

Press Release

Living Entertainment Enterprises Private Limited

April 02, 2020



Rating Update

Total Bank Facilities Rated#	Rs.639.00 Cr.
Long Term Rating	ACUITE C (Downgraded from ACUITE BB) Issuer not co-operating*
Short Term Rating	ACUITE A4 (Downgraded from ACUITE A4+) Issuer not co-operating*

#Refer Annexure for details ACUITE

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

Rating Rationale

Acuité has downgraded the long-term rating to '**ACUITE C**' (read as ACUITE C) from '**ACUITE BB**' (read as ACUITE double B) and the short-term rating to '**ACUITE A4**' (read as ACUITE A four) from '**ACUITE A4+**' (read as ACUITE A four plus) on the Rs.639.00 crore bank facilities of Living Entertainment Enterprises Private Limited (LEEPL). The rating continues to be flagged as "Issuer Not-Cooperating" and is downgraded on account of information risk and significant liquidity pressure faced by the Essel Group.

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: 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 due date.

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

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.

Applicable Criteria

- Default Recognition - <https://www.acuite.in/view-rating-criteria-52.htm>
- Entities in Service Sector - <https://www.acuite.in/view-rating-criteria-50.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). Acuité endeavoured 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.

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)

None

Any other information

Acuité 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
22-May-2019	Term Loan	Long Term	225.00	ACUITE BB (Indicative)
	Term Loan	Long Term	410.00	ACUITE BB (Indicative)
	Bank Guarantee	Short Term	4.00	ACUITE A4+ (Indicative)
30-Jan-2019	Term Loan	Long Term	225.00	ACUITE BBB (Under rating watch with negative implications)
	Term Loan	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)
21-Jun-2018	Term Loan	Long Term	225.00	ACUITE BBB/ Stable (Reaffirmed)
	Term Loan	Long Term	410.00	ACUITE BBB/ Stable (Assigned)
	Bank Guarantee	Short Term	4.00	ACUITE BBB/ Stable (Reaffirmed)
21-Feb-2018	Term Loan	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. Crore)	Ratings/Outlook
Term Loan	Not Available	Not Applicable	Not Available	225.00	ACUITE C (Downgraded from ACUITE BB) Issuer not co-operating*
Term Loan	Not Available	Not Applicable	Not Available	410.00	ACUITE C (Downgraded from ACUITE BB) Issuer not co-operating*
Bank Guarantee	Not Applicable	Not Applicable	Not Applicable	4.00	ACUITE A4 (Downgraded from ACUITE A4+) Issuer not co-operating*

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

Contacts

Analytical	Rating Desk
Aditya Gupta Head- Corporate and Infrastructure Sector Tel: 022-49294041 aditya.gupta@acuite.in	Varsha Bist Manager - Rating Desk Tel: 022-49294011 rating.desk@acuite.in
Avadhoot Mane Senior Analyst - Rating Operations Tel: 022-49294051 avadhoot.mane@acuite.in	

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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