

Press Release

Aroma Productions Private Limited

June 17, 2019



Rating Update

Total Bank Facilities Rated*	Rs. 11.12 Cr. #
Long Term Rating	ACUITE B 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 long-term rating of '**ACUITE B**' (**read as ACUITE B**) and short-term rating of '**ACUITE A4**' (**read as 'ACUITE A four'**) on the Rs. 11.12 crore bank facilities of Aroma Productions Private Limited. This rating is now an indicative rating and is based on best available information.

Aroma Productions Private Limited (Previously known as Parshva Tobacco Company Private Limited) was incorporated in 2011 by Mr. Snehal Patel and is engaged in manufacturing of cigarettes with the brand name 'One & Only'. The manufacturing facility is located at Chidwara (Madhya Pradesh). APPL tied up with Korean Tobacco & Global (KT&G) to support quality raw material supplies and for OEM. The company sells the cigarettes to Aroma Enterprises (Group Company) which is engaged in trading of coal, cigarette and supari.

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 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/criteria-default.htm>
- Manufacturing Entities - <https://www.acuite.in/view-rating-criteria-4.htm>
- Financial Ratios and Adjustments - <https://www.acuite.in/view-rating-criteria-20.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 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.

About the Rated Entity - Key Financials

	Unit	FY18 (Actual)	FY17 (Actual)	FY16 (Actual)
Operating Income	Rs. Cr.	9.14	1.30	0.97
EBITDA	Rs. Cr.	(0.41)	0.08	0.21
PAT	Rs. Cr.	(2.12)	0.02	0.10
EBITDA Margin	(%)	(4.52)	6.45	21.83
PAT Margin	(%)	(23.24)	1.57	10.02
ROCE (%)	(%)	(18.33)	0.43	2.61
Total Debt/Tangible Net Worth	Times	2.07	17.01	2.89
PBDIT/Interest	Times	(0.15)	97.00	133.81

Total Debt/PBDIT	Times	84.27	27.69	0.74
Gross Current Assets (Days)	Days	1636	3108	843

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 (Upto last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
06-Jul-2018	Cash Credit	Long Term	2.72	ACUITE B / Stable (Assigned)
	Term Loan	Long Term	7.12	ACUITE B / Stable (Assigned)
	Bank Guarantee	Short Term	1.28	ACUITE A4 / 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
Term loans	Not Applicable	Not Applicable	Not Applicable	7.12	ACUITE B Issuer not co-operating*
Cash Credit	Not Applicable	Not Applicable	Not Applicable	2.72	ACUITE B Issuer not co-operating*
Bank guarantee/Letter of Guarantee	Not Applicable	Not Applicable	Not Applicable	1.28	ACUITE A4 Issuer not co-operating*

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

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About Acuité Ratings & Research:

Acuité Ratings & Research Limited (Erstwhile SMERA Ratings 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.

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