

Change in Rating Symbol

September 16, 2019

Writers And Publishers Private Limited

Total Bank Facilities Rated	Rs. 60.00 Cr
Long Term Rating	ACUITE A (CE)/ Stable

Pursuant to SEBI Circular SEBI/ HO/ MIRSD/ DOS3/ CIR/ P/ 2019/ 70 dated June 13, 2019 there is a revision in the rating symbol. The change to 'CE' suffix / removal of 'SO' suffix for the rated instrument(s) is not to be construed as any change in the rating or Acuite's credit opinion on the said instrument(s). The previous rating rationale is appended herewith for reference.

For the background note, please visit: [https://www.acuite.in/pdf/General%20Communication%20For%20Website%20\(1\).pdf](https://www.acuite.in/pdf/General%20Communication%20For%20Website%20(1).pdf)

Criteria for assigning ratings with 'SO' suffix: <https://www.acuite.in/view-rating-criteria-48.htm>

Criteria for assigning ratings with 'CE' suffix: <https://www.acuite.in/view-rating-criteria-49.htm>

Press Release

Writers And Publishers Private Limited

D-U-N-S® Number: 65-066-6068

March 13, 2019

Rating Assigned



Total Bank Facilities Rated*	Rs. 60.00 Cr.
Long Term Rating	ACUITE A (SO)/ Outlook: Stable

* Refer Annexure for details

Rating Rationale

Acuite has assigned the long-term rating of '**ACUITE A (SO)**' (read as **ACUITE A Structured Obligation**) on the Rs. 60.00 crore bank facilities of Writers And Publishers Private Limited (WPPL). The outlook is '**Stable**'.

WPPL was incorporated in 1981 as a Private Limited Company and was subsequently converted in the public limited company in 1987. Later on, in March 2009, the company was again converted into a Private Limited company. WPPL was initially engaged in printing and publishing of Hindi Daily Newspaper 'Dainik Bhaskar' and Gujarati Daily Newspaper 'Divya Bhaskar' upto December 2006. Currently the company is engaged in the trading of Denim Fabric and leasing of its immovable properties.

WPPL is promoted by the promoters of Dainik Bhaskar (DB) Group. The DB group operates through its flagship entity DB Corp. Limited (DBCL). DBCL is listed on BSE and NSE has started its operations in 1995. DBCL is one of the leading print media group amongst national dailies in terms of readership with a total readership of ~58.80 million readers across. DBCL's flagship newspaper 'Dainik Bhaskar' is the most widely read Hindi newspaper in India. Apart from the management support, WPPL has also been receiving financial support from the promoters and its group companies. The rating is supported by the demonstrated financial support of the promoter group as well as investments in companies belonging to the group.

Analytical Approach

Acuite has considered the standalone business and financial risk profile of WPPL and also factored in support of credit enhancement in the form of structured payment mechanism, pledge of shares of DB Corp Limited to arrive at the rating.

Key Rating Drivers

Strengths

• Rating driven by pledge of shares of DB Corp Limited

The bank facilities of WPPL are secured by the pledge of fully paid up unencumbered shares of DBCL held by Stitex Global Limited (SGL), which is promoted by Mr. Sudhir Agarwal, Mr. Pawan Agarwal and Mr. Girish Agarwal. SGL has also extended a corporate guarantee towards the borrowing of WPPL. The pledge of shares shall provide a security cover of 1.50 times during the entire tenor of the facility. The sanction terms requires SGL to top-up the pledged shares in case of fall in share prices resulting in decline of cover below 1.50 times.

Further, the rating also factors in support extended by the group to the company in the form of unsecured loans. Since, the operational cash flows of WPPL are currently inadequate to service its debt obligation; the continuous support from DB group will be a key rating sensitivity factor. The rating also factors in the adherence to the security cover against pledge of shares to be maintained at all times.

• Long track record and established position of DB Corp Limited

DB group, promoted by Mr. Sudhir Agarwal, Mr. Girish Agarwal and Mr. Pawan Agarwal operates through its flagship company DBCL, one of the largest print media company in India. Currently, the promoter and promoter group owns ~71.62 per cent stake in DBCL. Out of the total promoter shareholding ~58.91 per cent of the shareholding is unencumbered as on December 31, 2018.

DBCL reported net profit of Rs. 324.46 crore against operating income of Rs. 2332.45 crore in FY2018. The tangible net worth of DBCL stood at Rs. 1828.30 crore and debt-to-equity at 0.02 times as on March 31, 2018. The total market capitalization of DBCL stood at Rs. 3131.74 crores as on March 04, 2019. Acuite believes that DB group will continue to benefit from its established leadership position and strong brand presence in the industry.

Weaknesses

• Risk arising from adverse movement in stock prices

The rating is based on the structured payment mechanism and pledge of shares of DBCL. As per the sanctioned terms the borrower has to maintain minimum share coverage of 1.50 times of the facility amount. The ability of the promoters to maintain the share pledge asset coverage is critical to the rating. Since the stock market is prone to volatility, occurrence of events such as slowdown in FII flows, sharp depreciation in domestic currency, political events, and other such macroeconomic events, can cause decline in stock prices. Additionally, company specific factors can also influence movements in stock prices. Any sharp and continuous decline in share prices could potentially lead to challenges in adhering to the covenants.

Liquidity Position

The debt is scheduled to be repaid as a bullet repayment by the end of September 2019. WPPL is supported by the promoter's ability for repayment of debt has been reflected from refinancing of maturing debt through fresh issuances. The company is also supported by the unsecured loans of Rs. 659.18 crore through promoter and promoter group companies.

Outlook: Stable

Acuite believes that the company will maintain a 'Stable' credit profile on the back of its association and continuous support from DB group with its flagship entity DBCL. The outlook may be revised to 'Positive' if WPPL demonstrates significant improvement in its profitability and debt protection indicators. Conversely, the outlook may be revised to 'Negative' if shares of DBCL faces downfall in stock prices owing to occurrence of events considering stock market volatility.

About the Rated Entity - Key Financials

	Unit	FY18 (Actual)	FY17 (Actual)	FY16 (Actual)
Operating Income	Rs. Cr.	132.49	134.63	151.31
EBITDA	Rs. Cr.	6.53	3.83	5.31
PAT	Rs. Cr.	5.22	-19.97	-0.20
EBITDA Margin	(%)	4.93	2.85	3.51
PAT Margin	(%)	3.94	-14.83	-0.13
ROCE	(%)	0.46	-0.77	1.12
Total Debt/Tangible Net Worth	Times	3.56	3.54	3.41
PBDIT/Interest	Times	2.75	-3.79	1.99
Total Debt/PBDIT	Times	154.28	-105.35	128.09
Gross Current Assets (Days)	Days	2105	2040	1937

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

None

Any other information

None

Applicable Criteria

- Default Recognition - <https://www.acuite.in/criteria-default.htm>
- Criteria For Rating Of Securitised Transactions - <https://www.acuite.in/view-rating-criteria-29.htm>
- Trading Entities - <https://www.acuite.in/view-rating-criteria-6.htm>
- Financial Ratios And Adjustments - <https://www.acuite.in/view-rating-criteria-20.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
Term loans	Oct, 2018	Not Applicable	Oct, 2019	60.00	ACUITE A (SO)/ Stable (Assigned)

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About Acuité Ratings & Research:

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