

Press Release

Superior Drinks Private Limited

June 13, 2022



Rating Downgraded & Withdrawn and Issuer not co-operating

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	65.00	ACUITE BBB Downgraded & Withdrawn Issuer not co-operating*	-
Total Outstanding Quantum (Rs. Cr)	0.00	-	-
Total Withdrawn Quantum (Rs. Cr)	65.00	-	-

Rating Rationale

Acuite has downgraded and withdrawn the long-term rating to '**ACUITE BBB**' (read as **ACUITE Triple B**) from '**ACUITE A-**' (read as **ACUITE A Minus**) on the Rs.65.00 Cr. bank facilities of Superior Drinks Private Limited (SDPL). This rating continues to be an indicative rating and is based on the best available information. The rating is being withdrawn on account of the request received from the company and the NOC received from the banker as per Acuite's policy on withdrawal of ratings.

Rationale for Rating

The rating is downgraded on account of heightened information risk as client has provided the limited information.

About the Company

New Delhi-based Superior Drinks Private Limited (SDPL) was incorporated in 1989 and is promoted by Mr. Pradeep Agarwal. The company is engaged in manufacturing of soft drinks and juices. It has longterm bottling and distribution franchisee agreement with Coca-Cola India. The company is having distribution franchisee for Vidarbha and Nagpur region in Maharashtra. It has its bottling unit located in Nagpur with a capacity of 600 bottles per minute (BPM) of Returnable Glass Bottle (RGB)-Glass bottle, 450 BPM of Carbonated Soft Drinks (CSD)-plastic bottles and 450 BPM of water bottles (Kinley) with an average utilization of 45 percent.

About the Group

Superior Group (SG), promoted by Mr. Pradeep Agarwal has a franchisee bottling agreement with Coca-Cola India for manufacturing and distribution of its soft drinks, juices, and packaged water for a period of 29 years. Superior group has its presence in Vidarbha and Nagpur region in Maharashtra through Superior Drinks Private Limited (SDPL), Chhattisgarh through Narmada Drinks Private Limited (NDPL), Mahakoshal and Jabalpur region in Madhya Pradesh through Udaipur Beverages Limited (UBL) and Aurangabad region in Maharashtra through Indo European Breweries Limited (IEBL).

Non-cooperation by the issuer/borrower

Acuite has been requesting for data, information and undertakings from the rated entity for conducting surveillance & review of the rating. However, the issuer/borrower has shared

partial documents for the rating process. This rating continues to be flagged as "Issuer notcooperating", in line with prevailing SEBI regulations and Acuité's policies.

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.

Rating Sensitivities

"No information provided by the issuer / available for Acuite to comment upon."

Material Covenants

None.

Liquidity Position

"No information provided by the issuer / available for Acuite to comment upon."

Outlook

Not Applicable.

Key Financials

Particulars	Unit	FY 21 (Actual)	FY 20 (Actual)
Operating Income	Rs. Cr.	361.87	456.94
PAT	Rs. Cr.	19.93	25.03
PAT Margin	(%)	5.51	5.48
Total Debt/Tangible Net Worth	Times	2.99	1.24
PBDIT/Interest	Times	10.44	10.07

Status of non-cooperation with previous CRA

None.

Any other information

None.

Applicable Criteria

- Application Of Financial Ratios And Adjustments: <https://www.acuite.in/view-rating-criteria-53.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>

Rating History

Date	Name of Instruments/Facilities	Term	Amount (Rs. Cr)	Rating/Outlook
19 Apr 2021	Term Loan	Long Term	32.51	ACUITE A- Stable (Upgraded from ACUITE BBB+ Stable)
	Term Loan	Long Term	10.00	ACUITE A- Stable (Assigned)
	Dropline Overdraft	Long Term	10.00	ACUITE A- Stable (Upgraded from ACUITE BBB+ Stable)
	Proposed Bank Facility	Long Term	12.49	ACUITE A- Stable (Assigned)
04 May 2020	Term Loan	Long Term	50.00	ACUITE BBB+ Stable (Assigned)
	Cash Credit	Long Term	15.00	ACUITE BBB+ Stable (Assigned)

Annexure - Details of instruments rated

Lender's Name	ISIN	Facilities	Date Of Issuance	Coupon Rate	Maturity Date	Quantum (Rs. Cr.)	Rating
HDFC Bank Ltd	Not Applicable	Dropline Overdraft	Not Applicable	Not Applicable	Not Applicable	10.00	ACUITE BBB Downgraded & Withdrawn Issuer not co-operating*
Not Applicable	Not Applicable	Proposed Long Term Bank Facility	Not Applicable	Not Applicable	Not Applicable	12.49	ACUITE BBB Downgraded & Withdrawn Issuer not co-operating*
HDFC Bank Ltd	Not Applicable	Term Loan	28-02-2020	9.00	07-08-2036	32.51	ACUITE BBB Downgraded & Withdrawn Issuer not co-operating*
HDFC Bank Ltd	Not Applicable	Term Loan	07-08-2020	8.20	07-09-2025	10.00	ACUITE BBB Downgraded & Withdrawn Issuer not co-operating*

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About Acuité Ratings & Research

Acuité is a full-service Credit Rating Agency registered with the Securities & 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. Acuité has assigned 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.

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