

## Press Release

### LIVING ENTERTAINMENT ENTERPRISES PRIVATE LIMITED

May 22, 2019

### Rating Update



<b>Total Bank Facilities Rated*</b>	Rs. 639.00 Cr. #
<b>Long Term Rating</b>	ACUITE BB (Downgraded from ACUITE BBB Rating watch with negative implications Issuer not co-operating*)
<b>Short Term Rating</b>	ACUITE A4 (Downgraded from ACUITE A3+ Rating watch with negative implications Issuer not co-operating*)

# Refer Annexure for details

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

Acuite has downgraded the long-term rating to '**ACUITE BB**' (read as **ACUITE double B**) from '**ACUITE BBB**' (read as **ACUITE triple B**) and short-term rating to '**ACUITE A4**' (read as **ACUITE A four**) from '**ACUITE A3+**' (read as **ACUITE A three plus**) on the Rs. 639.00 crore bank facilities of LIVING ENTERTAINMENT ENTERPRISES PRIVATE LIMITED (LEEPL). This rating is now an indicative rating and is based on best available information.

The rating revision is on account of lack of information and clarity by the management for resolving the rating watch. Acuite observes that the promoters have been facing challenges in monetization of their stake in the flagship entity of the group (i.e ZEEL). This has impacted the promoter's ability to support other group entities like LEEPL. Acuite further believes that the group's liquidity profile is likely to remain under pressure over the near term.

Living Entertainment Enterprises Private Limited (LEEPL; formerly Global Multi Trading Private Limited) was incorporated in 2014 and is engaged in television broadcasting & content development. LEEPL is currently operating 'Living Foodz' channel in India which is part of the Zee network.

#### 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 due date.

This rating is therefore being flagged as "Issuer not-cooperating", in line with prevailing SEBI regulations and Acuite's policies.

#### Applicable Criteria

- Default Recognition - <https://www.acuite.in/criteria-default.htm>
- Service Entities - <https://www.acuite.in/view-rating-criteria-8.htm>

#### 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 endeavoured 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.

#### About the Rated Entity - Key Financials

The rated entity has not shared the latest financial statements despite repeated requests.

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

Not Applicable

### Any other information

Acuite is yet to receive the latest No Default Statement (NDS) from the rated entity, despite repeated requests and follow-ups.

### Rating History (Upto last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
30-Jan-2019	Term Loan I	Long Term	225.00	ACUITE BBB (Under rating watch with negative implications)
	Term Loan II	Long Term	410.00	ACUITE BBB (Under rating watch with negative implications)
	Bank Guarantee	Short Term	4.00	ACUITE A3+ (Under rating watch with negative implications)
23-June-2018	Term Loan I	Long Term	225.00	ACUITE BBB/ Stable (Reaffirmed)
	Term Loan II	Long Term	410.00	ACUITE BBB/ Stable (Assigned)
	Bank Guarantee	Short Term	4.00	ACUITE A3+ (Reaffirmed)
21-Feb-2018	Term Loan I	Long Term	225.00	ACUITE BBB/ Stable (Assigned)
	Bank Guarantee	Short Term	4.00	ACUITE A3+ (Assigned)

### #Annexure – Details of instruments rated

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs.Cr.)	Ratings
Term Loan I	Not Applicable	Not Applicable	Not Applicable	225.00	ACUITE BB (Downgraded) Issuer not co-operating*
Term Loan II	Not Applicable	Not Applicable	Not Applicable	410.00	ACUITE BB (Downgraded) Issuer not co-operating*
Bank Guarantee	Not Applicable	Not Applicable	Not Applicable	4.00	ACUITE A4 (Downgraded) Issuer not co-operating*

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

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**About Acuité Ratings & Research:**

Acuité Ratings & Research Limited (erstwhile SMERA Ratings Limited) is a full-service Credit Rating Agency registered with the Securities and 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. Since then, it has assigned more than 6,000 credit 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 Mumbai.

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