

Press Release

Seminole Electronics Private Limited

July 28, 2021



Rating Update

Total Bank Facilities Rated*	Rs.12.50 Cr. #
Long Term Rating	ACUITE BB- (Downgraded from ACUITE BB /Stable) Issuer not co-operating*

Refer Annexure for details

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

Rating Rationale

Acuité has downgraded the long term rating to '**ACUITE BB- (read as ACUITE double B minus)**' from '**ACUITE BB (read as ACUITE double B)**' on the Rs.12.50 Cr. bank facilities of Seminole Electronics Private Limited (SEPL). The rating is now flagged as an 'Issuer Not-Cooperating' based on best available information.

About the Entity

Established as a proprietorship firm in November, 2015 as Seminole Tech and later reconstituted into a private limited company as 'Seminole Electronics Private Limited' (SEPL) in December, 2017, the Hyderabad based company is engaged in designing, selling of electronic gadgets (outsources the manufacturing / assembling activity) under its own brand name 'MIVI'. The gadgets include speakers, cables, chargers and headphones. The company is promoted by Mr. Viswanadh Kandula.

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 an 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>
- Manufacturing Entities - <https://www.acuite.in/view-rating-criteria-59.htm>
- Financial Ratios And Adjustments - <https://www.acuite.in/view-rating-criteria-53.htm>

Note on complexity levels of the rated instrument

<https://www.acuite.in/view-rating-criteria-55.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 has 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.

Liquidity Position

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

Rating Sensitivities

No information provided by the issuer / available for Acuité 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)

Not Applicable

Any other information

None

Rating History (Upto last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
17-Jul-2019	Secured Overdraft	Long Term	6.50	ACUITE BB / Stable (Upgraded)
	Proposed Bank Facility	Long Term	6.00	ACUITE BB / Stable (Upgraded)
04-Jul-2018	Secured Overdraft	Long Term	6.50	ACUITE B+ / Stable (Assigned)
	Proposed Bank Facility	Long Term	2.50	ACUITE B+ / Stable (Assigned)

#Annexure – Details of instruments rated

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Cr.)	Ratings
Secured Overdraft	Not Applicable	Not Available	Not Applicable	6.50	ACUITE BB- (Downgraded from ACUITE BB / Stable) Issuer not co-operating*
Proposed Bank Facility	Not Applicable	Not Applicable	Not Applicable	6.00	ACUITE BB- (Downgraded from ACUITE BB / Stable) 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 8,797 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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