



**Press Release**  
**Vishwas Milk Products Private Limited**  
**November 15, 2024**  
**Rating Downgraded and Issuer not co-operating**

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	6.00	ACUITE C   Downgraded   Issuer not co-operating*	-
<b>Total Outstanding Quantum (Rs. Cr)</b>	6.00	-	-
<b>Total Withdrawn Quantum (Rs. Cr)</b>	0.00	-	-

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

**Rating Rationale**

Acuite has downgraded its long-term rating to ‘**ACUITE C**’ (read as **ACUITE Cf**) from ‘**ACUITE B**’ (read as **ACUITE B**) on the Rs.6.00 Crore bank facilities of Vishwas Milk Products Private Limited. The rating continues to be flagged as “Issuer Not Co-operating” and is based on the best available information. The downgrade is based on delays in debt servicing being reflected in the Credit Information Bureau Report.

**About the Company**

Incorporated in 2008, Vishwas Milk Products Private Limited (VMPPL) is an Amritsar (Punjab) based company promoted by Mr. Sandeep Arora and Mrs. Upasana Arora. The company’s product profile includes milk and value-added products such as milk powder, ghee, paneer and curd. VMPPL procures milk from contractor based out of Amritsar. After processing and packaging, the milk is sold under its brand name ‘Milk land’ in Punjab, Haryana and Himachal Pradesh.

**About the Group**

Vishwas Milk Products Private Limited (VMPPL) is part of Vishwas Group promoted by MR. Sanjeev Arora and Mrs. Upasana Arora. The group is primarily involved in dairy industry. SUS Agro Foods Private Limited, part of Vishwas group, is a Jammu based company engaged in manufacturing of whole milk powder and whey milk powder and ghee. Incorporated in 2008, Vishwas Milk Products Private Limited (VMPPL) is an Amritsar (Punjab) based company promoted by Mr. Sandeep Arora and Mrs. Upasana Arora. The company’s product profile includes milk and value-added products such as milk powder, ghee, paneer and curd. VMPL procures milk from contractor based out of Amritsar. After processing and packaging, the milk is sold under its brand name ‘Milk land’ in Punjab, Haryana and Himachal Pradesh. Incorporated in 2014, SUS Agro Foods India Private Limited is a Kathua (Jammu) based company engaged in the manufacture of dairy-based product such as ghee, whole milk powder and skimmed milk powder along with curd, paneer and butter. SAFIPL is part of Vishwas Group promoted by Mr. Sanjeev Arora and Mrs. Upasana Arora.

**Unsupported Rating**

Not Applicable

**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."

**Liquidity Position**

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

**Outlook: Not Applicable**

**Other Factors affecting Rating**

None

## Key Financials

Particulars	Unit	FY 22 (Actual)	FY 21 (Actual)
Operating Income	Rs. Cr.	33.93	40.64
PAT	Rs. Cr.	(0.15)	0.19
PAT Margin	(%)	(0.45)	0.46
Total Debt/Tangible Net Worth	Times	4.54	3.12
PBDIT/Interest	Times	2.66	2.10

### Status of non-cooperation with previous CRA

Not Applicable

### Any other information

None

### Applicable Criteria

- Manufacturing Entities: <https://www.acuite.in/view-rating-criteria-59.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, Acuité has categorized such instruments in three levels: Simple, Complex and Highly Complex. Acuité'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](http://www.acuite.in).

## Rating History

Date	Name of Instruments/Facilities	Term	Amount (Rs. Cr)	Rating/Outlook
12 Aug 2024	Cash Credit	Long Term	4.50	ACUITE B (Downgraded & Issuer not co-operating* from ACUITE B+)
	Term Loan	Long Term	0.77	ACUITE B (Downgraded & Issuer not co-operating* from ACUITE B+)
	Proposed Long Term Bank Facility	Long Term	0.73	ACUITE B (Downgraded & Issuer not co-operating* from ACUITE B+)
17 May 2023	Cash Credit	Long Term	4.50	ACUITE B+ (Reaffirmed & Issuer not co-operating*)
	Term Loan	Long Term	0.77	ACUITE B+ (Reaffirmed & Issuer not co-operating*)
	Proposed Long Term Bank Facility	Long Term	0.73	ACUITE B+ (Reaffirmed & Issuer not co-operating*)
18 Feb 2022	Proposed Long Term Bank Facility	Long Term	0.73	ACUITE B+ (Downgraded & Issuer not co-operating* from ACUITE BB-)
	Term Loan	Long Term	0.77	ACUITE B+ (Downgraded & Issuer not co-operating* from ACUITE BB-)
	Cash Credit	Long Term	4.50	ACUITE B+ (Downgraded & Issuer not co-operating* from ACUITE BB-)

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

## Annexure - Details of instruments rated

Lender's Name	ISIN	Facilities	Date Of Issuance	Coupon Rate	Maturity Date	Quantum (Rs. Cr.)	Complexity Level	Rating
Union Bank of India	Not avl. / Not appl.	Cash Credit	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	4.50	Simple	ACUITE C   Downgraded   Issuer not co-operating* ( from ACUITE B )
Not Applicable	Not avl. / Not appl.	Proposed Long Term Bank Facility	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	0.73	Simple	ACUITE C   Downgraded   Issuer not co-operating* ( from ACUITE B )
Union Bank of India	Not avl. / Not appl.	Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	0.77	Simple	ACUITE C   Downgraded   Issuer not co-operating* ( from ACUITE B )

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

## Contacts

Mohit Jain Senior Vice President-Rating Operations	<b>Contact details exclusively for investors and lenders</b>
Sahil Sawant Associate Analyst-Rating Operations	Mob: +91 8591310146 Email ID: <a href="mailto:analyticalsupport@acuite.in">analyticalsupport@acuite.in</a>

### 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.

**Disclaimer:** An Acuité rating does not constitute an audit of the rated entity and should not be treated as a recommendation or opinion that is intended to substitute for a financial adviser's or investor's independent assessment of whether to buy, sell or hold any security. Ratings assigned by Acuité are based on the data and information provided by the issuer and obtained from other reliable sources. Although reasonable care has been taken to ensure that the data and information is true, Acuité, in particular, makes no representation or warranty, expressed or implied with respect to the adequacy, accuracy or completeness of the information relied upon. Acuité is not responsible for any errors or omissions and especially states that it has no financial liability whatsoever for any direct, indirect or consequential loss of any kind, arising from the use of its ratings. Ratings assigned by Acuité are subject to a process of surveillance which may lead to a revision in ratings as and when the circumstances so warrant. Please visit our website ([www.acuite.in](http://www.acuite.in)) for the latest information on any instrument rated by Acuité. Please visit <https://www.acuite.in/faqs.htm> to refer FAQs on Credit Rating.