

Press Release

SYSKA LED LIGHTS PRIVATE LIMITED

January 30, 2019



Rating Assigned

Total Bank Facilities Rated*	Rs. 210.00 Cr.
Long Term Rating	ACUITE A / Outlook: Stable

* Refer Annexure for details

Rating Rationale

Acuité has assigned long-term rating of '**ACUITE A**' (read as **ACUITE A**) on the Rs. 210.00 crore bank facilities of **SYSKA LED LIGHTS PRIVATE LIMITED**. The outlook is '**Stable**'.

SYSKA LED Lights Private Limited (SLLPL) was incorporated in 2012 and is based at Pune. The company is in the business of trading and manufacturing of LED Lights, personal care products and wires through its distribution network spread PAN India.

Analytical Approach

Acuité has consolidated the business and financial risk profiles of Shree Sant Kripa Appliances Pvt. Ltd. (SSKAPL), SYSKA E-Retails LLP (SEL), SYSKA LED Lights Pvt. Ltd. (SLLPL), Bagh Bahar Appliances Pvt. Ltd. (BBAPL), SSK Retails Pvt. Ltd. (SRPL), SSK Infotech Pvt. Ltd. (SIPL) together referred to as the 'SYSKA Group' (SG). The consolidation is in view of the common management, strong operational & financial linkages between the entities and personal guarantee of the promoters, Mr. Govind Uttamchandani and Mr. Rajesh Uttamchandani, for the bank facilities of SEL. The consolidation is also in view of corporate guarantee given by SSKAPL for the term loan facility of SIPL and corporate guarantee given by SIPL and BBAPL for the consortium limits of SSKAPL. Extent of Consolidation: Full.

Key Rating Drivers

Strengths

- **Strong support from the SYSKA Group and established position in mobile distribution business**

SYSKA Group (SG) is promoted by Mr. Govind Uttamchandani and Mr. Rajesh Uttamchandani. The promoters of the group have an extensive experience of over three decades in various industries like distribution business and manufacturing segment. The group is engaged in the distribution of Samsung products and trading & manufacturing of LED lights, grooming & personal care products and home wires under the brand name of 'SYSKA'. The promoters in the past have demonstrated the ability to quickly reorient their business models based on changes in market conditions. Earlier, the promoters were engaged in the distribution business for T-Series cassettes and Nokia mobile phones. However, with entry of new players like SAMSUNG with newer technologies and stronger product pipelines, the promoters switched over from their earlier distributorships so as to maintain their revenue growth. SSKAPL, the flagship company of SYSKA Group, was established as a partnership firm in 2002. Later the constitution was changed to private limited in 2006. SSKAPL has established their brand position and a widespread distribution network in the mobile distribution business. Acuité believes the established brand position of 'SYSKA' and wide network along with long standing relations with distributors and dealers will help the group in establishing the presence of 'SYSKA' brand of products across India. Currently, the products sold under 'SYSKA' brand are growing at over 20 percent year on year. In the future, revenue from manufacturing business of 'SYSKA' brand of products is expected to partly de-risk the over dependence of the company on the distribution business of Samsung products. Acuité believes that large scale of operations of the group is well supported by the extensive experience of the promoters and a stable and well experienced management team.

- **Long standing association with a strong brand and a widespread distribution network**

SSKAPL and BBAPL are the exclusive distributors of 'Samsung' brand for distribution of mobile handsets, accessories, tablets, home appliances and other products. Samsung is a multi-national conglomerate which is the world's largest information technology company, consumer electronics maker and chip

maker under its industrial affiliate 'Samsung Electronics'. Samsung is present as a leading brand of consumer electronics in almost every major country of the world. Samsung is one of the global leaders in technology driven products and enjoys a huge customer base and a good brand image in India as well as abroad. Samsung is among the top mobile handset selling companies in India since the last 5 years. SSKAPL has been associated with 'Samsung' since 2006 and has established a strong relationship with the brand. The SYNSKA group of companies have varied line of businesses which include being the sole distributor of 'Samsung' mobiles, accessories and other home appliances. Further, the other companies in the group are engaged in the trading & manufacturing of LED lights, personal and grooming products and home wires. Having said that, the group has been in distribution business for over three decades. The group has long standing relation with its wide based distribution network. Previously the group was associated in the distribution business with 'T-Series' and 'Nokia'. The group has a strong PAN India presence with more than 450 distributors and over 1,00,000 dealers across the country. Acuité believes the long standing relation with its wide based distributors and dealers will help the company distribute its own products under 'SYNSKA' brand such as LED lights, mobile accessories and other products.

- **Healthy financial risk profile**

The rating also derives comfort from the healthy financial risk profile marked by improvement in gearing and comfortable debt protection metrics. The financial risk profile of the company has been healthy marked by net worth of Rs.483.60 crore as on 31 March, 2018 as against Rs.413.13 crore as on 31 March, 2017. The gearing improved to 2.43 times as on 31 March, 2018 as against 2.75 times as on 31 March, 2017 on account infusion of equity. The total debt of Rs. 1,174.64 crore outstanding as on 31 March, 2018 comprises long term debt of Rs.58.02 crore, unsecured loans from promoters and directors of Rs. 40.86 crore and working capital facility of Rs. 1,075.77 crore from the bank. The Interest Coverage Ratio (ICR) improved to 1.78 times in FY2018 from 1.71 times in FY2017. The Net Cash Accruals increased to Rs.57.24 crore in FY2018 from Rs.53.91 crore in FY2017. The NCA/TD ratio remained consistent at 0.05 times for FY2018 and FY2017. Going ahead, the group expects to raise additional funds in the form of equity through private equity or public offering. Acuité believes the ability of the group to maintain their financial risk profile along with improvement in profitability indicators and debt protection metrics will be important for future rating purposes.

Weaknesses

- **Susceptibility of SG's revenue profile to change in consumer preferences amidst intense competition**

SG's revenue profile is linked primarily to Samsung's ability to maintain a strong competitive position in India's intensely competitive mobile handset market. Besides the revenues from Samsung distributorship, the group also derives revenues from sale of products under Syska brand. Its ability to scale up the revenues from its own Syska brand is linked to its ability to maintain a strong product pipeline commensurate with the consumer preferences at competitive prices. SG's revenues from Samsung distributorship comprise more than 90% of its overall revenues. Hence, its revenue trajectory is linked to Samsung's ability to continuously develop and introduce new models at various price points keeping in mind the ever changing consumer preferences. The Indian market has witnessed significant turbulence in the past wherein certain players like Nokia had to relinquish their leadership positions to other players on account of their relative inability to react to technological and market related changes. Samsung has been facing competitive pressures with respect to its market share in the mobile segment especially over the last 2 years. The advent of other companies like Xiaomi, Oppo, Vivo and OnePlus have proved to be intensely competitive in terms of features and value. The ability of these companies to continuously churn out newer models with a strong value proposition for the consumer has helped these other companies gain a significant share in the mobile market at the expense of larger players like Samsung. Samsung is still among the top 5 players in the Indian mobile market for the past 10 years. Since the SYNSKA Group generates more than 90 percent of their revenue through the sale of Samsung products, it has been highly dependent on the market share of Samsung India in the mobile market. Further, Samsung's ability to maintain its market share by adapting, and reinventing itself from time to time according to the changes in consumer preference will remain a key monitorable over the near to medium term. The revenue and margin profile of SG will also be influenced by Samsung's distribution policies and Samsung's strategy with regard to the Indian market. SSKAPL generally maintains inventory up to 15 to 20 days and hence the risk of technological obsolescence for Samsung mobile phones is significantly mitigated. The risk of facing a loss due to reduced selling price is mitigated up to a certain extent as dealers/ distributors are compensated by Samsung for any loss suffered due to reduction in selling price by a pre-agreed policy. Acuité believes

the group's performance is highly dependent on Samsung's market share in India. However, with revenue from the group's products sold under the brand name 'SYSKA' increasing year on year, the group's dependence on Samsung is expected to reduce in the coming years.

Outlook: Stable

Acuité believes that SLLPL will continue to maintain a 'Stable' outlook over the medium term owing to the extensive experience of the management and support from SYSKA Group. The outlook may be revised to 'Positive' if firm reports sufficiently higher than expected growth in accruals translating to an improvement in financial risk profile. Conversely, the outlook may be revised to 'Negative' in case of slowdown in the flow of orders or higher than expected debt funded capex resulting in deterioration in firm's financial risk profile.

About the Group

SYSKA Group comprises of 6 companies, namely Shree Sant Kripa Appliances Pvt. Ltd. (SSKAPL), Syska E-Retails LLP (SEL), SYSKA LED Lights Pvt. Ltd. (SLLPL), Bagh Bahar Appliances Pvt. Ltd. (BBAPL), SSK Retails Pvt. Ltd. (SRPL) and SSK Infotech Pvt. Ltd. (SIPL). The group is primarily engaged in mobile distribution business exclusively for Samsung under its flagship company - Shree Sant Kripa Appliances Private Limited (SSKAPL). The group has now also ventured into trading & manufacturing of LED lights, home wires and personal care and grooming products under their own brand name of 'SYSKA'. Bagh Bahar Appliances Private Limited (BBAPL) is engaged in the distribution of Samsung home appliances. SSK Retails Private Limited (SRPL) is a retail dealer in a wide range of telecom devices, appliances accessories and peripherals. SRPL currently operates 26 Samsung Smart Phone Cafes across India. SSK Infotech Private Limited (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. SYSKA E-Retails LLP (SELLP) is engaged in the trading of SYSKA Brand Products such as LED Bulbs, Tube Lights, Panel Lights, Irons, Extension Boards, Power Banks, Bluetooth, Speakers, and Personal Care grooming products for both men and women through E-Commerce Platforms. SYSKA LED Lights Private Limited (SLLPL) is engaged in the trading & manufacturing of LED Lights, grooming and personal care products and home wires, under the 'SYSKA' brand name.

About the Rated Group - Key Financials

	Unit	FY18 (Actual)	FY17 (Actual)	FY16 (Actual)
Operating Income	Rs. Cr.	11,209.35	9,977.14	8,515.64
EBITDA	Rs. Cr.	190.08	164.62	168.77
PAT	Rs. Cr.	48.06	43.34	40.28
EBITDA Margin	(%)	1.70	1.65	1.98
PAT Margin	(%)	0.43	0.43	0.47
ROCE	(%)	11.59	11.57	23.15
Total Debt/Tangible Net Worth	Times	2.43	2.75	2.76
PBDIT/Interest	Times	1.78	1.71	1.61
Total Debt/PBDIT	Times	6.02	6.65	5.14
Gross Current Assets (Days)	Days	61	61	59

Status of non-cooperation with previous CRA (if applicable)

Not Applicable

Any other information

None

Applicable Criteria

- Default Recognition - <https://www.acuite.in/criteria-default.htm>
- Manufacturing Entities - <https://www.acuite.in/view-rating-criteria-4.htm>
- Financial Ratios And Adjustments - <https://www.acuite.in/view-rating-criteria-20.htm>
- Consolidation Of Companies - <https://www.acuite.in/view-rating-criteria-22.htm>

Note on complexity levels of the rated instrument
<https://www.acuite.in/criteria-complexity-levels.htm>

Rating History (Upto last three years)

Not Applicable

***Annexure – Details of instruments rated**

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Cr.)	Ratings/Outlook
Cash Credit	Not Applicable	Not Applicable	Not Applicable	50.00	ACUITE A / Stable (Assigned)
Cash Credit	Not Applicable	Not Applicable	Not Applicable	20.00	ACUITE A / Stable (Assigned)
Cash Credit	Not Applicable	Not Applicable	Not Applicable	50.00	ACUITE A / Stable (Assigned)
Cash Credit	Not Applicable	Not Applicable	Not Applicable	30.00	ACUITE A / Stable (Assigned)
Cash Credit	Not Applicable	Not Applicable	Not Applicable	30.00	ACUITE A / Stable (Assigned)
Proposed	Not Applicable	Not Applicable	Not Applicable	30.00	ACUITE A / Stable (Assigned)

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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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