

Press Release

Prince Corp Private Limited

January 15, 2020



Rating Update

Total Bank Facilities Rated	Rs. 170.00 Cr. #
Long Term Rating	ACUITE BBB- (Downgraded from ACUITE BBB/Stable) Issuer not co-operating*
Short Term Rating	ACUITE A3 (Downgraded from ACUITE A3+) Issuer not co-operating*

Refer Annexure for details

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

Acuité has downgraded the long-term rating to '**ACUITE BBB-**' (read as **ACUITE triple B minus**) from '**ACUITE BBB**' (read as **ACUITE triple B**) and short-term rating to '**ACUITE A3**' (read as **ACUITE A three**) from '**ACUITE A3+**' (read as **ACUITE A three plus**) on the Rs. 170.00 crore bank facilities of Prince Corp Private Limited (PCPL). This rating is now an indicative rating and is based on best available information.

PCPL, formerly known as Princeware International Private Limited, is a Mumbai based company promoted by Mr. Raakesh Chheda, Mr. Nathalal Duhagara, Ms. Neena Chheda and Mr. Divyaansh Chheda. The company was incorporated in 1992 and is engaged in designing, manufacturing and selling of plastic products in India and internationally to over 60 countries. The company mainly manufactures products in three categories viz. plastic house ware, thermo ware and luggage. It offers thermoware, including combo set of iceboxes, coolers, water bottles and kitchenware such as tiffin, ice trays, chopping boards, dish racks among others. It also offers material handling products, such as storage boxes, crates, multi-utility drums, basins, tubs, hipsters, and shopping baskets. The company sells its products through a network of distributors and through online retail platforms. The manufacturing unit is located at Daman. The Daman-based facility has capacity of 12,000 MT per year which is currently utilized at around ~77percent.

PCPL is a part of Prince Group. Apart from PCPL, the group consists of five more companies' viz. Prism Design and Tooling Technology Private Limited (PDTTL), Prince Plastics India Private Limited (PPIPL), Prince Africa Limited (PAL), Prince Ware Africa (Kenya) Limited (PWAL) and Prince ware Global Holdings Limited (PGHL). PCPL has set up two subsidiaries at Kenya and Tanzania in Africa namely Prince Africa Limited (PAL) and PWAL. PAL is engaged into the same line of business with two manufacturing facilities in Tanzania and Kenya. PDTTL is an in-house mould design and development facility for PCPL, engaged in designing and manufacturing of high precision moulds and manufacturing of plastic moulds through injection moulding.

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.

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.

Applicable Criteria

- Default Recognition - <https://www.acuite.in/view-rating-criteria-17.htm>
- Manufacturing Entities - <https://www.acuite.in/view-rating-criteria-59.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 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.

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
14-Nov-2018	Term Loan	Long Term	4.05	ACUITE BBB / Stable (Assigned)
	Term Loan	Long Term	1.73	ACUITE BBB / Stable (Assigned)
	Term Loan	Long Term	2.00	ACUITE BBB / Stable (Assigned)
	Term Loan	Long Term	3.00	ACUITE BBB / Stable (Assigned)
	Cash Credit	Long Term	36.00	ACUITE BBB / Stable (Assigned)
	Cash Credit	Long Term	9.00	ACUITE BBB / Stable (Assigned)
	Cash Credit	Long Term	20.00	ACUITE BBB / Stable (Assigned)
	Working Capital Demand Loan	Long Term	10.00	ACUITE BBB / Stable (Assigned)
	Secured Overdraft	Long Term	5.00	ACUITE BBB / Stable (Assigned)
	Standby Line of Credit	Short Term	14.00	ACUITE A3+ (Assigned)
	Letter of Credit	Short Term	32.00	ACUITE A3+ (Assigned)
	Bank Guarantee	Short Term	5.00	ACUITE A3+ (Assigned)
	Letter of Credit	Short Term	20.00	ACUITE A3+ (Assigned)
	Proposed Bank Facility	Long Term	4.75	ACUITE BBB / Stable (Assigned)
	Proposed Bank Facility	Short Term	2.00	ACUITE A3+ (Assigned)
	Proposed Bank Facility	Short Term	1.47	ACUITE A3+ (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 Loan	Not Applicable	Not Applicable	Not Applicable	4.05	ACUITE BBB- (Downgraded from ACUITE BBB /Stable) Issuer not co-operating*
Term Loan	Not Applicable	Not Applicable	Not Applicable	1.73	ACUITE BBB- (Downgraded from ACUITE BBB

					/Stable) Issuer not co-operating*
Term Loan	Not Applicable	Not Applicable	Not Applicable	2.00	ACUITE BBB- (Downgraded from ACUITE BBB /Stable) Issuer not co-operating*
Term Loan	Not Applicable	Not Applicable	Not Applicable	3.00	ACUITE BBB- (Downgraded from ACUITE BBB /Stable) Issuer not co-operating*
Cash Credit	Not Applicable	Not Applicable	Not Applicable	36.00	ACUITE BBB- (Downgraded from ACUITE BBB /Stable) Issuer not co-operating*
Cash Credit	Not Applicable	Not Applicable	Not Applicable	9.00	ACUITE BBB- (Downgraded from ACUITE BBB /Stable) Issuer not co-operating*
Cash Credit	Not Applicable	Not Applicable	Not Applicable	20.00	ACUITE BBB- (Downgraded from ACUITE BBB /Stable) Issuer not co-operating*
Working Capital Demand Loan	Not Applicable	Not Applicable	Not Applicable	10.00	ACUITE BBB- (Downgraded from ACUITE BBB /Stable) Issuer not co-operating*
Secured Overdraft	Not Applicable	Not Applicable	Not Applicable	5.00	ACUITE BBB- (Downgraded from ACUITE BBB /Stable) Issuer not co-operating*
Standby Line of Credit	Not Applicable	Not Applicable	Not Applicable	14.00	ACUITE A3 (Downgraded from ACUITE A3+) Issuer not co-operating*
Letter of Credit	Not Applicable	Not Applicable	Not Applicable	32.00	ACUITE A3 (Downgraded from ACUITE A3+) Issuer not co-operating*
Bank Guarantee	Not Applicable	Not Applicable	Not Applicable	5.00	ACUITE A3 (Downgraded from ACUITE A3+) Issuer not co-operating*
Letter of Credit	Not Applicable	Not Applicable	Not Applicable	20.00	ACUITE A3 (Downgraded from ACUITE A3+) Issuer not co-operating*
Proposed Bank Facility	Not Applicable	Not Applicable	Not Applicable	4.75	ACUITE BBB- (Downgraded from ACUITE BBB /Stable) Issuer not co-operating*
Proposed Bank Facility	Not Applicable	Not Applicable	Not Applicable	2.00	ACUITE A3 (Downgraded from ACUITE A3+) Issuer not co-operating*
Proposed Bank Facility	Not Applicable	Not Applicable	Not Applicable	1.47	ACUITE A3 (Downgraded from ACUITE A3+) 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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