

Press Release
SSK Retails Private Limited
April 22, 2024



Rating Downgraded and Issuer not co-operating

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	10.80	ACUITE D Downgraded Issuer not co-operating*	-
Total Outstanding Quantum (Rs. Cr)	10.80	-	-

Rating Rationale

Acuite has downgraded its long-term rating to '**ACUITE D**' (read as **ACUITE D**) from '**ACUITE C**' (read as **ACUITE C**) on the Rs. 10.80 crore bank facilities of SSK Retails Pvt Ltd (SRPL). The rating is downgraded on account of default intimation received by a written feedback from the banker. Further, 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

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 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	9.00	ACUITE C (Downgraded & Issuer not co-operating*)
	Working Capital Term Loan	Long Term	1.80	ACUITE C (Downgraded & Issuer not co-operating*)
18 Oct 2023	Cash Credit	Long Term	9.00	ACUITE BB+ (Downgraded & Issuer not co-operating*)
	Working Capital Term Loan	Long Term	1.80	ACUITE BB+ (Downgraded & Issuer not co-operating*)
20 Jul 2022	Proposed Long Term Bank Facility	Long Term	4.20	ACUITE A- (Reaffirmed & Withdrawn)
	Cash Credit	Long Term	9.00	ACUITE A- Stable (Reaffirmed)
	Working Capital Term Loan	Long Term	1.80	ACUITE A- Stable (Reaffirmed)
11 Jul 2022	Cash Credit	Long Term	9.00	ACUITE A- Stable (Downgraded from ACUITE A Stable)
	Working Capital Term Loan	Long Term	1.80	ACUITE A- Stable (Downgraded from ACUITE A Stable)
	Proposed Long Term Bank Facility	Long Term	4.20	ACUITE A- Stable (Downgraded from ACUITE A Stable)
12 Apr 2021	Cash Credit	Long Term	9.00	ACUITE A Stable (Reaffirmed)
	Proposed Long Term Bank Facility	Long Term	4.20	ACUITE A Stable (Reaffirmed)
	Working Capital Term Loan	Long Term	1.80	ACUITE A Stable (Assigned)

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 D Downgraded Issuer not co-operating* (from ACUITE C)
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 D Downgraded Issuer not co-operating* (from ACUITE C)

*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

Contacts

Analytical	Rating Desk
Mohit Jain Senior Vice President-Rating Operations Tel: 022-49294017 mohit.jain@acuite.in Thejaswini P V Senior Analyst-Rating Operations Tel: 022-49294065 thejaswini.pv@acuite.in	Varsha Bist Senior Manager-Rating Operations Tel: 022-49294011 rating.desk@acuite.in

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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