

## Press Release

### Robust Marketing Services Private Limited

May 28, 2020

### Rating Withdrawn



<b>Total Instruments Rated*</b>	Rs.200.00 Cr.
<b>Long Term Rating</b>	Provisional ACUITE BB+ (CE) (Withdrawn)

\* Refer Annexure for details

### Rating Rationale

Acuite has withdrawn the long-term rating of '**Provisional ACUITE BB+ (CE)**' (read as **ACUITE double B plus Provisional (Credit enhancement)**) on the Rs.200.00 crore Proposed Non-Convertible Debentures of ROBUST MARKETING SERVICES PRIVATE LIMITED (RMSPL). This rating is now withdrawn on account of request received from the company.

Robust Marketing Services Private Limited (RMSPL) is engaged in trading of shares and leasing of properties. The company owns two properties, one in Mumbai and other in Delhi. The company also owns ~171 acres of Non Agricultural Land in Mangalore. The company is promoted by Mr. Sailesh Mehta and Mrs. Parul Mehta. The company shares a common promoter with Deepak Fertilizers and Petrochemicals Corporation Limited (DFPCL).

Nova Synthetic Limited (NSL) is a non-systemically important Non Deposit accepting Core Investment Company, holding ~48 per cent equity shares of DFPCL. NSL earns around Rs.25 crore in form of dividends received from DFPCL.

### Analytical Approach

Acuite has considered the standalone business and financial risk profiles of the RMSPL and has factored the credit enhancement in form of pledge of shares of NSL, holding company of DFPCL to arrive at this rating.

### Key Rating Drivers

#### Strengths

#### • Rating driven by pledge of shares of Nova Synthetic Limited

The proposed rated instrument of RMSPL are expected to be secured by way of pledge of fully paid up unencumbered shares of NSL in addition to the movable and immovable assets of RMSPL. The asset coverage is expected to range from ~4x to 5x across the instruments. Apart from the asset coverage, the investor of the proposed NCD issue is likely to stipulate Non-Disposal Undertaking and Power of Attorney over DFPCL shares held by NSL, Irrevocable and unconditional Corporate Guarantee of NSL and two quarter Interest Service Reserve Account to be maintained by RMSPL. Nova Synthetic Limited (pledger entity) is one of the investment companies of the promoters of DFPCL, holding 48.42 per cent of the DFPCL's shares as on March 31, 2019.

Further, the rating also factors in support extended by NSL and promoters of the company in the form of unsecured loans. Since, the operational cash flows of RMSPL are currently inadequate to service its debt repayment obligation; the continued support from NSL and the promoters will remain a key rating sensitivity factor.

#### • Long track record of operations of Deepak Fertilizers & Petrochemicals Corporation Limited

DFPCL, was incorporated in 1979 and is promoted by Mr. Sailesh Mehta and Mr. C. K. Mehta. The company is engaged in manufacturing of Nitro-Phosphate, Nitrogen-Phosphorous-Potassium, technical ammonium nitrate (TAN), methanol, nitric acid and iso propyl alcohol (IPA). DFPCL is one of the leading companies in the chemicals business and enjoys a strong market position across some of its product segments. DFPCL is the largest manufacturer of nitric acid in the domestic market. DFPCL has recently increased its manufacturing capacity at Dahej (~92 KTPA), which takes the consolidated Nitric Acid capacity to 1.07 MTPA. DFPCL is also a leading manufacturer of Technical Ammonium Nitrate (TAN), and offers the same

through its product offerings of LDAN and HDAN. DFPCL is the leading manufacturer of Iso Propyl Alcohol (IPA) and caters to a large proportion of domestic demand through its manufacturing capacity.

The extensive experience of the promoters is also reflected through the healthy revenue growth. The revenues of DFPCL grew at an estimated compound annual growth rate (CAGR) of 12 per cent over the last four years through FY 2019 to Rs.6, 742 crores and has recorded a revenue of Rs.3392.43 crores for the nine months ending 31<sup>st</sup> December, 2019. DFPCL is currently incurring a large capacity expansion to further augment its manufacturing capacity across its chemicals business. The total project cost is estimated to be around Rs.5,270 crore and is expected to be completed by FY 2021-22. The aforementioned capex is expected to be funded in debt to equity ratio 70:30.

DFPCL network and gearing stands healthy at Rs. 2106.66 crore and 1.40 times (debt to equity) as on March 31, 2019. The total market capitalisation stood at Rs. 1,100 crore as on June 19, 2019. The company is also expected to divest its non-core assets in near to medium term.

Since, NSL and RMSPL's cash flows are highly dependent on dividends payout by DFPCL, performance of DFPCL and its ability to improve its profitability and efficiently managing its liquidity will remain a key monitorable.

## Weaknesses

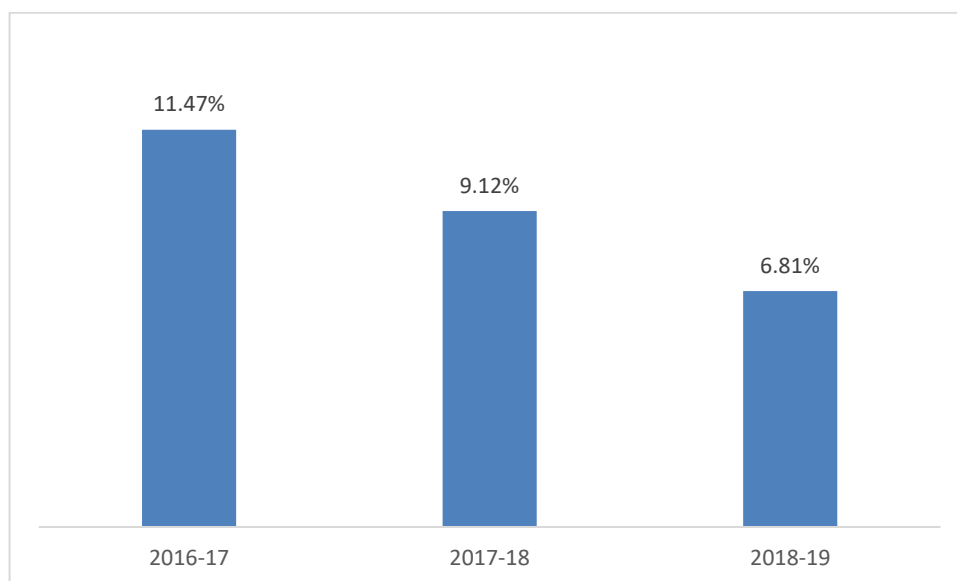
### • Subdued operating metrics of RMSPL

RMSPL generates revenues from leasing and trading of shares. The company owns 2 properties, one at Mumbai and other in Delhi. The company also owns a land parcel of ~171 acres in Mangalore. The company has generated operating revenue of Rs.0.69 crore in FY2019 as against Rs.0.96 crore in the previous year. The company has been incurring net losses previously which stood at Rs.0.57 crore for FY2019 as against Rs.0.61 crore in FY2018. The tangible net worth of the company stood negative at Rs.41.64 crore as on 31 March 2019. However, the promoters have been infusion unsecured loans which stood at Rs.207.71 crore as on 31 March 2019. Acuite believes the financial risk profile of the company will remain subdued going ahead. However, timely support from the promoters and/or NSL will be critical for RMSPL for coupon payment of these proposed NCDs.

### • Susceptibility of operating performance to demand cyclicity and volatility in raw material prices

DFPCL witnessed deterioration in the performance of the fertilizer business in 2018-19. The deterioration in performance was attributable to decline in volumes (~17 per cent compared to 2017-18) and the increase in prices of key raw material (Phosphoric acid, ammonia and Propylene). The impact of the rise in raw material prices could not be passed through in the final product prices due to weak demand. The company has also incurred loss on EBIT level of Rs.38.86 crore for FY2019 as against EBIT of Rs.36.74 crore in the previous year. The IPA sales also slowed down by 17 per cent (volume basis) in FY 2019. The impact of subdued performance of Fertilizer division and IPA was partially offset by improved performance of TAN. DFPCL reported a 15 per cent y-o-y volume growth in TAN solids compared to FY 2018. The overall operating profitability has witnessed a sequential decline over the last three years. The profitability was impacted in 2018-19 on account of rising raw material prices and slow demand. EBITDA margin contracted by around 300 bps during 2018-19. Though, the debt levels on an absolute basis have declined, the lower cost debt is substituted with higher cost bank loans, leading to higher interest and finance charges. The Profit before tax for FY 2019 reduced by 75 per cent to Rs.58 crore as compared to FY 2018.

The performance of DFPCL is susceptible to volatility in changes in raw material prices, for instance the EBITDA margins have been declining for past three years:



The aforementioned weakness however is partly offset by favorable demand prospects of the new product introduced "Smartek", which has already replaced around 43 per cent of the NPK portfolio in 2018-19 and is expected to clock healthy growth over the near to medium term. Acuite believes that the operating performance of DFPCL is a key determinant of the performance of NSL and RMSPL, as the later derive their income through dividend payout of DFPCL.

#### • Timely monetization of Land

RMSPL initially plans to raise Rs.150 crores in form of NCD which is expected to be invested in share warrants issued by DFPCL. Acuite believes the total revenue that is expected to generate by RMSPL in FY2020 and FY2021 in form of lease rentals is likely to tightly match the coupon payment for the NCD's. However, the same is also expected to be supported by infusion of unsecured loans from promoters and/or NSL or the promoters also have an option of selling their shares in DFPCL. Also, the redemption of these NCD will be highly depended on timely monetization of land (~171 acre). Timely monetization of land will be a key factor for redemption of NCDs.

#### Liquidity position

RMSPL has modest liquidity marked by continuous net losses incurred by the company. However, the liquidity of the company is supported by way of fund infusion through promoter and promoter group companies.

#### Outlook

Not Applicable

#### About the Rated Entity - Key Financials

Particulars	Unit	FY2019	FY2018
Operating Income	Rs. Crore	0.69	0.96
Profit after tax (PAT)	Rs. Crore	(0.57)	(0.61)
PAT margin	%	(82.49)	(63.54)
Total debt / Tangible Net worth	Times	(5.75)	(4.20)
PBDIT / Interest	Times	0.36	0.36

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

None

#### Any other information

None

#### Applicable Criteria

- Default Recognition - <https://www.acuite.in/view-rating-criteria-17.htm>
- Service Sector - <https://www.acuite.in/view-rating-criteria-8.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)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
10-Aug-2019	Proposed NCD	Long Term	200.00	Provisional ACUITE BB+ (CE) / Stable (Assigned)

#### \*Annexure – Details of instruments rated

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Crore)	Ratings/Outlook
Proposed NCD	Not Applicable	Not Applicable	Not Applicable	200.00	Provisional ACUITE BB+ (CE) (Withdrawn)

#### Contacts

Analytical	Rating Desk
Aditya Gupta Vice President - Corporate and Infrastructure Sector Tel: 022-49294041 <a href="mailto:aditya.gupta@acuite.in">aditya.gupta@acuite.in</a>  Kashish Shah Assistant Manager - Rating Operations Tel: 022-49294042 <a href="mailto:kashish.shah@acuite.in">kashish.shah@acuite.in</a>	Varsha Bist Manager - Rating Desk Tel: 022-49294022 <a href="mailto:rating.desk@acuite.in">rating.desk@acuite.in</a>

#### About Acuité Ratings & Research:

Acuité Ratings & Research Limited (*erstwhile SMERA Ratings 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.

**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, in particular, 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.