

Press Release

Prince Corp Private Limited

August 09, 2022



Rating Downgraded, Reaffirmed and Issuer not co-operating

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	73.00	-	ACUITE A4+ Reaffirmed Issuer not co-operating*
Bank Loan Ratings	97.00	ACUITE BB Downgraded Issuer not co-operating*	-
Total Outstanding Quantum (Rs. Cr)	170.00	-	-
Total Withdrawn Quantum (Rs. Cr)	0.00	-	-

Rating Rationale

Acuite has downgraded the long-term rating to 'ACUITE BB' (read as ACUITE double B) from 'ACUITE BB+' (read as ACUITE double B plus) and reaffirmed the short term rating to 'ACUITE A4+' (read as ACUITE A four plus) on the Rs.170 crore bank facilities of Prince Corp Private Limited(PCPL).The rating is now an indicative rating and is based on the best available information. Acuite has downgraded the long-term rating on the account of information risk.

About the Company

Mr. Kishore Chheda promotes Prince Corp Private Limited (PCPL) which was incorporated in 1992, formerly known as Princeware International Private Limited, in 1971. PCPL is wholly owned by the promoter group and managed by his son Mr. Rakesh Chedda and family. The company is mainly present into three product categories viz. plastic house ware, thermo ware and luggage. However, majority of the revenue are generated from houseware and thermoware segment. The company's products are sold under the brand name "Princeware" which is registered in United States of America, United Kingdom (UK), European Union (EU) and African countries. The company is one of the largest exporters of plastic houseware from India. PCPL has multiple sales channels such as traditional trade, modern trade, e-commerce, and operates through three plants in Daman. The company has set up two subsidiaries in Kenya and Tanzania, Africa. The Tanzanian subsidiary commenced its operations in FY12, while the Kenyan subsidiary currently acts as a sales representative office in charge of marketing for sales in Kenya.

PCPL sells luggage under 3 brand names: 'Eminent', 'Princeware' and 'Pronto'

The group consists of six more companies:

1. Prism Design and Tooling Technology Private Limited (PDTTPL)
2. Prince Plastics India Private Limited (PPIPL)
3. Association for Development of Luggage and Accessories (ADLA)
4. Prince Africa Limited (PAL)
5. Prince Ware Africa (Kenya) Ltd (PWAL)
6. Princeware Global Holdings Ltd (PGHL).

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 noncooperation by the issuer along with an 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 Sensitivities

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

Material Covenants

None

Liquidity Position

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

Outlook

Not Applicable

Other Factors affecting Rating

Not Applicable

Key Financials:

The rated entity has not shared the latest financial statements despite repeated requests.

Status of non-cooperation with previous CRA

Not Applicable

Any other information

Acuité is yet to receive the latest No Default Statement (NDS) from the rated entity, despite repeated requests and follow-ups.

Applicable Criteria

- Application Of Financial Ratios And Adjustments: <https://www.acuite.in/view-rating-criteria-53.htm>
- Default Recognition: <https://www.acuite.in/view-rating-criteria-52.htm>
- Manufacturing Entities: <https://www.acuite.in/view-rating-criteria-59.htm>

Note on Complexity Levels of the Rated Instrument

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

Rating History

Date	Name of Instruments/Facilities	Term	Amount (Rs. Cr)	Rating/Outlook
	Term Loan	Long Term	2.50	ACUITE BB+ Stable (Downgraded from ACUITE BBB Stable)
	Letter of Credit	Short Term	20.00	ACUITE A4+ (Downgraded from ACUITE A3+)

28 May 2021	Term Loan	Long Term	0.90	ACUITE BB+ Stable (Downgraded from ACUITE BBB Stable)
	Proposed Bank Facility	Long Term	4.75	ACUITE BB+ Stable (Downgraded from ACUITE BBB Stable)
	Bank Guarantee	Short Term	2.00	ACUITE A4+ (Downgraded from ACUITE A3+)
	Secured Overdraft	Long Term	5.00	ACUITE BB+ Stable (Downgraded from ACUITE BBB Stable)
	Term Loan	Long Term	1.60	ACUITE BB+ Stable (Downgraded from ACUITE BBB Stable)
	Term Loan	Long Term	3.25	ACUITE BB+ Stable (Downgraded from ACUITE BBB Stable)
	Cash Credit	Long Term	36.00	ACUITE BB+ Stable (Downgraded from ACUITE BBB Stable)
	Term Loan	Long Term	0.29	ACUITE BB+ Stable (Downgraded from ACUITE BBB Stable)
	Working Capital Demand Loan	Long Term	10.00	ACUITE BB+ Stable (Downgraded from ACUITE BBB Stable)
	Standby Line of Credit	Short Term	14.00	ACUITE A4+ (Downgraded from ACUITE A3+)
	Cash Credit	Long Term	9.00	ACUITE BB+ Stable (Downgraded from ACUITE BBB Stable)
	Term Loan	Long Term	0.40	ACUITE BB+ Stable (Downgraded from ACUITE BBB Stable)
	Letter of Credit	Short Term	32.00	ACUITE A4+ (Downgraded from ACUITE A3+)
	Cash Credit	Long Term	20.00	ACUITE BB+ Stable (Downgraded from ACUITE BBB Stable)
	Term Loan	Long Term	3.60	ACUITE BB+ Stable (Downgraded from ACUITE BBB Stable)
	Bank Guarantee	Short Term	5.00	ACUITE A4+ (Downgraded from ACUITE A3+)
26 Feb 2020	Cash Credit	Long Term	36.00	ACUITE BBB Stable (Upgraded from ACUITE BBB Stable)
	Bank Guarantee	Short Term	5.00	ACUITE A3+ (Upgraded from ACUITE A3+)
	Letter of Credit	Short Term	32.00	ACUITE A3+ (Upgraded from ACUITE A3+)
	Proposed Long Term Loan	Long Term	5.78	ACUITE BBB Stable (Upgraded from ACUITE BBB Stable)
	Secured Overdraft	Long Term	5.00	ACUITE BBB Stable (Upgraded from ACUITE BBB Stable)
	Term Loan	Long Term	1.00	ACUITE BBB Stable (Upgraded from ACUITE BBB Stable)
	Cash Credit	Long Term	20.00	ACUITE BBB Stable (Upgraded from ACUITE BBB Stable)
	Working Capital Demand Loan	Long Term	10.00	ACUITE BBB Stable (Upgraded from ACUITE BBB Stable)
		Long		ACUITE BBB Stable (Upgraded from ACUITE BBB Stable)
	Term Loan	Term	0.29	ACUITE BBB Stable
	Bank Guarantee	Short Term	2.00	ACUITE A3+ (Upgraded from ACUITE A3+)
	Term Loan	Long Term	2.81	ACUITE BBB Stable (Upgraded from ACUITE BBB Stable)
	Letter of Credit	Short Term	20.00	ACUITE A3+ (Upgraded from ACUITE A3+)

	Proposed Bank Facility	Short Term	1.47	ACUITE A3+ (Upgraded from ACUITE A3+)
	Cash Credit	Long Term	9.00	ACUITE BBB Stable (Upgraded from ACUITE BBB Stable)
	Term Loan	Long Term	3.65	ACUITE BBB Stable (Upgraded from ACUITE BBB Stable)
	Standby Line of Credit	Short Term	14.00	ACUITE A3+ (Upgraded from ACUITE A3+)
	Term Loan	Long Term	2.00	ACUITE BBB Stable (Upgraded from ACUITE BBB Stable)
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

Lender's Name	ISIN	Facilities	Date Of Issuance	Coupon Rate	Maturity Date	Quantum (Rs. Cr.)	Rating
Bank of Baroda	Not Applicable	Bank Guarantee (BLR)	Not Applicable	Not Applicable	Not Applicable	5.00	ACUITE A4+ Reaffirmed Issuer not co-operating*
Bank of India	Not Applicable	Bank Guarantee (BLR)	Not Applicable	Not Applicable	Not Applicable	2.00	ACUITE A4+ Reaffirmed Issuer not co-operating*
Bank of India	Not Applicable	Cash Credit	Not Applicable	Not Applicable	Not Applicable	36.00	ACUITE BB Downgraded Issuer not co-operating*
Bank of Baroda	Not Applicable	Cash Credit	Not Applicable	Not Applicable	Not Applicable	9.00	ACUITE BB Downgraded Issuer not co-operating*
ICICI Bank Ltd	Not Applicable	Cash Credit	Not Applicable	Not Applicable	Not Applicable	20.00	ACUITE BB Downgraded Issuer not co-operating*
Bank of India	Not Applicable	Letter of Credit	Not Applicable	Not Applicable	Not Applicable	32.00	ACUITE A4+ Reaffirmed Issuer not co-operating*
Standard Chartered Bank	Not Applicable	Letter of Credit	Not Applicable	Not Applicable	Not Applicable	20.00	ACUITE A4+ Reaffirmed Issuer not co-operating*
Standard Chartered Bank	Not Applicable	Overdraft	Not Applicable	Not Applicable	Not Applicable	5.00	ACUITE BB Downgraded Issuer not co-operating*
Not Applicable	Not Applicable	Proposed Long Term Loan	Not Applicable	Not Applicable	Not Applicable	4.75	ACUITE BB Downgraded Issuer not co-operating*
Exim Bank	Not Applicable	Stand By Line of Credit	Not Applicable	Not Applicable	Not Applicable	14.00	ACUITE A4+ Reaffirmed Issuer not co-operating*
Bank of	Not		Not	Not	Not		ACUITE BB Downgraded

India	Applicable	Term Loan	available	available	available	2.50	Issuer not co-operating*
Exim Bank	Not Applicable	Term Loan	Not available	Not available	Not available	0.40	ACUITE BB Downgraded Issuer not co-operating*
Exim Bank	Not Applicable	Term Loan	Not available	Not available	Not available	1.60	ACUITE BB Downgraded Issuer not co-operating*
Bank of India	Not Applicable	Term Loan	Not available	Not available	Not available	3.60	ACUITE BB Downgraded Issuer not co-operating*
ICICI Bank Ltd	Not Applicable	Term Loan	Not available	Not available	Not available	3.25	ACUITE BB Downgraded Issuer not co-operating*
Bank of Baroda	Not Applicable	Term Loan	Not available	Not available	Not available	0.90	ACUITE BB Downgraded Issuer not co-operating*
Exim Bank	Not Applicable	Working Capital Demand Loan (WC DL)	Not available	Not available	Not available	10.00	ACUITE BB Downgraded Issuer not co-operating*

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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.

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