

**Press Release**  
**Shera Metal Private Limited**  
**May 15, 2024**  
**Rating Reaffirmed**

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term
Bank Loan Ratings	33.93	ACUITE BBB   Positive   Reaffirmed	-
Bank Loan Ratings	22.30	-	ACUITE A3+   Reaffirmed
<b>Total Outstanding Quantum (Rs. Cr)</b>	56.23	-	-



### Rating Rationale

Acuité has reaffirmed the long-term rating of '**ACUITE BBB**' (read as **Acuité Triple B**) and the short-term rating of '**ACUITE A3+**' (read as **Acuité A Three Plus**) for bank facilities of Rs. 56.23 crore of SHERA METAL PRIVATE LIMITED. The outlook is '**Positive**'.

### Rationale for Rating

The rating action takes into account improved operating income, healthy financial risk profile and adequate liquidity Position. Group reported growth in revenue from operations by 25.66% in FY2024 to Rs 875.10 crore as against Rs. 696.39 crore for FY2023. Net profit margin of the group stood at 1.61% against 1.31% for the corresponding previous period. Financial risk profile of the group remains healthy on account of healthy net worth, comfortable gearing and moderate coverage indicators. Debt Service coverage ratio stood at 1.20 times and Interest Coverage ratio at 1.80 times for FY2024. Group has healthy business risk profile for FY 2024. Acuité believes that the Group's ability to grow its scale of operations and profitability while maintaining a healthy capital structure with improvement in working capital operations remains a key rating indicator.

### About Company

Jaipur based Shera Metal Private Limited (SEPL) was initially incorporated in the name of Keshav Infra Power Private Limited in May 2011. Subsequently, Mr. Naseem Sheikh along with the group concern, SEPL took over majority shareholding and the name of the company was changed to its current name. The company is engaged in the manufacturing of copper bus bar, tin plated copper bus bar, PCC poles, brass rod & wires and paper covered copper strips.

### About the Group

Shera Group (SG) was formed with the establishment of a proprietorship firm, Shera Metals & Engineers, in 2003 by Mr. Naseem Sheikh. SEL had three subsidiaries: Shera Metal Private Limited (SMPL), Rajputana Industries Private Limited (RIPL), and Shera Infrapower Private Limited (SIPL). SMPL is engaged in the manufacturing of copper bus bar, tin-plated copper bus bar, PCC poles, brass rod and wire, and paper-covered copper strips, while RIPL was incorporated with a view to securing a backward integration of its product lines manufactured by SEL and SMPL through the manufacturing of mother tubes of brass (copper and zinc mix) tube, copper nickel (copper nickel mix) tube, and brass rod and section (copper and zinc). Group has now sold Shera Infrapower Private Limited and floated one subsidiary in Zambia names as Shera Zambia Limited. SEL now has three subsidiaries: Shera Metal Private Limited (SMPL), Rajputana Industries Private Limited (RIPL) and Shera Zambia Limited. SG caters to the intermediate product requirements of various industries, such as transformers, electric and electronic goods, refineries, construction, the capital goods industry, sugar plants, automobiles, and aviation, to name a few.

### Unsupported Rating

None.

## **Analytical Approach**

### **Extent of Consolidation**

- Full Consolidation

### **Rationale for Consolidation or Parent / Group / Govt. Support**

Acuité has considered the consolidated business and financial risk profiles of Shera Energy Limited (SEL), Shera Metal Private Limited (SMPL), Rajputana Industries Private Limited (RIPL), and Shera Zambia Limited to arrive at this rating. The consolidation is on account of common management, presence in the same line of business, and significant business and financial synergies between the entities. The group is herein referred to as "Shera Group (SG)"

## **Key Rating Drivers**

### **Strengths**

#### **Experienced management and an established track record of operations**

The group is a producer of copper and aluminium winding wires along with other products like bus bars of copper, aluminium, and brass, copper, copper alloys, and cupronickel casted, extruded, and drawn products, viz. billets and ingots, mother shells, tubes and pipes, rods, profiles, and sections. The promoters and directors of the group have over a decade of experience in the aforementioned industry. SG caters to the demands of various industries, such as LPG valve manufacturing, automobiles, forging, marine, power generation, and the electrical industry, to name a few, through its diversified product portfolio.

#### **Business risk profile**

Shera Group's operation witnessed improvement which is apparent from growth in revenue from operations by 25.66% in FY2024 to Rs. 875.10 crore as against Rs. 696.39 crore for FY2023. The operating profit margin of the group improved by 120 bps in FY 2024. Operating Profit Margin of group stood at 5.87% in FY2024 as against 4.67% in FY2023. And the net profit margin of the group increased by 30 bps and stood at 1.61% in FY2024 as against 1.31% in FY2023. ROCE of the group stood at 20.46% in FY2024. Recently group has started supplying bullet shells to the companies which are in business of arms and ammunition. Group is currently supplying 40 to 50 of bullet shells Tonnes per month and same is expected to grow by 80 to 100 tonnes per month in next fiscal.

#### **Comfortable Financial Risk Profile**

The group has comfortable financial risk profile marked by healthy net worth, comfortable gearing and moderate coverage indicators. Group follows conservative leverage policy. Although, debt to Equity ratio deteriorated by 12 bps and stood at 0.95 times in FY 2024 as against 0.83 times in FY 2023. However, it is still below unity. Improvement is on account of profits accretions and capital infusion. Going forward gearing is expected to improve in near medium term. Debt Service coverage ratio stood at 1.20 times for FY2024 as against 1.09 times in FY2023. Interest Coverage Ratio stood at 2.07 times for FY 2024. Going forward coverage indicators are expected to improve in near medium term. Debt-EBITDA improved and stood at 2.19 times as on 31st March 2024 as against 2.94 times as on 31st March 2023. The Net Cash Accruals to Total debt stood at 0.16 times for FY2024. The financial risk profile of the group is expected to improve and remain comfortable.

### **Weaknesses**

#### **Competitive industry and susceptibility to raw material prices**

Copper and aluminium are highly competitive industries characterised by low entry barriers, which results in intense competition from the large number of organised and unorganised players present in the downstream segment providing similar products and services. Hence, the bargaining power of the group remains low due to the competitive nature of the industry. However, the risk is mitigated to an extent on account of the established track record of operations. Further, SG's revenue and profitability are susceptible to volatility in copper and

aluminium prices.

### **Working capital operations- Moderate**

Group has moderate working capital requirements as evident from gross current assets (GCA) of 144 days in FY2024 as compared to 145 days in FY2023. Debtor days stood at 48 days in FY2024 against 50 days in FY 2023. Inventory days stood at 87 days in FY 2024.

### **Rating Sensitivities**

Improvement in the profitability margins.

Deterioration in its working capital management.

Deterioration in the financial risk profile of the group.

Group's ability to achieve the financial position as envisaged.

### **Liquidity Position**

#### **Adequate**

Group has adequate liquidity marked by net cash accruals to its maturing debt obligations, current ratio, cash and bank balance. Group generated cash accruals of Rs. 19.59 crore for FY2024 as against debt repayment obligations of Rs. 12.12 crores for the same period. Current Ratio stood at 1.31 times as on 31 March 2024. Cash and Bank Balances of group is of Rs. 15.92 crores. The liquidity of the group is expected to improve with group expected to generate cash accruals in the range of Rs. 40 -50 Cr. with debt obligation of Rs 10 to 12 crore will also support the liquidity of the group.

### **Outlook:**

Acuité believes that SG will maintain a 'Positive' outlook and will continue to derive benefits over the medium term from its extensively experienced promoter and the business strategies being implemented. Rating may be upgraded if the group demonstrates substantial and sustained growth in its margins and turnover from the current levels while maintaining its healthy capital structure. Conversely, the outlook may be revised to 'Stable' if the group generates lower-than-anticipated cash accruals, most likely as a result of a sharp decline in operating margins or a deterioration in working capital leading to a higher reliance on external borrowings, thereby impacting its financial risk profile, particularly its liquidity.

### **Other Factors affecting Rating**

None.

## Key Financials

Particulars	Unit	FY 24 (Actual)	FY 23 (Actual)
Operating Income	Rs. Cr.	875.10	696.39
PAT	Rs. Cr.	14.05	9.11
PAT Margin	(%)	1.61	1.31
Total Debt/Tangible Net Worth	Times	0.95	0.83
PBDIT/Interest	Times	1.80	2.07

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

Not Applicable.

### Any Other Information

None.

### Applicable Criteria

- Application Of Financial Ratios And Adjustments: <https://www.acuite.in/view-rating-criteria-53.htm>
- Complexity Level Of Financial Instruments: <https://www.acuite.in/view-rating-criteria-55.htm>
- Consolidation Of Companies: <https://www.acuite.in/view-rating-criteria-60.htm>
- Default Recognition: <https://www.acuite.in/view-rating-criteria-52.htm>
- Manufacturing Entities: <https://www.acuite.in/view-rating-criteria-59.htm>

### Note on Complexity Levels of the Rated Instrument

In order to inform the investors about complexity of instruments, Acuite has categorized such instruments in three levels: Simple, Complex and Highly Complex. Acuite's categorisation of the instruments across the three categories is based on factors like variability of the returns to the investors, uncertainty in cash flow patterns, number of counterparties and general understanding of the instrument by the market. It has to be understood that complexity is different from credit risk and even an instrument categorized as 'Simple' can carry high levels of risk. For more details, please refer Rating Criteria "Complexity Level Of Financial Instruments" on [www.acuite.in](http://www.acuite.in)

## Rating History

Date	Name of Instruments/Facilities	Term	Amount (Rs. Cr)	Rating/Outlook
11 Mar 2024	Bank Guarantee/Letter of Guarantee	Short Term	2.00	ACUITE A3+ (Reaffirmed)
	Cash Credit	Long Term	20.00	ACUITE BBB   Positive (Reaffirmed (Stable to Positive))
	Derivative Exposure	Short Term	0.30	ACUITE A3+ (Assigned)
	Letter of Credit	Short Term	20.00	ACUITE A3+ (Reaffirmed)
	Proposed Long Term Bank Facility	Long Term	0.02	ACUITE Not Applicable (Withdrawn)
	Term Loan	Long Term	1.00	ACUITE BBB   Positive (Reaffirmed (Stable to Positive))
	Term Loan	Long Term	2.79	ACUITE BBB   Positive (Reaffirmed (Stable to Positive))
	Term Loan	Long Term	0.37	ACUITE BBB   Positive (Reaffirmed (Stable to Positive))
	Term Loan	Long Term	0.31	ACUITE BBB   Positive (Reaffirmed (Stable to Positive))
	Term Loan	Long Term	0.47	ACUITE BBB   Positive (Reaffirmed (Stable to Positive))
	Term Loan	Long Term	0.02	ACUITE BBB   Positive (Reaffirmed (Stable to Positive))
	Term Loan	Long Term	0.93	ACUITE BBB   Positive (Reaffirmed (Stable to Positive))
	Term Loan	Long Term	0.04	ACUITE BBB   Positive (Reaffirmed (Stable to Positive))
	Term Loan	Long Term	0.62	ACUITE BBB (Reaffirmed & Withdrawn)
	Term Loan	Long Term	1.27	ACUITE BBB (Reaffirmed & Withdrawn)
	Term Loan	Long Term	0.82	ACUITE BBB   Positive (Reaffirmed (Stable to Positive))
	Term Loan	Long Term	2.18	ACUITE BBB   Positive (Assigned)
Term Loan	Long Term	5.00	ACUITE BBB   Positive (Assigned)	
06 Jun 2023	Bank Guarantee/Letter of Guarantee	Short Term	2.00	ACUITE A3+ (Reaffirmed)
	Cash Credit	Long Term	20.00	ACUITE BBB   Stable (Reaffirmed)
	Channel/Dealer/Vendor Financing	Short Term	5.00	ACUITE A3+ (Reaffirmed)
	Letter of Credit	Short Term	10.00	ACUITE A3+ (Reaffirmed)
	Proposed Long Term Bank Facility	Long Term	0.18	ACUITE BBB   Stable (Reaffirmed)
	Proposed Long Term Loan	Long Term	5.66	ACUITE BBB   Stable (Assigned)
	Term Loan	Long Term	5.83	ACUITE BBB   Stable (Reaffirmed)
	Term Loan	Long Term	1.99	ACUITE BBB   Stable (Reaffirmed)

24 Mar 2022	Bank Guarantee/Letter of Guarantee	Short Term	2.00	ACUITE A3+ (Reaffirmed)
	Cash Credit	Long Term	10.00	ACUITE BBB   Stable (Reaffirmed)
	Channel/Dealer/Vendor Financing	Short Term	5.00	ACUITE A3+ (Reaffirmed)
	Letter of Credit	Short Term	16.00	ACUITE A3+ (Reaffirmed)
	Proposed Long Term Bank Facility	Long Term	0.48	ACUITE BBB   Stable (Reaffirmed)
	Term Loan	Long Term	0.22	ACUITE BBB   Stable (Reaffirmed)
	Term Loan	Long Term	0.92	ACUITE BBB   Stable (Reaffirmed)
	Term Loan	Long Term	0.11	ACUITE BBB   Stable (Reaffirmed)
	Term Loan	Long Term	1.75	ACUITE BBB   Stable (Reaffirmed)
	Term Loan	Long Term	0.87	ACUITE BBB   Stable (Reaffirmed)
	Term Loan	Long Term	1.50	ACUITE BBB   Stable (Reaffirmed)
	Term Loan	Long Term	0.47	ACUITE BBB   Stable (Reaffirmed)
	Term Loan	Long Term	3.66	ACUITE BBB   Stable (Reaffirmed)
	Working Capital Demand Loan (WC DL)	Long Term	2.02	ACUITE BBB   Stable (Reaffirmed)
	17 Mar 2021	Bank Guarantee (BLR)	Short Term	2.00
Cash Credit		Long Term	10.00	ACUITE BBB   Stable (Reaffirmed)
Channel/Dealer/Vendor Financing		Short Term	5.00	ACUITE A3+ (Reaffirmed)
Letter of Credit		Short Term	16.00	ACUITE A3+ (Reaffirmed)
Proposed Short Term Bank Facility		Short Term	0.43	ACUITE A3+ (Reaffirmed)
Term Loan		Long Term	0.16	ACUITE BBB (Reaffirmed & Withdrawn)
Term Loan		Long Term	0.03	ACUITE BBB (Reaffirmed & Withdrawn)
Term Loan		Long Term	0.22	ACUITE BBB   Stable (Reaffirmed)
Term Loan		Long Term	3.66	ACUITE BBB   Stable (Reaffirmed)
Term Loan		Long Term	0.47	ACUITE BBB   Stable (Reaffirmed)
Term Loan		Long Term	1.50	ACUITE BBB   Stable (Reaffirmed)
Term Loan		Long Term	0.87	ACUITE BBB   Stable (Reaffirmed)
Term Loan		Long Term	0.05	ACUITE BBB   Stable (Reaffirmed)
Term Loan		Long Term	1.75	ACUITE BBB   Stable (Reaffirmed)

	Term Loan	Long Term	0.11	ACUITE BBB   Stable (Reaffirmed)
	Term Loan	Long Term	0.92	ACUITE BBB   Stable (Reaffirmed)
	Working Capital Demand Loan (WC DL)	Long Term	2.02	ACUITE BBB   Stable (Assigned)

**Annexure - Details of instruments rated**

<b>Lender's Name</b>	<b>ISIN</b>	<b>Facilities</b>	<b>Date Of Issuance</b>	<b>Coupon Rate</b>	<b>Maturity Date</b>	<b>Quantum (Rs. Cr.)</b>	<b>Complexity Level</b>	<b>Rating</b>
State Bank of India	Not avl. / Not appl.	Bank Guarantee/Letter of Guarantee	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	2.00	Simple	ACUITE A3+   Reaffirmed
State Bank of India	Not avl. / Not appl.	Cash Credit	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	20.00	Simple	ACUITE BBB   Positive   Reaffirmed
Small Industries Development Bank of India	Not avl. / Not appl.	Derivative Exposure	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	0.30	Simple	ACUITE A3+   Reaffirmed
State Bank of India	Not avl. / Not appl.	Letter of Credit	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	20.00	Simple	ACUITE A3+   Reaffirmed
Small Industries Development Bank of India	Not avl. / Not appl.	Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	01 Sep 2028	3.00	Simple	ACUITE BBB   Positive   Reaffirmed
State Bank of India	Not avl. / Not appl.	Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	01 Mar 2027	1.00	Simple	ACUITE BBB   Positive   Reaffirmed
Small Industries Development Bank of India	Not avl. / Not appl.	Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	01 Nov 2026	2.79	Simple	ACUITE BBB   Positive   Reaffirmed
State Bank of India	Not avl. / Not appl.	Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	01 Aug 2024	0.37	Simple	ACUITE BBB   Positive   Reaffirmed
Small Industries Development Bank of India	Not avl. / Not appl.	Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	01 May 2025	0.31	Simple	ACUITE BBB   Positive   Reaffirmed
Small Industries Development Bank of India	Not avl. / Not appl.	Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	01 Sep 2025	0.47	Simple	ACUITE BBB   Positive   Reaffirmed
Small Industries Development Bank of India	Not avl. / Not appl.	Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	01 Sep 2025	0.02	Simple	ACUITE BBB   Positive   Reaffirmed
Small Industries Development Bank of India	Not avl. / Not appl.	Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	01 Sep 2025	0.93	Simple	ACUITE BBB   Positive   Reaffirmed
Small Industries Development Bank of India	Not avl. / Not appl.	Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	01 Sep 2025	0.04	Simple	ACUITE BBB   Positive



Bank of India	appl.			appl.				Reaffirmed
Small Industries Development Bank of India	Not avl. / Not appl.	Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	01 Sep 2029	5.00	Simple	ACUITE BBB   Positive   Reaffirmed

**\*Annexure 2 - List of Entities (applicable for Consolidation or Parent / Group / Govt. Support)**

1. Shera Energy Limited
2. Shera Metal Private Limited
3. Rajputana Industries Private Limited
4. Shera Zambia Limited

**About Acuité Ratings & Research**

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