

Press Release

Indusind Media and Communication Limited

December 01, 2022



Rating Downgraded and Issuer not co-operating

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	5.00	ACUITE BB+ Downgraded Issuer not co-operating*	-
Total Outstanding Quantum (Rs. Cr)	5.00	-	-
Total Withdrawn Quantum (Rs. Cr)	0.00	-	-

Rating Rationale

Acuite has downgraded the long term rating to '**ACUITE BB+**' (read as **ACUITE double B plus**) from **ACUITE BBB+** (read as **ACUITE triple B Plus**) on Rs.5.00 crore of bank facilities of IMCL. The rating continues to be flagged as "Issuer Not-Cooperating" and is based on the best available information.

About the Company

Indusind Media and Communication Limited (IMCL) was incorporated on February 23, 1995 as unlisted public limited company. IMCL is a Mumbai based company and Mr. Abin Kumar Das is a Chairman of the company. It is a subsidiary of NXTDigital Limited (NDL) and by the order of National Company Law Tribunal (NCLT) dated August 23, 2020, the business undertaking of IMCL consisting of Cable TV and HITS was demerged from IMCL and merged into parent NDL with appointment date of October 01, 2019. Post demerger, the company is currently involved in the following:

- Passive infrastructure (owned real estate property being rented out to NDL and other companies).
- Technical division providing technical services to its subsidiaries
- Holding of investment in subsidiaries who are MSO's

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 the due date. Acuite believes that information risk is a critical component in such ratings, and noncooperation by the issuer along with an 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 Acuite'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). Acuite endeavored 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.

Rating Sensitivity

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

Material Covenants

None

Liquidity Position

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

Outlook

Not Applicable

Other Factors affecting Rating

None

Status of non-cooperation with previous CRA

None

Any other information

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

Applicable Criteria

- 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>
- Complexity Level Of Financial Instruments: <https://www.acuite.in/view-rating-criteria-55.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
	Term Loan	Long Term	129.40	ACUTE A (Withdrawn and Issuer not co-operating*)
	Proposed Bank Facility	Long Term	544.51	ACUTE A (Withdrawn and Issuer not co-operating*)
	Buyers Credit	Long Term	180.55	ACUTE A (Withdrawn and Issuer not co-operating*)
	Cash Credit	Long Term	10.00	ACUTE A (Withdrawn and Issuer not co-operating*)

27 Apr 2022	Letter of Credit	Short Term	8.57	ACUITE A1 (Withdrawn and Issuer not co-operating*)
	Cash Credit	Long Term	5.00	ACUITE BBB+ (Downgraded and Issuer not co-operating*)
	Buyers Credit	Long Term	43.43	ACUITE A (Withdrawn and Issuer not co-operating*)
	Cash Credit	Long Term	5.00	ACUITE A (Withdrawn and Issuer not co-operating*)
	Working Capital Demand Loan	Long Term	10.00	ACUITE A (Withdrawn and Issuer not co-operating*)
03 Feb 2020	Buyers Credit	Long Term	180.55	ACUITE A Stable (Reaffirmed)
	Term Loan	Long Term	101.54	ACUITE A (Withdrawn)
	Cash Credit	Long Term	10.00	ACUITE A Stable (Reaffirmed)
	Cash Credit	Long Term	10.00	ACUITE A Stable (Reaffirmed)
	Working Capital Demand Loan	Long Term	10.00	ACUITE A Stable (Reaffirmed)
	Term Loan	Long Term	129.40	ACUITE A Stable (Reaffirmed)
	Proposed Bank Facility	Long Term	544.51	ACUITE A Stable (Reaffirmed)
	Term Loan	Long Term	72.83	ACUITE A (Withdrawn)
	Buyers Credit	Long Term	43.43	ACUITE A Stable (Reaffirmed)
	Term Loan	Long Term	212.10	ACUITE A (Withdrawn)
	Letter of Credit	Short Term	8.57	ACUITE A1 (Reaffirmed)
	Term Loan	Long Term	92.44	ACUITE A (Withdrawn)

Annexure - Details of instruments rated

Lender's Name	ISIN	Facilities	Date Of Issuance	Coupon Rate	Maturity Date	Complexity Level	Quantum (Rs. Cr.)	Rating
Axis Bank	Not Applicable	Cash Credit	Not Applicable	Not Applicable	Not Applicable	Simple	5.00	ACUITE BB+ Downgraded Issuer not co- operating*

Contacts

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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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