

**Press Release**  
**POWER2SME PRIVATE LIMITED**  
**December 09, 2025**  
**Rating Upgraded, Reaffirmed & Withdrawn**



Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	20.52	ACUITE BB-   Upgraded & Withdrawn	-
Bank Loan Ratings	90.69	-	ACUITE A4   Reaffirmed & Withdrawn
Bank Loan Ratings	5.99	-	Not Applicable   Withdrawn
Total Outstanding Quantum (Rs. Cr)	0.00	-	-
Total Withdrawn Quantum (Rs. Cr)	117.20	-	-

**Rating Rationale**

Acuite has upgraded and withdrawn the long term rating to '**ACUITE BB-**' (read as **ACUITE double B Minus**) from '**ACUITE B+**' (read as **ACUITE B Plus**) on Rs. 20.52 crore bank facility of Power2SME Private Limited. The rating is being withdrawn on account of request received from the company, and NOC (No Objection Certificate) received from the banker.

Also, Acuite has reaffirmed and withdrawn the short term rating of '**ACUITE A4**' (read as **ACUITE A four**) on the Rs. 90.69 crore short-term bank facilities of Power2SME Private Limited. The rating is being withdrawn on account of request received from the company, and NOC (No Objection Certificate) received from the banker.

Acuite has withdrawn its rating on the short-term facilities of Rs.5.99 crore of Power2SME Private Limited. without assigning any rating as it is fully repaid. The rating is being withdrawn on account of request received from the company, and NDC (No Dues Certificate) received from the banker.

The withdrawal is in accordance with Acuite's policy on withdrawal of ratings as applicable to the respective facility / instrument.

**Rationale for Upgrade**

The rating is driven by the group's established operating track record, improvement in scale of operations during FY2025, and the presence of experienced promoters supported by institutional investors. The consolidated operating income increased from Rs. 672.14 Crore in FY2024 to Rs. 1011.36 crore in FY2025, reflecting a partial recovery in business volumes. The rating also factors in capital infusion of Rs. 41 crores in FY2025, which supported net-worth position, and group's ability to service reputed corporate clients across diversified sectors. However, the rating remains constrained by weak profit after tax (PAT) of Rs. 15.78 crore as of March 31, 2025, elevated working capital intensity and leveraged capital structure with gearing of 3.67 times as on March 31, 2025, compared to 1.61 times as on March 31, 2024. Going forward the group's ability to improve profitability, strengthen working capital and reduce leverage will remain key monitorable.

**About the Company**

Power2SME Private Limited (P2S) 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. Power2SME Private Limited (P2S) 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

#### **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**

##### **Strength**

###### **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. Mr. Saurav Ghosh and Mr. Vineet Agrawal 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.

##### **Weakness**

**Weak financial risk profile**

P2S commenced its operations in 2012. The group reported loss of Rs. 15.78 Cr. for FY2025 over an operating income of Rs. 1011.36 Cr. as compared to a loss of Rs. 34.87 Cr. over an operating income of Rs. 672.14 Cr. during FY2024. The group's net worth stood at Rs. 49.99 Cr. as on Mar-25 with a gearing of 3.67 times as compared to Rs. 31.70 Cr. as on Mar-24 with a gearing of 1.61 times this is primarily because of equity infusion of Rs. 41.00 Cr. and increase in short term borrowings. 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. As the NBFC arm grows, the company will require 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 Sensitivity**

- 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****Stretched**

The Group's liquidity is stretched marked by negative operating cash flows and modest cash and bank balance of Rs. 16.87 crore as on March 31, 2025. Despite of equity infusion in FY2025 of Rs. 41 Cr, internal cash accrual is negative and working capital cycle is elongated due to higher receivables. Company is highly dependent on short term borrowings to fund working capital requirement. 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.

As per ALM statement as on March 31, 2025, for Auriolus Finvest Private limited has no negative cumulative mismatches in any buckets up to 1 years. Auriolus Finvest Private limited is able to maintain its monthly collection efficiency at the range of ~85 percent.

**Outlook**

Not applicable

**Other Factors affecting Rating**

None

**Key Financials - Standalone / Originator**

Particulars	Unit	FY25 (Actual)	FY24 (Actual)
Operating Income	Rs. Cr.	824.47	632.51
PAT	Rs. Cr.	-14.77	-32.6
PAT Margin	(%)	-1.79	-5.15
Total Debt/Tangible Worth	Times	2.08	1.13
PBDIT/Interest	Times	0.12	-1.49

**Key Financials (Consolidated)**

Particulars	Unit	FY 25 (Actual)	FY 24 (Actual)
Operating Income	Rs. Cr.	1011.36	672.14
PAT	Rs. Cr.	-15.78	-34.86
PAT Margin	(%)	-1.56	-5.19
Total Debt/Tangible Net Worth	Times	3.67	1.61
PBDIT/Interest	Times	0.22	-1.16

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

Not Applicable

**Any Other Information**

None

**Applicable Criteria**

- Trading Entities: <https://www.acuite.in/view-rating-criteria-61.htm>
- Non-Banking Financing Entities: <https://www.acuite.in/view-rating-criteria-44.htm>
- Default Recognition: <https://www.acuite.in/view-rating-criteria-52.htm>
- 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>

**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
07 Jul 2025	Bills Discounting	Short Term	0.53	ACUITE A4 (Reaffirmed & Issuer not co-operating*)
	Bills Discounting	Short Term	0.45	ACUITE A4 (Reaffirmed & Issuer not co-operating*)
	Bills Discounting	Short Term	3.22	ACUITE A4 (Reaffirmed & Issuer not co-operating*)
	Bills Discounting	Short Term	2.24	ACUITE A4 (Reaffirmed & Issuer not co-operating*)
	Bills Discounting	Short Term	9.85	ACUITE A4 (Reaffirmed & Issuer not co-operating*)
	Bills Discounting	Short Term	80.39	ACUITE A4 (Reaffirmed & Issuer not co-operating*)
	Cash Credit	Long Term	0.52	ACUITE B+ (Downgraded & Issuer not co-operating* from ACUITE BB-   Stable)
	Term Loan	Long Term	20.00	ACUITE B+ (Downgraded & Issuer not co-operating* from ACUITE BB-   Stable)
31 Oct 2024	Bills Discounting	Short Term	9.85	ACUITE A4 (Downgraded from ACUITE A4+)
	Bills Discounting	Short Term	80.39	ACUITE A4 (Downgraded from ACUITE A4+)
	Bills Discounting	Short Term	0.53	ACUITE A4 (Downgraded from ACUITE A4+)
	Bills Discounting	Short Term	0.45	ACUITE A4 (Downgraded from ACUITE A4+)
	Bills Discounting	Short Term	2.24	ACUITE A4 (Downgraded from ACUITE A4+)
	Bills Discounting	Short Term	3.22	ACUITE A4 (Downgraded from ACUITE A4+)
	Cash Credit	Long Term	0.52	ACUITE BB-   Stable (Downgraded from ACUITE BB+   Stable)
	Term Loan	Long Term	20.00	ACUITE BB-   Stable (Downgraded from ACUITE BB+   Stable)
	Working Capital Demand Loan (WCDL)	Long Term	15.00	ACUITE Not Applicable (Withdrawn)
	Proposed Long Term Bank Facility	Long Term	2.86	ACUITE Not Applicable (Withdrawn)
	Working Capital Demand Loan (WCDL)	Long Term	5.00	ACUITE Not Applicable (Withdrawn)
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	Long		ACUITE BB+   Stable (Downgraded from

	Demand Loan (WCDL)	Term	5.00	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   Reaffirmed & Withdrawn
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	Not Applicable   Withdrawn
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   Reaffirmed & Withdrawn
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   Reaffirmed & Withdrawn
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	Not Applicable   Withdrawn
CSB Bank Limited	Not avl. / Not appl.	Bills Discounting	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	0.53	Simple	Not Applicable   Withdrawn
AXIS BANK LIMITED	Not avl. / Not appl.	Cash Credit	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	0.52	Simple	ACUITE BB-   Upgraded & Withdrawn ( from ACUITE B+ )
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-   Upgraded & Withdrawn ( from ACUITE B+ )

## \*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



## 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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