

Press Release
POWER2SME PRIVATE LIMITED
October 31, 2024
Rating Downgraded and Withdrawn



Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	20.52	ACUITE BB- Stable Downgraded	-
Bank Loan Ratings	22.86	Not Applicable Withdrawn	-
Bank Loan Ratings	96.68	-	ACUITE A4 Downgraded
Total Outstanding Quantum (Rs. Cr)	117.20	-	-
Total Withdrawn Quantum (Rs. Cr)	22.86	-	-

Rating Rationale

Acuite has downgraded the long-term rating from "ACUITE BB+" (read as ACUITE double B plus) to 'ACUITE BB-' (read as ACUITE double B minus) on the Rs. 20.52 Cr. bank facilities of Power2SME Private Limited (P2S). The outlook is 'Stable'.

Acuite has downgraded the short-term rating of 'ACUITE A4+' (read as ACUITE A four plus) to 'ACUITE A4' (read as ACUITE A four) on the Rs. 96.68 Cr. bank facilities of Power2SME Private Limited (P2S).

Acuite has withdrawn the long-term rating on the Rs. 20.00 Cr. bank facilities without assigning rating as the instrument is fully repaid of Power2SME Private Limited (P2S).

Acuite has withdrawn the long-term rating on the Rs. 2.86 Cr. proposed facilities without assigning rating as it is a proposed facility of Power2SME Private Limited (P2S).

The rating is being withdrawn on account of the request received from the company and the No Due Certificate (NDC) received from the bankers as per Acuite's policy on withdrawal of ratings as applicable to the respective facility/instrument.

Rationale for the downgrade

The downgrade in the rating is on account of weak profitability metrics and decline in operating revenue at a consolidated level. The profitability remained subdued due to high operating expenses. The group reported losses of Rs. 34.87 Cr. in FY24 as compared to losses of Rs. 28.52 Cr. in FY23 (losses for FY22: Rs 31.34 Cr.). There is a decrease in operating revenue to Rs. 677.68 Cr. in FY24 from Rs. 1056.68 Cr. in FY23. The group's networth stood at Rs. 31.70 Cr. as on Mar-24 with a gearing of 1.61 times as compared to Rs. 61.45 Cr. as on Mar-23 with a gearing of 2.05 times. Acuite also takes into account the decline of AUM in the lending arm of the group Auriolus Finvest Pvt. Ltd. (AFPL) wherein the AUM saw a decline from Rs. 77.16 Cr. in FY23 to Rs. 26.68 Cr. in FY24. The GNPA deteriorated sharply from 2.24 percent as on March-23 to 10.46 percent as on March-24.

The rating continues to factor in the group's experienced management and support from marquee investors. The capital support from the marquee investors, like Kalaari Capital, Accel, Inventus Capital and Mr. Nandan Nilekani has resulted in healthy capital structure and financial flexibility at the Group level. The rating further factors in expectations of capital support from promoters/ investors in the near to medium term which shall be instrumental for scaling up business operations.

About the Company

Power2SME Private Limited (Power2SME) is a private limited company incorporated in 2012. The company is engaged in the business of trading of Metals (majorly Steel & TMT), Polymers, Yarn, Chemicals etc and sells its product in domestic market. Headquartered in Gurugram, Power2SME has 5 offices spread across Mumbai, Chennai, Kolkata, Ahmedabad and Pune. The company is led and promoted by Mr. R. Narayan (Founder & CEO) with the support of marquee investors.

About the Group

Power2SME provides its B2B services through its digital ecosystem which delivers raw material procurement at competitive prices, MRO procurement, and access to finance to smaller SME's with an objective to provide them with higher efficiencies and profitability. Power2SME functions as a 'buying club' and helps SMEs benefit from economies of scale as a result of volume purchase and buying power across a large network of manufacturers. The company has 2 wholly owned subsidiary companies named Jijo India Private Limited & Auriolus Finvest Private Limited. Jijo India Private Limited was incorporated in October 2012 and engaged in the business of trading of various products. Auriolus Finvest Private Limited was incorporated in October 2018 and engaged in lending to SME sector by extending working capital loans to them.

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Unsupported Rating

Not Applicable

Analytical Approach

Extent of Consolidation

- Full Consolidation

Rationale for Consolidation or Parent / Group / Govt. Support

Acuité has considered the consolidated view on the business and financial risk profile of Power2SME Private Limited and its subsidiaries Auriolus Finvest Private Limited and others to arrive at the rating. The approach is driven by common management, shared brand, and strong operational and financial synergies between the group companies.

Key Rating Drivers

Strengths

Experienced management team

Power2SME Private Limited (P2S) is led by Mr. R. Narayan (Founder & CEO). Mr. Narayan is a seasoned entrepreneur with around two decades of corporate experience. He was previously associated with working in sales and marketing profiles for Microsoft, Oracle and TATA Group. Having worked with SME segment closely and understanding their nuances he co-founded Denave India Private Limited a technology powered sales enabling services company. Later in 2012, with the support of marquee investors, Mr. Narayan founded Power2SME to further his cause to empower the SME segment. Mr. Narayan is supported by an experienced professional team with diverse expertise in areas of finance, treasury, investments, customer-ready technology solutions, networking alliances amongst others. Accel and Inventus Capital have board representation and P2S benefits from their expertise. Mr. Mahendran Balachandran (Partner – Accel) and Mr. Parag Dhol (Inventus Capital) are on the board of P2S.

The management team has been able to on-board various suppliers on their platform and blue-chip companies as customers to fulfil their MRO requirements like Vendata, Hindustan Zinc, Orient, L&T and others. The management has taken steps to improve its credit policies. The subsequent decline in traded volumes has resulted in the company not being able to achieve optimal levels of volumes required for break-even. Acuité believes that, the adoption of robust credit policies, on-boarding blue-chip clients to drive volumes and overall experience of the management will help the company to grow in a sustainable manner.

Weaknesses

Weak financial risk profile

P2S commenced its operations in 2012. The group reported loss of Rs. 34.87 Cr. for FY2024 over an operating income of Rs.677.68 Cr. as compared to loss of Rs. 28.52 Cr. over an operating income of Rs. 1056.68 Cr. during FY2023. The group's networth stood at Rs. 31.70 Cr. as on Mar-24 with a gearing of 1.61 times as compared to Rs. 61.45 Cr. as on Mar-23 with a gearing of 2.05 times. The company will be able to achieve break-even only once it achieves optimal levels of volumes in its trading segment and rationalize its high operating costs. Since the company is currently less dependent on funding lines from Banks & NBFC/FI for its business operations, the finance cost and debt repayment obligations remain low. As the NBFC arm grows, the company would be in requirement of funding lines which could further add to the existing stress on profitability metrics unless, the company is able to optimize its overall operating costs and scale up business volumes. Additional capital infusions from investors, could help the business to maintain lower levels of finance costs in medium term, thus enabling the company to focus its resources in driving business growth.

Competitive nature of industry and susceptibility to cyclical nature of industry

P2S competes with various players in the organized and unorganized segments in trading industry, thus limiting the pricing power. Metals (especially steel) constitutes around 60 percent of the total NMV for P2S. The steel consumption is majorly dependent on the economic activities taking place in and around the country, any significant slowdown in this industry will impact the revenue of the P2S's customers thus impacting P2S's credit profile.

Rating Sensitivities

- Ability to raise capital
- Sustained scale up in business operations
- Movement in liquidity, earnings profile and asset quality metrics
- Changes in Regulatory environment

Liquidity Position**Adequate**

The Group's liquidity is adequate and has maintained cash and bank balance of Rs. 11.59 crore as on March 31, 2024. A major portion of P2S portfolio is against Bank Guarantee and Letter of Credit which is correspondingly discounted against the bank lines with matched tenure.

Outlook: Stable**Other Factors affecting Rating**

None

Key Financials

Particulars	Unit	FY 24 (Actual)	FY 23 (Actual)
Operating Income	Rs. Cr.	677.68	1056.68
PAT	Rs. Cr.	(34.87)	(28.52)
PAT Margin	(%)	(5.14)	(2.70)
Total Debt/Tangible Net Worth	Times	1.61	2.05
PBDIT/Interest	Times	(1.22)	(0.25)

Key Financials (Standalone)

Particulars	Unit	FY24 (Actual)	FY23 (Actual)
Operating Income	Rs. Cr.	632.51	987.05
PAT	Rs. Cr.	-32.6	-28.13
PAT Margin	(%)	-5.15	-2.85
Total Debt/Tangible Worth	Times	1.13	1.42
PBDIT/Interest	Times	-1.57	-0.64

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>
- Banks And Financial Institutions: <https://www.acuite.in/view-rating-criteria-45.htm>
- Consolidation Of Companies: <https://www.acuite.in/view-rating-criteria-60.htm>
- Default Recognition: <https://www.acuite.in/view-rating-criteria-52.htm>
- Service Sector: <https://www.acuite.in/view-rating-criteria-50.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.

Rating History

Date	Name of Instruments/Facilities	Term	Amount (Rs. Cr)	Rating/Outlook
03 Nov 2023	Bills Discounting	Short Term	3.73	ACUITE A4+ (Downgraded from ACUITE A3+)
	Bills Discounting	Short Term	22.51	ACUITE A4+ (Downgraded from ACUITE A3+)
	Bills Discounting	Short Term	9.26	ACUITE A4+ (Downgraded from ACUITE A3+)
	Bills Discounting	Short Term	11.50	ACUITE A4+ (Downgraded from ACUITE A3+)
	Bills Discounting	Short Term	4.77	ACUITE A4+ (Downgraded from ACUITE A3+)
	Cash Credit	Long Term	6.72	ACUITE BB+ Stable (Downgraded from ACUITE BBB- Negative)
	Proposed Long Term Bank Facility	Long Term	61.57	ACUITE BB+ Stable (Downgraded from ACUITE BBB- Negative)
	Working Capital Demand Loan (WCDL)	Long Term	5.00	ACUITE BB+ Stable (Downgraded from ACUITE BBB- Negative)
	Working Capital Demand Loan (WCDL)	Long Term	15.00	ACUITE BB+ Stable (Downgraded from ACUITE BBB- Negative)
04 Nov 2022	Bills Discounting	Short Term	25.00	ACUITE A3+ (Reaffirmed)
	Bills Discounting	Short Term	8.00	ACUITE A3+ (Reaffirmed)
	Bills Discounting	Short Term	30.00	ACUITE A3+ (Reaffirmed)
	Bills Discounting	Short Term	15.00	ACUITE A3+ (Reaffirmed)
	Cash Credit	Long Term	7.50	ACUITE BBB- Negative (Reaffirmed)
	Working Capital Demand Loan (WCDL)	Long Term	4.56	ACUITE BBB- Negative (Reaffirmed)
	Working Capital Demand Loan (WCDL)	Long Term	15.00	ACUITE BBB- Negative (Reaffirmed)
	Proposed Long Term Bank Facility	Long Term	35.00	ACUITE BBB- Negative (Reaffirmed)
24 Mar 2022	Bills Discounting	Short Term	25.00	ACUITE A3+ (Assigned)
	Bills Discounting	Short Term	8.00	ACUITE A3+ (Assigned)
	Bills Discounting	Short Term	15.00	ACUITE A3+ (Assigned)
	Bills Discounting	Short Term	30.00	ACUITE A3+ (Assigned)
	Cash Credit	Long Term	7.50	ACUITE BBB- Stable (Assigned)
	Working Capital Demand Loan (WCDL)	Long Term	4.56	ACUITE BBB- Stable (Assigned)
	Working Capital Demand Loan (WCDL)	Long Term	15.00	ACUITE BBB- Stable (Assigned)
	Proposed Long Term Bank Facility	Long Term	35.00	ACUITE BBB- Stable (Assigned)

Annexure - Details of instruments rated

Lender's Name	ISIN	Facilities	Date Of Issuance	Coupon Rate	Maturity Date	Quantum (Rs. Cr.)	Complexity Level	Rating
Aditya Birla Finance Limited	Not avl. / Not appl.	Bills Discounting	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	0.45	Simple	ACUITE A4 Downgraded (from ACUITE A4+)
SMC Moneywise Financial Services Pvt Ltd.	Not avl. / Not appl.	Bills Discounting	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	2.24	Simple	ACUITE A4 Downgraded (from ACUITE A4+)
Credable Equentia Financial Services Pvt Ltd	Not avl. / Not appl.	Bills Discounting	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	9.85	Simple	ACUITE A4 Downgraded (from ACUITE A4+)
Jiraaf: Alternative Fixed Income Investments	Not avl. / Not appl.	Bills Discounting	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	80.39	Simple	ACUITE A4 Downgraded (from ACUITE A4+)
MAS Financial Service Ltd.	Not avl. / Not appl.	Bills Discounting	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	3.22	Simple	ACUITE A4 Downgraded (from ACUITE A4+)
CSB Bank Limited	Not avl. / Not appl.	Bills Discounting	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	0.53	Simple	ACUITE A4 Downgraded (from ACUITE A4+)
Axis Bank	Not avl. / Not appl.	Cash Credit	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	0.52	Simple	ACUITE BB- Stable Downgraded (from ACUITE BB+)
Not Applicable	Not avl. / Not appl.	Proposed Long Term Bank Facility	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	2.86	Simple	Not Applicable Withdrawn
Jiraaf: Alternative Fixed Income Investments	Not avl. / Not appl.	Term Loan	Not avl. / Not appl.	Not avl. / Not appl.	30 Apr 2027	20.00	Simple	ACUITE BB- Stable Downgraded (from ACUITE BB+)
Vivrit Capital Private Ltd.	Not avl. / Not appl.	Working Capital Demand Loan (WCDL)	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	5.00	Simple	Not Applicable Withdrawn
Northern Arc Capital (formerly IFMR Capital)	Not avl. / Not appl.	Working Capital Demand Loan (WCDL)	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	15.00	Simple	Not Applicable Withdrawn

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

Sr.No.	Company Name
1	Power2SME Private Limited
2	Auriolus Finvest Private Limited

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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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