



**Press Release**  
**SSK Retails Private Limited**  
**January 31, 2024**

**Rating Downgraded and Issuer not co-operating**

| Product                                       | Quantum<br>(Rs. Cr) | Long Term Rating                                    | Short Term<br>Rating |
|-----------------------------------------------|---------------------|-----------------------------------------------------|----------------------|
| Bank Loan Ratings                             | 10.80               | ACUITE C   Downgraded   Issuer<br>not co-operating* | -                    |
| <b>Total Outstanding<br/>Quantum (Rs. Cr)</b> | 10.80               | -                                                   | -                    |

**Rating Rationale**

Acuite has downgraded its long-term rating to **'ACUITE C' (read as ACUITE C)** from **'ACUITE BB+' (read as ACUITE double B plus)** on the Rs. 10.80 crore bank facilities of SSK Retails Pvt Ltd (SRPL). The rating is downgraded on account of default of payment as per the publicly available information. The rating continues to be flagged as "Issuer Not Cooperating" and is based on best available information.

**About the Company**

SRPL is a Pune based company incorporated in the year 2008 by Mr. Rajesh and Mr. Govind Uttamchandani. SRPL operates 26 Samsung Smart Phone Cafes across India (in Maharashtra, Madhya Pradesh, Gujarat and Goa).

**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**

None

**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 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](http://www.acuite.in).

## Rating History

| Date        | Name of Instruments/Facilities | Term      | Amount (Rs. Cr) | Rating/Outlook                                         |
|-------------|--------------------------------|-----------|-----------------|--------------------------------------------------------|
| 18 Oct 2023 | Cash Credit                    | Long Term | 9.00            | ACUITE BB+ (Downgraded and Issuer not co-operating*)   |
|             | Working Capital Term Loan      | Long Term | 1.80            | ACUITE BB+ (Downgraded and Issuer not co-operating*)   |
| 20 Jul 2022 | Working Capital Term Loan      | Long Term | 1.80            | ACUITE A-   Stable (Reaffirmed)                        |
|             | Proposed Bank Facility         | Long Term | 4.20            | ACUITE A- (Withdrawn)                                  |
|             | Cash Credit                    | Long Term | 9.00            | ACUITE A-   Stable (Reaffirmed)                        |
| 11 Jul 2022 | Proposed Bank Facility         | Long Term | 4.20            | ACUITE A-   Stable (Downgraded from ACUITE A   Stable) |
|             | Working Capital Term Loan      | Long Term | 1.80            | ACUITE A-   Stable (Downgraded from ACUITE A   Stable) |
|             | Cash Credit                    | Long Term | 9.00            | ACUITE A-   Stable (Downgraded from ACUITE A   Stable) |
| 12 Apr 2021 | Cash Credit                    | Long Term | 9.00            | ACUITE A   Stable (Reaffirmed)                         |
|             | Working Capital Term Loan      | Long Term | 1.80            | ACUITE A   Stable (Assigned)                           |
|             | Proposed Bank Facility         | Long Term | 4.20            | 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                                           |
|---------------------|----------------------|---------------------------|----------------------|----------------------|----------------------|------------------|-------------------|--------------------------------------------------|
| State Bank of India | Not avl. / Not appl. | Cash Credit               | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | Simple           | 9.00              | ACUITE C   Downgraded   Issuer not co-operating* |
| State Bank of India | Not avl. / Not appl. | Working Capital Term Loan | Not avl. / Not appl. | Not avl. / Not appl. | Not avl. / Not appl. | Simple           | 1.80              | ACUITE C   Downgraded   Issuer not co-operating* |

## Contacts

| Analytical                                                                                                                                                                                                                                                                                         | Rating Desk                                                                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Mohit Jain<br>Senior Vice President-Rating Operations<br>Tel: 022-49294017<br><a href="mailto:mohit.jain@acuite.in">mohit.jain@acuite.in</a><br><br>Pradeep Singh<br>Senior Analyst-Rating Operations<br>Tel: 022-49294065<br><a href="mailto:pradeep.singh@acuite.in">pradeep.singh@acuite.in</a> | Varsha Bist<br>Senior Manager-Rating Operations<br>Tel: 022-49294011<br><a href="mailto:rating.desk@acuite.in">rating.desk@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.