

**Press Release**  
**Prasad Feeds Private Limited**

August 24, 2018

**Rating Downgraded**



<b>Total Bank Facilities Rated*</b>	Rs. 10.00 Cr.
<b>Long Term Rating</b>	ACUITE D (Downgraded from ACUITE BB-/Stable)

\* Refer Annexure for details

**Rating Rationale**

Acuite has downgraded the long-term rating of '**ACUITE BB-**' (read as **ACUITE double B minus**) to '**ACUITE D (read as ACUITE D)**' on the Rs.10.00 crore bank facilities of Prasad Feeds Private Limited.

Downgrade in the rating is attributed to continuous overdrawals of cash credit account for over 50 days as of August 23, 2018; the stretch in liquidity is owing to delays in receivables from its clients.

Hyderabad based PFPL incorporated in the year 2015, is promoted by Mr. Hemanth Kumar Karumanchi and his sister Ms. Karthika. It is engaged in processing and supply of maize crop based silage or green fodder, which is used as cattle feed. Silage is primarily made of maize crop, by chopping the standing maize green crop into tiny peaces, and made into bale form of about 300 kgs of air tight packed for fermentation and durability. PFPL has long-term arrangement with the Department of Animal Husbandry (DoAH), Government of Andhra Pradesh (GoAP) for supply of silage for about 40,000 metric tonnes per annum (mtpa).

**Key Rating Drivers**

**Strengths**

• **Established presences in the agricultural sector**

The directors of the company Mr. Hemanth Kumar and Ms. Karthika have nearly a decade of experience in the agriculture sector. Mr. Hemanth Kumar is a management graduate from the USA, and holds directorship in its flagship entity Prasad Seeds Private Limited (PSPL) which is a leading player in the toll services of seed processing for global seed players in India and Abroad. Mr Hemanth looks after the finance and operations of PSPL. Other Director, Ms. Karthika holds master degree in Food Technology. She holds directorship in PSPL, and also she is proprietrix of 'Kakumanu Seeds', which is into seed processing activity.

PFPL is the one of the first player in the green fodder based silage manufacturing in India; they are the first ones to introduce imported baler machine and silage choppers of large size into India. The management is instrumental and worked with the GoAP and Telangana in implementing the fodder scheme as first mover, to address the fodder deficit situation in drought / drought like situation in couple of districts of the States to mitigate the effects of the natural calamities in the lines of National Fodder Policy. Started with an order for supply of 5000 mtpa to the DoAH in FY2016 (refers to financial year, April 1st to March 31st), now they have orders for supply of silage of about 40,000 mtpa in FY2019. The demand for the green fodder in the State of AP is for more than 200,000 mtpa. Acuite believes that the company is expected to enjoy the first mover advantage besides the advantage of strong management and financial support.

**Weaknesses**

• **Continuous overdrawals in working capital limits**

PFPL's cash credit limits have been continuously overdrawn for over 50 days as of August 23, 2018. This is attributed to stretch in liquidity primarily caused by delay in receivables from its key client – DoAH, GoAP.

### • Seasonal nature and working capital intensive operations

Operations of the company are seasonal in nature, as their operations are majorly during the months of January – May, and August – October; the key input – maize crop of 60-80 day old is available during this period (two crops in a year), and the company harvests more for supplies in the summer season for the drought / drought like situation mandals / districts as indented by the respective district level officers of DoAH. This results in high gross current assets (GCA) days as of the Balance Sheet date; as of March 31, 2018 the GCA is about 403 days mainly constituted of about 309 days of inventory days, and 119 days of receivable days. As a result, the utilisation of bank lines is high in the last quarter of about 90-95 per cent. Acuite believes that the operations continues to be working capital intensive basis the harvesting period, and the peak season of operations.

### • Below-average financial risk profile

The financial risk profile is below-average marked by high gearing (debt-to-equity); however, its debt protection metrics are comfortable. Its gearing as of March 31, 2018 (provisional) is about 5.5 times; total debt of Rs.9.05 constitutes working capital debt of Rs.8.05 crores and Rs.1.0 crore of unsecured loan from the promoters. Its networth is modest at Rs.1.64 crores as of March 31, 2018, as the company is three year old company. However, its debt protection metrics are comfortable: of interest coverage of 2.69 times and net cash accruals to total debt at 0.09 times in FY2018. The company is enjoying only working capital limits, and there is no long term debt obligation to service. However, as the operations are seasonal with modest scale of operations and low accretion to reserves, the financial risk profile continues to be below-average over the medium term.

### • Tender based business, highly fragmented nature of the industry

PFPL supplies 90 percent of feed to DoAH of GoAP which is tender based business, growth depends on ability to successfully bid for tenders. Also the volume of business is monsoon dependant, as better monsoon and rainfall may reduce the dependency and requirement of the green fodder. Also, entry of new players will have a bearing on the profitability as it is tender based. Acuite believes that though PFPL enjoys the first mover advantage with good amount of investment on the equipment to handle the volumes, however their operations are susceptible to the tender based business and vagaries of monsoon.

### Analytical Approach

Acuite has considered the standalone business and financial risk profiles of the PFPL to arrive at this rating.

### About the Rated Entity - Key Financials

	Unit	FY17 (Actual)	FY16 (Actual)	FY15 (Actual)
Operating Income	Rs. Cr.	13.97	2.51	-
EBITDA	Rs. Cr.	1.38	0.46	-
PAT	Rs. Cr.	0.34	0.01	-
EBITDA Margin	(%)	9.85	18.28	-
PAT Margin	(%)	2.43	0.30	-
ROCE	(%)	13.57	9.49	-
Total Debt/Tangible Net Worth	Times	3.56	38.07	-
PBDIT/Interest	Times	4.30	4.68	-
Total Debt/PBDIT	Times	3.72	8.71	-
Gross Current Assets (Days)	Days	185	370	-

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

None

### Any other information

None

## Applicable Criteria

- Default Recognition - <https://www.acuite.in/criteria-default.htm>
- Manufacturing Entities - <https://www.acuite.in/criteria-manufacturing.htm>
- Financial Ratios And Adjustments - <https://www.acuite.in/criteria-fin-ratios.htm>

## Note on complexity levels of the rated instrument

<https://www.acuite.in/criteria-complexity-levels.htm>

## Rating History (Upto last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
18 June, 2018	Cash Credit	Long Term	8.00	ACUITE BB- / Stable (Assigned)
	Proposed Bank Facility	Long Term	2.00	ACUITE BB- / Stable (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
Cash Credit	Not Applicable	Not Applicable	Not Applicable	8.00	ACUITE D
Proposed Bank Facility	Not Applicable	Not Applicable	Not Applicable	2.00	ACUITE D

## Contacts

Analytical	Rating Desk
Pooja Ghosh Head - Corporate and Infrastructure Sector Ratings TEL: 022-67141111 <a href="mailto:pooja.ghosh@acuite.in">pooja.ghosh@acuite.in</a>	Varsha Bist Manager - Rating Desk Tel: 022-67141160 <a href="mailto:rating.desk@acuite.in">rating.desk@acuite.in</a>
Naveen Papisetty Analyst - Rating Operations Tel: 040-40055480 <a href="mailto:naveen.papisetty@acuiterratings.in">naveen.papisetty@acuiterratings.in</a>	

## About Acuité Ratings & Research:

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