Press Release

Living Entertainment Enterprises Private Limited

June 28, 2021

Rating Update

Total Bank Facilities Rated*	Rs. 639.00 Cr.#
Long Term Rating	ACUITE C Issuer not co-operating*
Short Term Rating	ACUITE A4 Issuer not co-operating*

#Refer Annexure for details
**The issuer did not co-operate; based on best available information.*

Acuité has reviewed the long-term rating of **'ACUITE C' (read as ACUITE C)** and the short-term rating of **'ACUITE A4' (read as ACUITE A four)** 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 based on the best available information.

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. The registered office of the company is located in Mumbai. Mr. Anil Abasaheb Chougule & Mr. Ashok Balvantrai Sanghavi are the directors of the company.

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.

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

Applicable Criteria
- Default Recognition - https://www.acuite.in/view-rating-criteria-52.htm
- Service Entities - 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 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.

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

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

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 (Up to last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr)	Ratings/Outlook
02-Apr-2020	Term Loan	Long term	225.00	ACUITE C (Downgraded from ACUITE BB) Issuer not co-operating*
	Term Loan	Long term	410.00	ACUITE C (Downgraded from ACUITE BB) Issuer not co-operating*
	Bank Guarantee	Short term	4.00	ACUITE A4 (Downgraded from ACUITE A4+) Issuer not co-operating*
22-May-2019	Term Loan	Long term	225.00	ACUITE BB (Downgraded from ACUITE BBB) Issuer not co-operating*
	Term Loan	Long term	410.00	ACUITE BB (Downgraded from ACUITE BBB) Issuer not co-operating*
	Bank Guarantee	Short term	4.00	ACUITE A4+ (Downgraded from ACUITE A3+) Issuer not co-operating*
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 A3+ (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 Available	Not Available	225.00	ACUITE C Issuer not co-operating*
Term Loan	Not Available	Not Available	Not Available	410.00	ACUITE C Issuer not co-operating*
Bank Guarantee	Not Applicable	Not Applicable	Not Applicable	4.00	ACUITE A4 Issuer not co-operating*

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

Contacts

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About Acuité Ratings & Research:

Acuité Ratings & Research 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.