

**Press Release**  
**Prime Movers Auto Associates Private Limited**

October 25, 2021

**Rating Update**



<b>Total Bank Facilities Rated</b>	Rs. 44.25 crore
<b>Long Term Rating</b>	ACUITE BB+ (Downgraded and Issuer not Cooperating)
<b>Short Term Rating</b>	ACUITE A4+ (Downgraded and Issuer not Cooperating)

\* Refer Annexure for details

\* The issuer did not co-operate; Based on best available information.

**Rating Rationale**

Acuité has reviewed and downgraded the long term rating from '**ACUITE BBB-**' (read as **ACUITE triple B minus**) to '**ACUITE BB+**' (read as **ACUITE double B plus**) and short-term rating from '**ACUITE A3**' (read as **ACUITE A three**) to '**ACUITE A4+**' (read as **ACUITE A four plus**) on the Rs.44.25 crore bank facilities of Prime Movers Auto Associates Private Limited(PMAAPL). This rating continues to be an indicative rating and is based on best available information.

**About the Company**

Prime Movers Auto Associates Pvt Ltd was incorporated in 1986 at Kolkata by Mr. Nand Lal Kothari for carrying out the business of Distributorship of Auto Components. Mr Nand Lal Kothari has a rich experience of 42 years of dealing with auto components. Currently the day to day operations is headed by his son Mr.Ajay Kothari.

**Non-cooperation by the issuer/borrower:**

Acuité 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 due date. This rating is therefore being flagged as "Issuer not-cooperating", in line with prevailing SEBI regulations and Acuité's policies.

Acuité believes that information risk is a critical component in such ratings, and non-cooperation by the issuer along with an unwillingness to provide information could be a sign of potential deterioration in its overall credit quality.

**Analytical Approach**

Acuité has considered the standalone financial and business risk profiles of the firm to arrive at the rating.

**Applicable Criteria**

- Default Recognition - <https://www.acuite.in/view-rating-criteria-52.htm>
- Financial Ratios And Adjustments - <https://www.acuite.in/view-rating-criteria-53.htm>
- Manufacturing Entities- <https://www.acuite.in/view-rating-criteria-59.htm>

**Note on complexity levels of the rated instrument**

<https://www.acuite.in/view-rating-criteria-55.htm>

**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.

**Liquidity Indicators** - "No information provided by the issuer / available for Acuite to comment upon."

**Rating Sensitivity** - "No information provided by the issuer / available for Acuite to comment upon."

### About the Rated Entity - Key Financials (Standalone)

The rated entity has not shared the latest financial statements despite repeated requests.

### Status of non-cooperation with previous CRA

Not Applicable

### Any other information

Acuité is yet to receive the latest No Default Statement (NDS) from the rated entity, despite repeated requests and follow-ups.

### Rating History (Upto last three years)

Date	Name of Instrument / Facilities	Term	Amount	Ratings/Outlook
			(Rs. Crore)	
01-February-2021	Proposed Cash Credit	Long term	25.75	ACUITE BBB-Issuer not co-operating*
	Cash Credit	Long term	10.00	ACUITE BBB-Issuer not co-operating*
	Channel Finance	Long term	4.50	ACUITE BBB-Issuer not co-operating*
	Proposed facilities	Short Term	4.00	ACUITE A3 Issuer not co-operating*
20-March-2019	Proposed Cash Credit	Long term	25.75	ACUITE BBB-/Stable (Assigned)
	Cash Credit	Long term	10.00	ACUITE BBB-/Stable (Assigned)
	Channel Finance	Long term	4.50	ACUITE BBB-/Stable (Assigned)
	Proposed facilities	Short Term	4.00	ACUITE A3 (Assigned)

### \*Annexure – Details of instruments rated

Lender's Name	Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Cr.)	Ratings/Outlook
Not Applicable	Proposed Cash Credit	Not Applicable	Not Applicable	Not Applicable	25.75	ACUITE BB+ (Downgraded and Indicative)
Standard Chartered Bank	Cash Credit	Not Applicable	Not Applicable	Not Applicable	10.00	ACUITE BB+ (Downgraded and Indicative)
ICICI Bank	Channel Finance	Not Applicable	Not Applicable	Not Applicable	4.50	ACUITE BB+ (Downgraded and Indicative)
Not Applicable	Proposed Bank Facilities	Not Applicable	Not Applicable	Not Applicable	4.00	ACUITE A4+ (Downgraded and Indicative)

## Contacts

Analytical	Rating Desk
<p>Pooja Ghosh Head- Corporate and Infrastructure Sector Ratings Tel: 033-6620 1203 <a href="mailto:pooja.ghosh@acuite.in">pooja.ghosh@acuite.in</a></p> <p>Shubhaditya Sarkar Analyst - Rating Operations Tel: 033-6620 1212 <a href="mailto:shubhaditya.sarkar@acuite.in">shubhaditya.sarkar@acuite.in</a></p>	<p>Varsha Bist Senior Manager - Rating Desk Tel: 022- 67141160 <a href="mailto:rating.desk@acuite.in">rating.desk@acuite.in</a></p>

## About Acuité Ratings & Research

Acuité Ratings & Research 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 8,850 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 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. Acuité ratings 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 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. Acuité ratings 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.