



**Press Release**  
**Rachana Television Private Limited**  
**May 08, 2024**  
**Rating Withdrawn**

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	16.00	Not Applicable   Withdrawn	-
Total Outstanding Quantum (Rs. Cr)	0.00	-	-
Total Withdrawn Quantum (Rs. Cr)	16.00	-	-

**Rating Rationale**

Acuite has withdrawn its long-term rating on Rs.16.00 Cr. bank facilities of Rachana Television Private Limited (RTPL). The same is withdrawn without assigning any rating since the bank facilities have been closed. The rating is being withdrawn on account of the request received from the company and the NDC received from the banker's as per Acuite's policy on withdrawal of ratings as applicable to the respective facility/instrument.

**About the Company**

Incorporated in 2006, Rachana Television Private Limited (RTPL) is a Hyderabad (Telangana) based company, promoted by T. Narendra Choudary. The company broadcasts 3 television channels; NTV, which is a 24-hour Telugu News Channel; Bhakthi TV, a devotional channel, and Vanitha TV, which is a 24-hour women's entertainment channel. The company has its own studio with an area of 10,000 sqft located in Jubilee Hills Hyderabad. RTPL has 2 studios at Hyderabad, 1 studio in Bangalore and 1 studio at Delhi for Art Production and Post Production facilities. RTPL has been market leader in the Telugu news channel (in Telangana and Andhra Pradesh) since March 2022 as per the BARC ratings.

**Unsupported Rating**

Not Applicable

**Analytical Approach**

Not Applicable

**Key Rating Drivers**

**Strengths**

Not Applicable

**Weaknesses**

Not Applicable

**Rating Sensitivities**

Not Applicable

**Liquidity Position**

Not Applicable

**Outlook: Not applicable**

## Other Factors affecting Rating

None

## Key Financials

Particulars	Unit	FY 23 (Actual)	FY 22 (Actual)
Operating Income	Rs. Cr.	90.19	64.97
PAT	Rs. Cr.	8.49	4.37
PAT Margin	(%)	9.42	6.73
Total Debt/Tangible Net Worth	Times	0.17	0.17
PBDIT/Interest	Times	7.95	5.15

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

Not applicable

### Any other information

None

### Applicable Criteria

- Default Recognition :- <https://www.acuite.in/view-rating-criteria-52.htm>
- Service Sector: <https://www.acuite.in/view-rating-criteria-50.htm>
- Application Of Financial Ratios And Adjustments: <https://www.acuite.in/view-rating-criteria-53.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
22 Jun 2023	Cash Credit	Long Term	13.50	ACUITE BB+   Stable (Upgraded from ACUITE BB   Stable)
	Working Capital Term Loan	Long Term	2.50	ACUITE BB+   Stable (Upgraded from ACUITE BB   Stable)
08 Apr 2022	Cash Credit	Long Term	13.50	ACUITE BB   Stable (Reaffirmed)
	Working Capital Term Loan	Long Term	2.50	ACUITE BB   Stable (Reaffirmed)
13 Jan 2021	Cash Credit	Long Term	13.50	ACUITE BB   Stable (Assigned)
	Stand By Line of Credit	Long Term	2.50	ACUITE BB   Stable (Assigned)

## Annexure - Details of instruments rated

Lender's Name	ISIN	Facilities	Date Of Issuance	Coupon Rate	Maturity Date	Complexity Level	Quantum (Rs. Cr.)	Rating
Bank of Baroda	Not avl. / Not appl.	Cash Credit	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	Simple	13.50	Not Applicable   Withdrawn
Bank of Baroda	Not avl. / Not appl.	Working Capital Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	08 Dec 2023	Simple	2.50	Not Applicable   Withdrawn

## Contacts

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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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