



Press Release
MAG FINSERV COMPANY LIMITED
December 24, 2025
Rating Reaffirmed

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	125.00	ACUITE BBB Stable Reaffirmed	-
Total Outstanding Quantum (Rs. Cr)	125.00	-	-
Total Withdrawn Quantum (Rs. Cr)	0.00	-	-

Rating Rationale

Acuite has reaffirmed the long-term rating of **'ACUITE BBB' (read as ACUITE triple B)** on the Rs. 125.00 crore bank facilities of MAG Finserv Company Limited (MFCL). The outlook is **'Stable'**.

Rationale for rating

The rating factors in MFCL's adequate capitalization levels, increased scale of operations as well as healthy asset quality marked by on time portfolio at 98.82 percent and GNPA (180+dpd) at 0.70 percent as on March 31, 2025. MFCL's AUM stood at Rs. 331.57 Cr. as on March 31, 2025 as compared to Rs. 275.24 Cr. as on March 31, 2024. The total disbursements for FY2025 stood at Rs. 539.76 Cr. The company's CAR stood at 22.62 percent as on March 31, 2025. The rating further takes into consideration gradual shift in the company's lending profile towards secured and liquid gold loans & improving profitability metrics supported by higher gold loan disbursements. During H1FY2026, gold loans comprised 98.62 percent of total disbursements vis a vis 95.32 percent during FY25. The rating is however, constrained by geographical concentration, limited financial flexibility and highly competitive business of lending against gold. Going forward, the company's ability to raise capital, profitably scale-up its loan portfolio while maintaining the asset quality will be a key monitorable.

About the company

Maharashtra based MAG Finserv Company Limited commenced its operations as a NBFC from 2005. The Company was started by acquiring a NBFC registered with RBI that belonged to Bhosale Group. The Company offers asset backed financing (over 90% of AUM) in terms of gold loans, two wheeler loans and secured loans (LAP or equipment financing) and unsecured loans that comprise of Microfinance (less than 10% of AUM). The AUM stood at Rs. 331.57 Cr. as on March 31, 2025.

Analytical Approach

Acuite has considered the standalone financial and business risk profile of MFCL to arrive at the rating.

Key Rating Drivers

Strength

Experienced Management

MFCL, a Maharashtra based NBFC is promoted by Mr. Ananta G. Mohotkar (Chairman). He has more than three decades of experience in the NBFC. He looks after the strategic

planning and operations of the company. The Mohotkar Family held around 46.84 percent stake in the company as on March 31, 2025. Mr. Ananta G. Mohotkar is supported at board

level by Mrs. Sunita A Mohotkar (Director) is engaged in women empower activities from over two decades, she looks after the operations of SHG segment in MFCL. Mr. Ravindra D. Velankar (Independent Director) is a ex-banker having experience of over four decades and is the chairperson of the audit committee. Mr. Ameya Tambekar (Director) is a chartered account by qualification, he has more than 13 years of experience in BFSI sector, in MFCL he heads the compliance and finance department. Acuité believes that MFCL will continue to benefit from its established presence and experience of the promoters in the gold loan segment.

Healthy Asset Quality

MFCL's AUM stood at Rs. 331.57 Cr. as on March 31, 2025 as compared to Rs. 275.24 Cr. as on March 31, 2024. Asset quality has remained healthy marked by on time portfolio at 98.75 percent as on September 30, 2025. On time dpd profile has remained in the range of 89 – 98 percent since FY2020 till YTD. Gross NPA stood at 0.70 percent with NNPA of 0.06 percent as on March 31, 2025 as against GNPA of 0.75 percent with NNPA of 0.08 percent as on March 31, 2024 Further, GNPA stood at 0.65 percent with NNPA at 0.03 percent as on September 30, 2025.

Going forward, as company scales up its business operations in existing and newer geographies, asset quality is a key monitorable.

Shift in lending profile

MFCL commenced its lending operations in 2005. The NBFC is engaged in providing Gold Loan, Two-wheeler loans, LAP and Small Business Loans. As on March 31, 2025 Gold loan is a major part of the AUM. Gold loan comprised ~90 percent of the outstanding portfolio increasing from 43 % in FY 2019. Going forward the company plans to focus on gold loan portfolio which is more secured class of assets in its current offering and plans to grow the gold loan portfolio to 90-95 percent of the total AUM. Increase in outstanding gold loan portfolio would make the portfolio more secure and would reduce the risk of losses. In order to enable speedier expansion, the company has implemented an asset-light franchise model from 2023 for its gold loan portfolio. In this model, the Company will grant franchise of MAG Finserv to qualified partners, preferably to those who have expertise as branch managers, rather than opening own branches and investing in fixed assets and opex for the same. Additionally, MFCL and the Central Bank of India have engaged into a co-lending agreement in 2023, and MAG and CBoI will lend jointly. This arrangement is crucial as it gives MCFL ample funding without leveraging the balance sheet.

Weakness

High geographical concentration

MFCL has its presence in only 2 states Maharashtra and Karnataka with branch base of 68 as on September 30, 2025. The loan book is concentrated in Maharashtra, with ~85 percent of the loan book concentrated in the state as on September 30, 2025. The company's operations are expected to remain confined to the states of Maharashtra and Karnataka over the medium term.

Acuité believes that geographical concentration will continue to weigh on the company's credit profile.

Limited financial flexibility

The capital structure of MFCL is supported by Networth of Rs. 63.49 Cr. and a total Debt of Rs. 301.95 Cr. resulting into a gearing of 4.76 times as on March 31, 2025, however there was infusion of Rs. 8.91 Cr. during FY25 in the form of Compulsory Convertible Debentures (CCD). The gearing levels have continued to remain over 4 times for the company since 2021. MFCL has borrowing profile consist of a mix of NBFC/FI and banks. The company has raised these loans at interest rates in the range of 10-12 percent. Acuite believes that the ability of the company to mobilize additional funding through debt/equity will be critical.

Rating Sensitivity

- Ability to raise capital
- Profitable scale up in operations
- Movement in liquidity buffers

- Movement in profitability metric
- Changes in the regulatory environment

Liquidity Position

Adequate

MFCL 's overall liquidity profile remains adequate with no negative cumulative mis-matches in near to medium term as per ALM dated September 30, 2025 . The company had cash and cash equivalent of Rs. 10.85 Cr. as on March 31, 2025.

Outlook:

Stable

Other Factors affecting Rating

None

Key Financials - Standalone / Originator

Particulars	Unit	FY25 (Actual)	FY24 (Actual)
Total Assets**	Rs. Cr.	378.81	314.84
Total Income*	Rs. Cr.	33.87	26.96
PAT	Rs. Cr.	10.84	7.63
Net Worth	Rs. Cr.	63.49	53.81
Return on Average Assets (RoAA)	(%)	3.13	2.76
Return on Average Net Worth (RoNW)	(%)	18.48	15.95
Debt/Equity***	Times	4.76	4.67
Gross NPA	(%)	0.70	0.75
Net NPA	(%)	0.06	0.08

*Total income equals to Net Interest Income plus other income

**Total assets adjusted to Deferred Tax liability

***Debt includes Compulsory Convertible Debentures.

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>
- Default Recognition: <https://www.acuite.in/view-rating-criteria-52.htm>
- Non-Banking Financing Entities: <https://www.acuite.in/view-rating-criteria-44.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
25 Sep 2024	Term Loan	Long Term	6.51	ACUITE BBB Stable (Reaffirmed)
	Cash Credit	Long Term	5.72	ACUITE BBB Stable (Reaffirmed)
	Proposed Long Term Bank Facility	Long Term	101.68	ACUITE BBB Stable (Reaffirmed)
	Proposed Long Term Bank Facility	Long Term	11.09	ACUITE BBB Stable (Reaffirmed)
29 Jun 2023	Proposed Long Term Bank Facility	Long Term	86.60	ACUITE BBB Stable (Reaffirmed)
	Proposed Long Term Bank Facility	Long Term	11.09	ACUITE BBB Stable (Reaffirmed)
	Term Loan	Long Term	15.52	ACUITE BBB Stable (Reaffirmed)
	Term Loan	Long Term	0.47	ACUITE BBB Stable (Reaffirmed)
	Cash Credit	Long Term	8.32	ACUITE BBB Stable (Reaffirmed)
	Secured Overdraft	Long Term	3.00	ACUITE BBB Stable (Reaffirmed)
01 Apr 2022	Proposed Long Term Bank Facility	Long Term	25.00	ACUITE BBB Stable (Assigned)
	Proposed Long Term Bank Facility	Long Term	86.60	ACUITE BBB Stable (Assigned)
	Cash Credit	Long Term	10.40	ACUITE BBB Stable (Assigned)
	Secured Overdraft	Long Term	3.00	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
BANK OF MAHARASHTRA	Not avl. / Not appl.	Cash Credit	30 Apr 2022	Not avl. / Not appl.	Not avl. / Not appl.	5.72	Simple	ACUITE BBB Stable Reaffirmed
Not Applicable	Not avl. / Not appl.	Proposed Long Term Bank Facility	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	101.68	Simple	ACUITE BBB Stable Reaffirmed
Not Applicable	Not avl. / Not appl.	Proposed Long Term Bank Facility	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	17.60	Simple	ACUITE BBB Stable Reaffirmed

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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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