



Press Release

Crazy Bakery Udyog

October 19, 2020

Rating Update

Total Bank Facilities Rated*	Rs. 9.50 crore
Long Term Rating	ACUITE BB+ (Downgrade; Issuer not co-operating)

* Refer Annexure for details

Rating Rationale

Acuité has downgraded the long-term rating to **'ACUITE BB+' (read as ACUITE double B plus)** from **'ACUITE BBB-' (read as ACUITE triple B minus)** on the Rs. 9.50 crore bank facilities of Crazy Bakery Udyog (CBU). The rating is downgraded on account of information risk.

Established in 2017 as a partnership firm by Ms. Upma Aggarwal & Mr. Sachin Aggarwal, Crazy Bakery Udyog is a part of Crazy Group comprising of Crazy Snacks Private Limited, Crazy Funfoods Private Limited, Crazy Bakers Private Limited and Crazy Bakery Udyog. The firm is proposed to be engaged in the manufacturing of bakery and snack products like premium rusk, potato chips and namkeen products to support the demand requirements of the associate companies in the group. The commercial operations of the firm are expected to begin by January, 2019 with an installed capacity of 3,744 MT per annum, 1,872 MT per annum and 4,368 MT per annum for rusk, potato chips and namkeen products, respectively.

Analytical Approach

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

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 the due date.

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

Applicable Criteria

- Entities in Manufacturing Sector– <https://www.acuite.in/view-rating-criteria-59.htm>
- Default Recognition: <https://www.acuite.in/view-rating-criteria-52.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.

About the Rated Entity - Key Financials

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

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

None

Any other information

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

Rating History (Up to last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
August 07, 2019	Cash Credit	Long-Term	2.00	ACUITE BBB-/ Stable (Reaffirmed)
	Term Loan	Long-Term	5.50	ACUITE BBB-/ Stable (Reaffirmed)
	Proposed Banking Facility	Long-Term	2.00	ACUITE BBB-/ Stable (Reaffirmed)
July 29, 2019	Cash Credit	Long-Term	2.00	ACUITE BBB-/ Stable (Assigned)
	Term Loan	Long-Term	5.50	ACUITE BBB-/ Stable (Assigned)

*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	2.00	ACUITE BB+ (Downgraded; Issuer not-cooperating*)
Term Loan	Not Available	Not applicable	Not Available	5.50	ACUITE BB+ (Downgraded; Issuer not-cooperating*)
Proposed Banking Facility	Not applicable	Not applicable	Not applicable	2.00	ACUITE BB+ (Downgraded; Issuer not-cooperating*)

Contacts

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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 6,000 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 Mumbai.

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