SRMPL) was incorporated in 1998 and promoted by the Sonthalia family. It is the flagship company the group, which mainly undertakes real estate development projects, trading in thermo-mechanically treated steel bars (manufactured by Electrosteel Steels Ltd and Jindal Steel and Power Ltd), dealership of Jewellery (Tanishq), logistics business where it acts as clearing & forwarding agent for ACC Limited & Indian Oil Corporation Limited.

SRMPL is developing and setting up a budget category hotel along with retail mall/spaces to be known as –Fairfield Hotel, a brand owned by Fairfield Marriott at Newtown, Rajarhat, Kolkata. Rajarhat has become the hub of new developments due to its proximity to the airport, malls, IT Park in and around Salt Lake and the key areas of Kolkata.

Key Rating Drivers

Strengths

Established business with healthy track record of promoters

The main promoter of the company, Mr. Pradeep Kumar Sonthalia has been engaged as a Distributor, Carrying & Forwarding Agent and a Real Estate Developer for more than three decades and his son Mr. Nityanand Sonthalia, attained his degree in business management from University of Warwick, UK. He joined the board of Shri Ram Multicom Private Limited in the year 2010 and is mainly involved in the day to day business of Distribution and Logistics.

Healthy financial risk profile

The financial risk profile of the group is marked by net worth of Rs. 142.93 crores as on 31st March 2017 as against Rs. 114.87 crores as on 31 March 2016. The improvement is mainly on account improvement in profits and infusion of capital by the directors. The gearing stood at 1.11 times as on 31 March 2017 as against 1.49 times as on 31 March 2016. The group has reported net worth and total outside liabilities to total net worth (TOL/TNW) of Rs 143 crore and 1.3 times as on March 2017. Despite its debt funded Capex plan, the group will maintain its financial risk profile over the medium term on the back of funding support from promoter and healthy accretion to reserve.

Comfortable profitability margins

The profitability margins of the group are comfortable, marked by EBITDA margins which stood at 8.91% in FY2017 as against 8.41% in FY2016. The PAT margins have also improved from 2.08% in FY2016 to 4.24% in FY2017.

Diverse business profile and Stable lease income from properties

SRMPL has a diverse business which includes real estate development, steel trading, Jewellery, hospitality and logistics. The Shri Ram group has leased out properties in Dhanbad which provide stable cash flows. The leased out properties have had healthy occupancy over the years, along with modest growth in rentals. Also, the properties have a good clientele with no major upcoming renewals over the medium term. Stable cash flows from its leased out properties and expected growth in business should hold the group in good stead over the medium term. Further, the group has a land bank of Rs.421 Crore.

Weaknesses

Implementation risk of the new project & susceptibility to cyclicalities inherent in real-estate sector

The Project cost is Rs.149.69 Crore which will be funded by the bank to an extent of Rs.81 Crore and the remaining funds shall be infused by the directors, which is substantially high compared to the group's net worth. The project is susceptible to implementation risk, which if materializes may impact group's liquidity. Any deviation in the occupancy rate and any time or cost overrun in the project will remain rating sensitivity factor.

Modest scale of operations and geographic concentration in Dhanbad real estate market

Shri Ram group's operations are concentrated in the Dhanbad district. The group has executed over 10 projects, all located in this district itself. Further, the group undertakes smaller projects compared to large regional and national real estate developers, due to its limited reach and small scale of operations.

Requirement of Working Capital

Shri Ram group has moderate liquidity and derives funding support from its promoters in the form of equity capital. The group has the flexibility to leverage on the lease rentals to raise additional debt in case of exigencies. Also, the group is into trading businesses of Jewellery and TMT bars due to which it has large working capital requirements and moderate bank limit utilisation. SRMPL has exposure to profitability fluctuations due to underlying commodity prices. The increase in exposure to non-real estate businesses and working capital requirements will remain key rating sensitivity factor.

Analytical Approach

SMERA has consolidated the financial and business risk profiles of Shri Ram Multicom Private Limited (SRMPL), Shri Ram Multicom Private Limited, Shri Ram Mall Pvt. Ltd, Shri Ram Residency Pvt. Ltd, Shri Ram Precision, Shri Ram Ozone Pvt. Ltd, Ozone Logistics Pvt. Ltd and Sonotel Hotels and Resorts Pvt. Ltd to arrive at the rating.

Outlook: Stable

SMERA believes the group's business risk profile will continue to benefit from the promoters extensive industry experience. The outlook may be revised to 'Positive' in case the higher than expected cash flows from lease rental income by way of improving its occupancy rate along with liquidating its inventory from real estate business. Conversely, the outlook may be revised to 'Negative' if the group's financial risk profile deteriorates due to decline in its lease rental income or lower-than-expected cash flows. The outlook may also be revised to 'Negative' in case the group's exposure to other businesses increases substantially thereby increasing its funding requirements.

About the Rated Entity - Key Financials

Particulars	Unit	FY17	FY16	FY15
Operating Income	Rs. Cr.	358.50	230.84	211.36
EBITDA	Rs. Cr.	31.92	19.42	18.02
PAT	Rs. Cr.	15.20	4.80	2.16
EBITDA Margin	(%)	8.91	8.41	8.53
PAT Margin	(%)	4.24	2.08	1.02
ROCE (%)	(%)	11.45	7.21	13.82
Total Debt/Tangible Net Worth	Times	1.11	1.49	1.18
PBDIT/Interest	Times	2.66	1.75	1.53
Total Debt/PBDIT	Times	4.29	7.59	6.50
Gross Current Assets (Days)	Days	174	237	255

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

None

Any other information

None

Applicable Criteria

- Default Recognition - <https://www.smera.in/criteria-default.htm>
- Trading Entities - <https://www.smera.in/criteria-trading.htm>
- Financial Ratios And Adjustments - <https://www.smera.in/criteria-fin-ratios.htm>
- Service Entities - <https://www.smera.in/criteria-services.htm>
- Consolidation - <https://www.smera.in/criteria-consolidation.htm>

Note on complexity levels of the rated instrument:

<https://www.smera.in/criteria-complexity-levels.htm>

Rating History (Upto last three years)

None

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 Applicable	Not Applicable	Not Available	81.00	SMERA BBB/ Stable
Term Loan	Not Applicable	Not Applicable	Not Available	5.00	SMERA BBB/ Stable
Term Loan	Not Applicable	Not Applicable	Not Available	5.00	SMERA BBB/ Stable
Cash Credit	Not Applicable	Not Applicable	Not Available	1.75	SMERA BBB/ Stable
Proposed	Not Applicable	Not Applicable	Not Available	2.25	SMERA BBB/ Stable
Proposed	Not Applicable	Not Applicable	Not Available	6.00	SMERA A3+

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ABOUT SMERA

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