



### Press Release

Shree Sant Kripa Appliances Private Limited

October 18, 2023

### Rating Downgraded and Issuer not co-operating

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	332.00	ACUITE BB+   Downgraded   Issuer not co-operating*	-
Bank Loan Ratings	220.00	-	ACUITE A4+   Downgraded   Issuer not co-operating*
Total Outstanding Quantum (Rs. Cr)	552.00	-	-

### Rating Rationale

Acuite has downgraded its long-term rating to '**ACUITE BB+**' (read as **ACUITE double B plus**) from **ACUITE A-** (read as **ACUITE A minus**) and short term rating to **ACUITE A4+** (read as **ACUITE A four plus**) from **ACUITE A2+** (read as **ACUITE A two plus**) on the Rs. 552 crore bank facilities of Shree Sant Kripa Appliances Pvt Ltd (SSKAPL). The rating is flagged as "Issuer Not Cooperating" and is based on the best available information.

The downgrade is on account of information risk.

### About the Company

SSKAPL is the flagship company of the Pune-based SYSKA Group (erstwhile known as the SSK group) established in 2002 as a partnership firm and incorporated in 2006 as private limited company. It is promoted by Mr. Govind Uttamchandani and Mr. Rajesh Uttamchandani. The company is an exclusive distributor of Samsung mobiles, accessories, and tablets and SYSKA mobile accessories across Western region of India.

### About the Group

SYSKA Group comprises of 6 companies, namely Shree Sant Kripa Appliances Private Limited (SSKAPL), Syska E-Retails LLP (SELLP), SYSKA LED Lights Private Limited (SLLPL), Bagh Bahar Appliances Private Limited (BBAPL), SSK Retails Private Limited (SRPL) and SSK Infotech Private Limited (SIPL). The group is primarily engaged in mobile distribution business exclusively for Samsung under its flagship company SSKAPL. The group is also engaged in the manufacturing and trading of LED lights, home wires, irons, fans and personal care and grooming products under their own brand name of 'SYSKA'. BBAPL is the exclusive distributor for Samsung mobiles across Pune and its outskirts, LG home appliances in Pune district and Haier home appliances in Mumbai region. SRPL currently operates 26 Samsung Smart Phone Cafes across India. SIPL provides electronic data services and solutions to telecom and multi-national companies; and printing and mailing activities such as printing of cheques and current/savings account statements, mainly for banks. SELLP is engaged in the trading of SYSKA Brand Products such as LED Bulbs, Tube Lights, Panel Lights, Irons, Fans, Extension Boards, Power Banks, Bluetooth, Speakers, and Personal Care grooming products for both men and women through ECommerce platforms. SLLPL is engaged in the trading and manufacturing of LED Lights, grooming and personal care products and home wires, irons and fans under the 'SYSKA' brand name.

### 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.

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.

#### **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.

#### **All Covenants**

Not applicable

#### **Liquidity Position**

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

#### **Outlook**

Not Applicable

#### **others factors affecting rating**

Not applicable

## Key Financials

Particulars	Unit	FY 23 (Provisional)	FY 22 (Actual)
Operating Income	Rs. Cr.	4707.90	3710.68
PAT	Rs. Cr.	17.64	(16.11)
PAT Margin	(%)	0.37	(0.43)
Total Debt/Tangible Net Worth	Times	0.87	0.96
PBDIT/Interest	Times	1.27	0.95

### Status of non-cooperation with previous CRA

Not applicable

### Any other information

FY2023 (Provisional) submitted by the company and quoted in the relevant section below are neither CA certified nor signed by the company management.

### Applicable Criteria

- Application Of Financial Ratios And Adjustments: <https://www.acuite.in/view-rating-criteria-53.htm>
- Consolidation Of Companies: <https://www.acuite.in/view-rating-criteria-60.htm>
- Default Recognition: <https://www.acuite.in/view-rating-criteria-52.htm>
- Manufacturing Entities: <https://www.acuite.in/view-rating-criteria-59.htm>
- Trading Entitie: <https://www.acuite.in/view-rating-criteria-61.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](http://www.acuite.in).

## Rating History

Date	Name of Instruments/Facilities	Term	Amount (Rs. Cr)	Rating/Outlook
20 Jul 2022	Channel Financing	Short Term	110.00	ACUITE A2+ (Reaffirmed)
	Cash Credit	Long Term	115.00	ACUITE A-   Stable (Reaffirmed)
	Letter of Credit	Short Term	20.00	ACUITE A2+ (Reaffirmed)
	Channel Financing	Short Term	60.00	ACUITE A2+ (Reaffirmed)
	Cash Credit	Long Term	50.00	ACUITE A-   Stable (Reaffirmed)
	Channel Financing	Short Term	30.00	ACUITE A2+ (Reaffirmed)
	Cash Credit	Long Term	42.00	ACUITE A-   Stable (Reaffirmed)
	Cash Credit	Long Term	60.00	ACUITE A-   Stable (Reaffirmed)
	Proposed Bank Facility	Long Term	273.00	ACUITE A- (Withdrawn)
	Cash Credit	Long Term	65.00	ACUITE A-   Stable (Reaffirmed)
11 Jul 2022	Cash Credit	Long Term	60.00	ACUITE A-   Stable (Downgraded from ACUITE A   Stable)
	Cash Credit	Long Term	65.00	ACUITE A-   Stable (Downgraded from ACUITE A   Stable)
	Channel Financing	Short Term	60.00	ACUITE A2+ (Downgraded from ACUITE A1)
	Proposed Bank Facility	Long Term	273.00	ACUITE A-   Stable (Downgraded from ACUITE A   Stable)
	Channel Financing	Short Term	110.00	ACUITE A2+ (Downgraded from ACUITE A1)
	Cash Credit	Long Term	50.00	ACUITE A-   Stable (Downgraded from ACUITE A   Stable)
	Cash Credit	Long Term	115.00	ACUITE A-   Stable (Downgraded from ACUITE A   Stable)
	Cash Credit	Long Term	42.00	ACUITE A-   Stable (Downgraded from ACUITE A   Stable)
	Letter of Credit	Short Term	20.00	ACUITE A2+ (Downgraded from ACUITE A1)
	Channel Financing	Short Term	30.00	ACUITE A2+ (Downgraded from ACUITE A1)
12 Apr 2021	Channel Financing	Short Term	100.00	ACUITE A1 (Reaffirmed)
	Cash Credit	Long Term	60.00	ACUITE A   Stable (Reaffirmed)
	Channel Financing	Short Term	150.00	ACUITE A1 (Reaffirmed)
	Cash Credit	Long Term	85.00	ACUITE A   Stable (Reaffirmed)
	Cash Credit	Long Term	65.00	ACUITE A   Stable (Reaffirmed)
	Cash Credit	Long Term	85.00	ACUITE A   Stable (Reaffirmed)
		Long		

	Proposed Bank Facility	Term	85.00	ACUITE A   Stable (Reaffirmed)
	Cash Credit	Long Term	125.00	ACUITE A   Stable (Reaffirmed)
	Channel Financing	Short Term	45.00	ACUITE A1 (Reaffirmed)
	Letter of Credit	Short Term	25.00	ACUITE A1 (Reaffirmed)
27 Feb 2020	Cash Credit	Long Term	125.00	ACUITE A   Stable (Reaffirmed)
	Channel Financing	Short Term	150.00	ACUITE A1 (Reaffirmed)
	Cash Credit	Long Term	85.00	ACUITE A   Stable (Reaffirmed)
	Letter of Credit	Short Term	25.00	ACUITE A1 (Reaffirmed)
	Channel Financing	Short Term	90.00	ACUITE A1 (Reaffirmed)
	Channel Financing	Short Term	100.00	ACUITE A1 (Reaffirmed)
	Cash Credit	Long Term	100.00	ACUITE A   Stable (Reaffirmed)
	Cash Credit	Long Term	60.00	ACUITE A   Stable (Reaffirmed)
	Cash Credit	Long Term	90.00	ACUITE A   Stable (Reaffirmed)

## Annexure - Details of instruments rated

Lender's Name	ISIN	Facilities	Date Of Issuance	Coupon Rate	Maturity Date	Complexity Level	Quantum (Rs. Cr.)	Rating
Bank of Baroda	Not Applicable	Cash Credit	Not Applicable	Not Applicable	Not Applicable	Simple	42.00	ACUITE BB+   Downgraded   Issuer not co-operating*
HDFC Bank Ltd	Not Applicable	Cash Credit	Not Applicable	Not Applicable	Not Applicable	Simple	65.00	ACUITE BB+   Downgraded   Issuer not co-operating*
IDFC First Bank Limited	Not Applicable	Cash Credit	Not Applicable	Not Applicable	Not Applicable	Simple	60.00	ACUITE BB+   Downgraded   Issuer not co-operating*
Indusind Bank Ltd	Not Applicable	Cash Credit	Not Applicable	Not Applicable	Not Applicable	Simple	50.00	ACUITE BB+   Downgraded   Issuer not co-operating*
State Bank of India	Not Applicable	Cash Credit	Not Applicable	Not Applicable	Not Applicable	Simple	115.00	ACUITE BB+   Downgraded   Issuer not co-operating*
State Bank of India	Not Applicable	Channel/Dealer/Vendor Financing	Not Applicable	Not Applicable	Not Applicable	Simple	110.00	ACUITE A4+   Downgraded   Issuer not co-operating*
Axis Bank	Not Applicable	Channel/Dealer/Vendor Financing	Not Applicable	Not Applicable	Not Applicable	Simple	60.00	ACUITE A4+   Downgraded   Issuer not co-operating*
Standard Chartered Bank	Not Applicable	Channel/Dealer/Vendor Financing	Not Applicable	Not Applicable	Not Applicable	Simple	30.00	ACUITE A4+   Downgraded   Issuer not co-operating*
State Bank of India	Not Applicable	Letter of Credit	Not Applicable	Not Applicable	Not Applicable	Simple	20.00	ACUITE A4+   Downgraded   Issuer not co-





## Contacts

Analytical	Rating Desk
Mohit Jain Senior Vice President-Rating Operations Tel: 022-49294017 <a href="mailto:mohit.jain@acuite.in">mohit.jain@acuite.in</a>	Varsha Bist Senior Manager-Rating Operations Tel: 022-49294011 <a href="mailto:rating.desk@acuite.in">rating.desk@acuite.in</a>
Salony Goradia Senior Manager-Rating Operations Tel: 022-49294065 <a href="mailto:salony.goradia@acuite.in">salony.goradia@acuite.in</a>	

### 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.

**Disclaimer:** An Acuité rating does not constitute an audit of the rated entity and should not be treated as a recommendation or opinion that is intended to substitute for a financial adviser's or investor's independent assessment of whether to buy, sell or hold any security. Ratings assigned by Acuité are based on the data and information provided by the issuer and obtained from other reliable sources. Although reasonable care has been taken to ensure that the data and information is true, Acuité, in particular, makes no representation or warranty, expressed or implied with respect to the adequacy, accuracy or completeness of the information relied upon. Acuité is not responsible for any errors or omissions and especially states that it has no financial liability whatsoever for any direct, indirect or consequential loss of any kind, arising from the use of its ratings. Ratings assigned by Acuité are subject to a process of surveillance which may lead to a revision in ratings as and when the circumstances so warrant. Please visit our website ([www.acuite.in](http://www.acuite.in)) for the latest information on any instrument rated by Acuité. Please visit <https://www.acuite.in/faqs.htm> to refer FAQs on Credit Rating.