

Press Release

Crazy Snacks Private Limited (CSPL)

June 17, 2019



Rating Assigned

Total Bank Facilities Rated*	Rs. 13.00 crore
Long Term Rating	ACUITE BBB- / Outlook: Stable (Assigned)

* Refer Annexure for details

Rating Rationale

Acuité has assigned a long-term rating of '**ACUITE BBB-**' (**read as ACUITE triple B minus**) to the Rs. 13.00 crore bank facilities of CRAZY SNACKS PRIVATE LIMITED. The outlook is '**Stable**'.

Uttar Pradesh-based, Crazy Snacks Private Limited was incorporated in 1995 by Ms. Upma Agarwal, Mr. Sachin Agarwal and Mr. Navin K. Agarwal. The company is engaged in the manufacturing of bakery products like bread, rusk, bun, cookies to name a few. The company has a total capacity of 70 to 80 tonnes of breads, rusks and buns per day.

The company is a part of business group, hereinafter referred to as Crazy Group comprising of Crazy Snacks Private Limited, Crazy Funfoods Private Limited and Crazy Bakers Private Limited. The group has integrated operations for the manufacturing of foods products ranging from bakery items to snacks food items. The group sells its products under the brand name "Crazy".

Analytical Approach

Acuité has considered the consolidated business and financial risk profiles of the Crazy Snacks Private Limited (CSPL), Crazy Funfoods Private Limited (CFPL) and Crazy Bakers Private Limited (CBPL) to arrive at this rating. The consolidation is in view of common management and significant financial linkages between the entities. The group is herein referred to as "Crazy Group". Extent of Consolidation: Full.

Key Rating Drivers

Strengths

- **Experienced management and long track record of operations**

The group was established in 1995 with the incorporation of Crazy Snacks Private Limited as the primary entity. Further, Crazy Bakers Private Limited and Crazy Funfoods Private Limited were incorporated in 2007 and 2014, respectively. The promoters of the group have an experience of over two decades in the aforementioned industry. Backed by their experience, the group has been able to maintain long-term relations with their customers. The group caters to diversified product range including bakery products and snacks food products. Acuité believes the group will benefit from its experienced management which helps the group in maintaining long standing relations with reputed customers and suppliers.

- **Healthy financial risk profile**

The group has healthy financial risk profile marked by healthy net worth, and debt protection metrics. The net worth of the group stood at Rs. 13.50 crore as on March 31, 2019 (Provisional) as against Rs. 11.87 crore as on March 31, 2018. Gearing levels (debt-to-equity) stood healthy at 0.47 times as on March 31, 2019 (Provisional) as against 0.25 times as on March 31, 2018. Further, the coverage indicators stood healthy marked by interest coverage ratio which stood at 8.42 times for FY2019 (Provisional) as compared to 6.50 times for FY2018. Total outside liabilities to total net worth (TOL/TNW) stood at 1.32 times as on March 31, 2019 (Provisional) vis-à-vis 1.22 times as on March 31, 2018. Acuité believes that financial risk profile of the group is likely to remain healthy over the medium term in absence of any major debt funded capex and backed by moderate net cash accruals of the group.

- **Efficient working capital management**

The group has efficient working capital operations marked by gross current assets (GCA) of 47 days in FY2019 (Provisional) as compared to 33 days in FY2018. This is on account of debtors' collection period of 12 days in FY2019 (Provisional) as against 7 days in FY2018 and inventory holding period of 29 days in FY2019 (Provisional) as against 17 days in FY2018. The average cash credit utilization for the past six months stood at ~72 percent. Acuité believes the group's ability to maintain its efficient working capital management will remain a key rating sensitivity factor.

Weaknesses

- **Moderate profitability**

The group has comfortable scale of operations marked by revenues of Rs. 103.27 crore for FY2019 (Provisional) as against Rs. 95.09 crore in the previous year. However, the profitability margins are moderate marked by an EBITDA margin of 3.33 percent in FY2019 (Provisional) as against 2.40 percent in FY2018. Further, the group operates in a highly competitive and fragmented nature of industry and faces tough competition from various organized and unorganized players which could impact the bargaining power with the customers and hence, the margins. Acuité believes that the group's ability to diversify its product base, since the group is in the process of manufacturing new products like layered cake to cater to the domestic market, will remain a key rating sensitivity.

- **Susceptibility to fluctuation in raw material availability**

The food processing industry is exposed to agro-climatic risks, which might affect the availability of the raw materials in adverse weather conditions. Given the highly regulated nature of the commodity market, the raw materials availability and in turn the group's operations are exposed to changes in government policies.

Liquidity position

The group has adequate liquidity marked by adequate net cash accruals to its maturing debt obligations. The group generated cash accruals of Rs. 2.67 crore for FY2019 (Provisional) while its maturing debt obligations were Rs. 0.14 crore for the same period. The cash accruals of the group are estimated to remain around Rs. 2.62 crore to Rs. 4.67 crore during 2020-22 against repayment obligations of around Rs. 1.00 crore. The group's working capital operations are efficient marked by gross current asset (GCA) days of 47 days for FY2019 (Provisional). The group maintains unencumbered cash and bank balances of Rs. 1.46 crore as on 31 March 2019 (Provisional). The current ratio stands at 1.01 times as on 31 March 2019 (Provisional). Acuité believes that the liquidity of the group is likely to remain adequate over the medium term on account of adequate cash accruals against moderate debt repayments over the medium term.

Outlook: Stable

Acuité believes that Crazy Group will maintain a 'Stable' outlook over the medium term on the back of its experienced management and healthy financial risk profile. The outlook may be revised to 'Positive' in case the group registers higher-than-expected growth in its revenue and profitability while improving its liquidity position. Conversely, the outlook may be revised to 'Negative' in case the group registers lower-than-expected growth in revenues and profitability or in case of deterioration in the group's financial risk profile or significant elongation in working capital cycle.

About the Rated Entity - Key Financials

	Unit	FY19 (Provisional)	FY18 (Actual)	FY17 (Actual)
Operating Income	Rs. Cr.	103.27	95.09	107.97
EBITDA	Rs. Cr.	3.44	2.29	2.30
PAT	Rs. Cr.	1.11	0.33	0.16
EBITDA Margin	(%)	3.33	2.40	2.13
PAT Margin	(%)	1.08	0.35	0.14
ROCE	(%)	10.94	4.96	4.41
Total Debt/Tangible Net Worth	Times	0.47	0.25	0.29
PBDIT/Interest	Times	8.42	6.50	5.88
Total Debt/PBDIT	Times	1.82	1.31	1.59

Gross Current Assets (Days)	Days	47	33	21
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Status of non-cooperation with previous CRA (if applicable)

Not Applicable

Any other information

Not Applicable

Applicable Criteria

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

***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	4.00	ACUITE BBB-/ Stable (Assigned)
Term Loan	Not Applicable	Not Applicable	Not Applicable	0.34	ACUITE BBB-/ Stable (Assigned)
Proposed Banking Facility	Not Applicable	Not Applicable	Not Applicable	8.66	ACUITE BBB-/ Stable (Assigned)

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About Acuité Ratings & Research:

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