



Press Release
Future Brands Limited
March 06, 2024

Rating Downgraded and Issuer not co-operating

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	549.50	ACUITE C Downgraded Issuer not co-operating*	-
Bank Loan Ratings	256.75	ACUITE D Downgraded Issuer not co-operating*	-
Total Outstanding Quantum (Rs. Cr)	806.25	-	-

Rating Rationale

Acuite has downgraded the long-term rating to '**ACUITE C**' (read as **ACUITE C**) from '**ACUITE B+**' (read as **ACUITE B plus**) on the Rs.549.50 Cr. bank facilities of Future Brands Limited (FBL).

Also, downgraded the long-term rating to '**ACUITE D**' (read as **ACUITE D**) from '**ACUITE B+**' (read as **ACUITE B plus**) on Rs.256.75 Cr. bank facilities of Future Brands Limited (FBL). The rating continues to be flagged as "Issuer Not-Cooperating" and is based on the best available information.

The downgrade is based on the Stressed Assets management branch under which one of the lender has issued a notice about the sale of movable property.

About the Company

Mumbai based, Future Brands Limited was incorporated in 2006. Future Brands Limited is a brand & Intellectual Property right company which focuses on creating, developing, managing, nurturing and acquiring brands. Mr. Rohit Mahesh Dalmia, Mr. Rupchand Paswan, Mr. Rajnandan Bajrangi Paswan are directors of the company.

Unsupported Rating

Not Applicable

Non-cooperation by the issuer/borrower:

Acuite 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.

Acuite 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 Acuite'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). Acuite endeavored to gather information about the entity/industry from the public domain. Therefore, Acuite cautions lenders and investors regarding the use of such information, on which the indicative credit rating is based.

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

Liquidity Position

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

Outlook: Not Applicable

Other Factors affecting Rating

None.

Key Financials

Particulars	Unit	FY 21 (Actual)	FY 20 (Actual)
Operating Income	Rs. Cr.	39.94	113.60
PAT	Rs. Cr.	(58.05)	(21.54)
PAT Margin	(%)	(145.35)	(18.96)
Total Debt/Tangible Net Worth	Times	2.80	1.43
PBDIT/Interest	Times	0.46	1.38

Status of non-cooperation with previous CRA

Not Applicable.

Any other information

None

Applicable Criteria

- Service Sector: <https://www.acuite.in/view-rating-criteria-50.htm>
- Default Recognition: <https://www.acuite.in/view-rating-criteria-52.htm>
- Application Of Financial Ratios And Adjustments: <https://www.acuite.in/view-rating-criteria-53.htm>

Note on Complexity Levels of the Rated Instrument

In order to inform the investors about complexity of instruments, Acuite has categorized such instruments in three levels: Simple, Complex and Highly Complex. Acuite's categorisation of the instruments across the three categories is based on factors like variability of the returns to the investors, uncertainty in cash flow patterns, number of counterparties and general understanding of the instrument by the market. It has to be understood that complexity is different from credit risk and even an instrument categorized as 'Simple' can carry high levels of risk. For more details, please refer Rating Criteria "Complexity Level Of Financial Instruments" on www.acuite.in

Rating History

Date	Name of Instruments/Facilities	Term	Amount (Rs. Cr)	Rating/Outlook
23 Feb 2023	Term Loan	Long Term	112.50	ACUITE B+ Not Applicable (Reaffirmed & Issuer not co-operating*)
	Term Loan	Long Term	256.75	ACUITE B+ Not Applicable (Reaffirmed & Issuer not co-operating*)
	Term Loan	Long Term	100.00	ACUITE B+ Not Applicable (Reaffirmed & Issuer not co-operating*)
	Proposed Long Term Loan	Long Term	337.00	ACUITE B+ Not Applicable (Reaffirmed & Issuer not co-operating*)
26 Nov 2021	Proposed Long Term Loan	Long Term	337.00	ACUITE B+ Not Applicable (Reaffirmed & Issuer not co-operating*)
	Term Loan	Long Term	100.00	ACUITE B+ Not Applicable (Reaffirmed & Issuer not co-operating*)
	Term Loan	Long Term	256.75	ACUITE B+ Not Applicable (Reaffirmed & Issuer not co-operating*)
	Term Loan	Long Term	112.50	ACUITE B+ Not Applicable (Reaffirmed & Issuer not co-operating*)

Annexure - Details of instruments rated

Lender's Name	ISIN	Facilities	Date Of Issuance	Coupon Rate	Maturity Date	Complexity Level	Quantum (Rs. Cr.)	Rating
Not Applicable	Not avl. / Not appl.	Proposed Long Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	Simple	337.00	ACUITE C Downgraded Issuer not co-operating* (from ACUITE B+)
IFCI Ltd.	Not avl. / Not appl.	Term Loan	23 Sep 2015	Not avl. / Not appl.	15 Sep 2020	Simple	112.50	ACUITE C Downgraded Issuer not co-operating* (from ACUITE B+)
Union Bank of India	Not avl. / Not appl.	Term Loan	26 Mar 2019	Not avl. / Not appl.	31 Mar 2025	Simple	256.75	ACUITE D Downgraded Issuer not co-operating* (from ACUITE B+)
Punjab National Bank	Not avl. / Not appl.	Term Loan	31 Dec 2019	Not avl. / Not appl.	31 Dec 2025	Simple	100.00	ACUITE C Downgraded Issuer not co-operating* (from ACUITE B+)

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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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