



Press Release
Shri Maa Sales
December 14, 2023

Rating Reaffirmed and Issuer not co-operating

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	12.40	ACUITE BB+ Reaffirmed Issuer not co-operating*	-
Bank Loan Ratings	9.10	-	ACUITE A4+ Reaffirmed Issuer not co-operating*
Total Outstanding Quantum (Rs. Cr)	21.50	-	-

Rating Rationale

Acuité has reaffirmed the long term rating of '**ACUITE BB+**' (read as **ACUITE double B plus**) and the short term rating of '**ACUITE A4+**' (read as **ACUITE A four plus**) on the Rs.21.50 crore bank facilities of Shri Maa Sales. The rating continues to be flagged as "Issuer Not Co-operating" and is based on the best available information.

About the Company

Shri Maa Sales (SMS) is part of the Bhopal based Shri Maa Group which also includes Shri Maa Group Marketing Private Limited, Shri Maa Retail Private Limited, Aradhana Telecom. Shri Maa Sales was initially established as proprietorship concern by Mr. Ramswarupji Gupta in the year 1995. The concern was initially engaged in trading and distribution of FMCG products, consumer electronics, pharmacy, telecom, lighting and many more products in Datia district and Bhopal. It was associated with brands including Hindustan Lever Limited, Britannia Industry and Philips till the year 2009.

Non-cooperation by the issuer/borrower:

Acuité 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.

Acuité 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 Acuité'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). Acuité endeavored to gather information about the entity/industry from the public domain. 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."

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 18 (Provisional)	FY 17 (Actual)
Operating Income	Rs. Cr.	324.99	199.60
PAT	Rs. Cr.	5.20	2.02
PAT Margin	(%)	1.60	1.01
Total Debt/Tangible Net Worth	Times	0.38	1.15
PBDIT/Interest	Times	5.02	2.52

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
09 Nov 2022	Standby Line of Credit	Long Term	0.60	ACUITE A4+ (Issuer not co-operating*)
	Bank Guarantee	Short Term	8.50	ACUITE A4+ (Issuer not co-operating*)
	Cash Credit	Long Term	5.75	ACUITE BB+ (Issuer not co-operating*)
	Proposed Bank Facility	Long Term	6.65	ACUITE BB+ (Issuer not co-operating*)
11 Aug 2021	Cash Credit	Long Term	5.75	ACUITE BB+ (Downgraded and Issuer not co-operating*)
	Bank Guarantee	Short Term	8.50	ACUITE A4+ (Downgraded and Issuer not co-operating*)
	Proposed Bank Facility	Long Term	6.65	ACUITE BB+ (Downgraded and Issuer not co-operating*)
	Standby Line of Credit	Short Term	0.60	ACUITE A4+ (Downgraded and Issuer not co-operating*)
04 Jun 2020	Cash Credit	Long Term	5.75	ACUITE BBB- Stable (Reaffirmed)
	Standby Line of Credit	Short Term	0.60	ACUITE A3 (Reaffirmed)
	Proposed Bank Facility	Long Term	6.65	ACUITE BBB- Stable (Reaffirmed)
	Bank Guarantee	Short Term	8.50	ACUITE A3 (Reaffirmed)

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	Bank Guarantee (BLR)	Not Applicable	Not Applicable	Not Applicable	Simple	8.50	ACUITE A4+ Reaffirmed Issuer not co-operating*
State Bank of India	Not Applicable	Cash Credit	Not Applicable	Not Applicable	Not Applicable	Simple	5.75	ACUITE BB+ Reaffirmed Issuer not co-operating*
Not Applicable	Not Applicable	Proposed Long Term Bank Facility	Not Applicable	Not Applicable	Not Applicable	Simple	6.65	ACUITE BB+ Reaffirmed Issuer not co-operating*
State Bank of India	Not Applicable	Stand By Line of Credit	Not Applicable	Not Applicable	Not Applicable	Simple	0.60	ACUITE A4+ Reaffirmed Issuer not co-operating*

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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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