



Press Release

Shree Sant Kripa Appliances Private Limited
April 22, 2024

Rating Reaffirmed and Issuer not co-operating

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

Rating Rationale

Acuite has reaffirmed the long-term rating of '**Acuite C**' (read as **ACUITE C**) and short term rating of '**ACUITE A4**' (read as **ACUITE A four**) on the Rs. 552 crore bank facilities of Shree Sant Kripa Appliances Pvt Ltd (SSKAPL). The rating continues to be flagged as "Issuer Not Cooperating" and is based on best available information

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

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. Acuité believes that information risk is a critical

component in such ratings, and noncooperation 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 Sensitivity

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 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

None

Applicable Criteria

- Manufacturing Entities: <https://www.acuite.in/view-rating-criteria-59.htm>
- Trading Entities: <https://www.acuite.in/view-rating-criteria-61.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>
- Consolidation Of Companies: <https://www.acuite.in/view-rating-criteria-60.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
31 Jan 2024	Cash Credit	Long Term	115.00	ACUITE C (Downgraded & Issuer not co-operating*)
	Cash Credit	Long Term	42.00	ACUITE C (Downgraded & Issuer not co-operating*)
	Cash Credit	Long Term	65.00	ACUITE C (Downgraded & Issuer not co-operating*)
	Cash Credit	Long Term	60.00	ACUITE C (Downgraded & Issuer not co-operating*)
	Cash Credit	Long Term	50.00	ACUITE C (Downgraded & Issuer not co-operating*)
	Letter of Credit	Short Term	20.00	ACUITE A4 (Downgraded & Issuer not co-operating*)
	Channel/Dealer/Vendor Financing	Short Term	110.00	ACUITE A4 (Downgraded & Issuer not co-operating*)
	Channel/Dealer/Vendor Financing	Short Term	60.00	ACUITE A4 (Downgraded & Issuer not co-operating*)
	Channel/Dealer/Vendor Financing	Short Term	30.00	ACUITE A4 (Downgraded & Issuer not co-operating*)
18 Oct 2023	Cash Credit	Long Term	115.00	ACUITE BB+ (Downgraded & Issuer not co-operating*)
	Cash Credit	Long Term	42.00	ACUITE BB+ (Downgraded & Issuer not co-operating*)
	Cash Credit	Long Term	65.00	ACUITE BB+ (Downgraded & Issuer not co-operating*)
	Cash Credit	Long Term	60.00	ACUITE BB+ (Downgraded & Issuer not co-operating*)
	Cash Credit	Long Term	50.00	ACUITE BB+ (Downgraded & Issuer not co-operating*)
	Letter of Credit	Short Term	20.00	ACUITE A4+ (Downgraded & Issuer not co-operating*)
	Channel/Dealer/Vendor Financing	Short Term	110.00	ACUITE A4+ (Downgraded & Issuer not co-operating*)
	Channel/Dealer/Vendor Financing	Short Term	60.00	ACUITE A4+ (Downgraded & Issuer not co-operating*)
	Channel/Dealer/Vendor Financing	Short Term	30.00	ACUITE A4+ (Downgraded & Issuer not co-operating*)
20 Jul 2022	Channel/Dealer/Vendor Financing	Short Term	60.00	ACUITE A2+ (Reaffirmed)
	Channel/Dealer/Vendor Financing	Short Term	30.00	ACUITE A2+ (Reaffirmed)
	Cash Credit	Long Term	115.00	ACUITE A- Stable (Reaffirmed)
	Cash Credit	Long Term	42.00	ACUITE A- Stable (Reaffirmed)
	Cash Credit	Long Term	65.00	ACUITE A- Stable (Reaffirmed)
	Cash Credit	Long Term	60.00	ACUITE A- Stable (Reaffirmed)
	Cash Credit	Long Term	50.00	ACUITE A- Stable (Reaffirmed)
	Proposed Long Term Bank Facility	Long Term	273.00	ACUITE A- (Reaffirmed & Withdrawn)
		Short		

	Letter of Credit	Term	20.00	ACUITE A2+ (Reaffirmed)
	Channel/Dealer/Vendor Financing	Short Term	110.00	ACUITE A2+ (Reaffirmed)
11 Jul 2022	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)
	Cash Credit	Long Term	65.00	ACUITE A- Stable (Downgraded from ACUITE A Stable)
	Cash Credit	Long Term	60.00	ACUITE A- Stable (Downgraded from ACUITE A Stable)
	Cash Credit	Long Term	50.00	ACUITE A- Stable (Downgraded from ACUITE A Stable)
	Proposed Long Term Bank Facility	Long Term	273.00	ACUITE A- Stable (Downgraded from ACUITE A Stable)
	Letter of Credit	Short Term	20.00	ACUITE A2+ (Downgraded from ACUITE A1)
	Channel/Dealer/Vendor Financing	Short Term	110.00	ACUITE A2+ (Downgraded from ACUITE A1)
	Channel/Dealer/Vendor Financing	Short Term	60.00	ACUITE A2+ (Downgraded from ACUITE A1)
	Channel/Dealer/Vendor Financing	Short Term	30.00	ACUITE A2+ (Downgraded from ACUITE A1)
12 Apr 2021	Channel/Dealer/Vendor Financing	Short Term	150.00	ACUITE A1 (Reaffirmed)
	Channel/Dealer/Vendor Financing	Short Term	100.00	ACUITE A1 (Reaffirmed)
	Channel/Dealer/Vendor Financing	Short Term	45.00	ACUITE A1 (Reaffirmed)
	Letter of Credit	Short Term	25.00	ACUITE A1 (Reaffirmed)
	Cash Credit	Long Term	125.00	ACUITE A Stable (Reaffirmed)
	Cash Credit	Long Term	60.00	ACUITE A Stable (Reaffirmed)
	Cash Credit	Long Term	65.00	ACUITE A Stable (Reaffirmed)
	Cash Credit	Long Term	85.00	ACUITE A Stable (Reaffirmed)
	Cash Credit	Long Term	85.00	ACUITE A Stable (Reaffirmed)
	Proposed Long Term Bank Facility	Long Term	85.00	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 avl. / Not appl.	Cash Credit	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	Simple	42.00	ACUITE C Reaffirmed Issuer not co-operating*
HDFC Bank Ltd	Not avl. / Not appl.	Cash Credit	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	Simple	65.00	ACUITE C Reaffirmed Issuer not co-operating*
IDFC First Bank Limited	Not avl. / Not appl.	Cash Credit	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	Simple	60.00	ACUITE C Reaffirmed Issuer not co-operating*
Indusind Bank Ltd	Not avl. / Not appl.	Cash Credit	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	Simple	50.00	ACUITE C Reaffirmed Issuer not co-operating*
State Bank of India	Not avl. / Not appl.	Cash Credit	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	Simple	115.00	ACUITE C Reaffirmed Issuer not co-operating*
State Bank of India	Not avl. / Not appl.	Channel/Dealer/Vendor Financing	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	Simple	110.00	ACUITE A4 Reaffirmed Issuer not co-operating*
Axis Bank	Not avl. / Not appl.	Channel/Dealer/Vendor Financing	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	Simple	60.00	ACUITE A4 Reaffirmed Issuer not co-operating*
Standard Chartered Bank	Not avl. / Not appl.	Channel/Dealer/Vendor Financing	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	Simple	30.00	ACUITE A4 Reaffirmed Issuer not co-operating*
State Bank of India	Not avl. / Not appl.	Letter of Credit	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	Simple	20.00	ACUITE A4 Reaffirmed Issuer not co-

***Annexure 2 - List of Entities (applicable for Consolidation or Parent / Group / Govt. Support)**

1. Syska Led Lights Private Limited
2. Syska E-Retails LLP
3. SSK Retails Private Limited
4. SSK Infotech Private Limited
5. Shree Sant Kripa Appliances Private Limited
6. Bagh Bahar Appliances Private Limited

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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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