

**Press Release**  
**RICHLINE FINANCE LIMITED**  
**January 20, 2025**  
**Rating Downgraded**



Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	7.49	ACUITE C   Downgraded	-
Bank Loan Ratings	7.51	ACUITE D   Downgraded	-
Total Outstanding Quantum (Rs. Cr)	15.00	-	-
Total Withdrawn Quantum (Rs. Cr)	0.00	-	-

**Rating Rationale**

Acuite has downgraded the long-term rating from **'ACUITE B+' (read as ACUITE B plus)** to **'ACUITE D' (read as ACUITE D)** on the Rs.7.51 Cr. bank facilities of Richline Finance Limited (RFL).

Acuite has downgraded the long-term rating from **'ACUITE B+' (read as ACUITE B plus)** to **'ACUITE C' (read as ACUITE C)** on the Rs.7.49 Cr. proposed bank facilities of Richline Finance Limited (RFL).

**Rationale for the rating**

The downgrade is based on written feedback received from the lender and confirmation of delay in debt-servicing by the company.

**About the company**

Richline finance Limited (RFL) was incorporated in 1991 under Indian Companies Act 1956 and registered with RBI as an NBFC. The company is promoted by Mr. Srinivasan (Managing Director), Mr. Pon Bhuvaneshwari (Promoter-Director) and Mr. Murugesh M (Promoter-Director). The present directors took over the company in 2014. Mr. Srinivasan (MD) has over two decades experience in the Exports of Garments and Textile. Mr. Srinivasan (MD) is supported by Mrs Pon Bhuvaneshwari who actively manages the day to day operations of the company and branch. Mr. Murugesh M is responsible for HR and Compliances. The Company is engaged in lending MSME loans in the range of Rs 50,000 to Rs. 1,00,000. The Company operates in Tamil Nadu with a network of 9 Branches as on December 31, 2023.

**Unsupported Rating**

Not applicable

**Analytical Approach**

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

**Key Rating Drivers**

**Strength**

**Established Management:**

RFL is engaged in extending loans to small business owners for income generation purpose in rural areas since 2014. The Company mainly operates in Tamil Nadu with a network of 9 branches as on December 31, 2023. The company is promoted by Mr. Srinivasan (Managing Director), Mr. Pon Bhuvaneshwari (Promoter-Director) and Mr. Murugesh M (Promoter-Director). Mr. Srinivasan (MD) who has over two decades experience in the Exports of Garments and Textile. Mrs. Pon Bhuvaneshwari actively manages the day to day operations of the company and branch. Mr Murugesh M is responsible for HR and Compliances. RFL has comfortable capitalization levels to support the future growth prospects. The company's CAR stood at 31.13 percent as on December 31, 2023 (39.70 percent as on March 31,2023 and 85.71 percent as on March 31,2022). The company's CAR reduced due increase in risk weighted assets. The promoters have collectively infused around Rs. 1.25 Cr. during FY2024.

The company reported an AUM of Rs 17.20 Cr. as on December 31, 2023 (Rs 12.05 Cr. as on March 31,2023 and Rs 5.59 Cr. as on March 31,2022). The company takes off-book exposure through Business Correspondence. It is

a business correspondence partner for Usha Financial Services limited. The company reported an off book portfolio of Rs 4.64 Cr. as on December 31, 2023 (Rs. 2.2 Cr. as on March 31, 2023 from Rs. 1.38 Cr. as on March 31, 2022). The company's asset quality was marked by on time portfolio of 96.28 percent with GNPA's of 0.81 percent as on December 31, 2023, supported by average overall collection efficiency of 90.82 percent for six months ended February 2024. The company reported GNPA of 0.81 percent as on December 31, 2023 and 0.83 percent as on March 31, 2023. The prudent underwriting policies adopted by the management has enabled the company to improve its asset quality.

Acuité believes that established presence of the promoters in the microfinance segment will be central to support the business risk profile of the company in the near to medium term.

#### **Improvement in financial performance:**

The company reported an AUM of Rs 17.20 Cr. as on December 31, 2023 (Rs 12.05 Cr. as on March 31, 2023 and Rs 5.59 Cr. as on March 31, 2022). Improvement in earnings profile is due to increase in AUM. The company reported a PAT of Rs 0.36 Cr. during December 31, 2023 (Provisional) (Rs 0.20 Cr. during FY2023 and Rs 0.19 Cr. during FY 2022). The company reported a NIM of 11.41 percent as on March 31, 2023 (13.60 percent as on March 31, 2022). RoAA of the company stood at 2.41 percent as on March 31, 2023 (4.17 percent as on March 31, 2022 and 4.00 percent as on March 31, 2021).

Acuité believes that RFL will be able to sustain its financial performance and any impact on profitability metrics due to higher provisioning requirements would remain key monitorable.

#### **Weakness**

##### **Modest Scale of operations; Geographical concentration risk:**

RFL commenced its operations in 2014 and currently operates through a network of 9 branches located in 4 districts across one state namely, Tamil Nadu. Its Assets Under Management (AUM) stood at Rs. 17.20 Cr. as on December 31, 2023 as against Rs. 12.05 Cr. as on March 31, 2023. Of the total AUM of Rs. 17.20 Cr., on book portfolio comprised Rs. 12.56 Cr. (~73 percent) with the balance Rs. 4.64 Cr. (~27 percent) being off book portfolio. This growth in AUM in recent period is driven by management's decision to increase its scale of operations. Against this backdrop, the company highly concentrated with Tamil Nadu alone contributing 100 percent of the overall AUM as on December 31, 2023. Resultantly, the company's performance is expected to remain exposed to competitive landscape in these areas and occurrence of events such as natural calamities may adversely impact the credit profile of the borrowers.

Acuité believes that the company's modest scale of operations coupled with geographic concentration in the will continue to weigh on the company's credit profile over the near to medium term.

##### **Susceptibility to risks inherent to microfinance segment:**

RFL primarily extends unsecured loans to economically challenged borrowers who have limited ability to absorb income shocks. Since financial assistance to economic challenged borrowers is a sensitive issue, from government stand point the regulatory dispensation in respect of the policies becomes relevant. Any changes in the regulatory environment impeding the ability of entities like RFL to enforce collections, etc will have an impact on its operational performance. Besides the regulatory risks, the inherent nature of the business renders the portfolios vulnerable to event risks such as natural calamities in the area of operations. Acuité believes that containing slippages while maintaining the growth in the loan portfolio will be crucial.

#### **Rating Sensitivity**

- Movement in collection efficiency and asset quality
- Movement in liquidity buffers
- Movement in profitability and
- Movement in capitalisation levels
- Changes in regulatory environment.

#### **Liquidity Position**

##### **Adequate**

RFL has well matched liquidity profile as on March 31, 2022, with no negative cumulative mismatches in any of the buckets. The company has a loan book having an average tenure of 7 to 12 Months. The company has repayment obligations of Rs 0.71 Cr. upto 1 year. RFL reported cash and cash equivalents of Rs. 0.37 Cr. as on March 31, 2022. Further, its collection efficiency (scheduled collections vs. scheduled demand) stood at an average of 90.82 percent for 6 months ended December 31, 2023.

#### **Outlook: Not Applicable**

#### **Other Factors affecting Rating**

None

**Key Financials - Standalone / Originator**

Particulars	Unit	FY23 (Actual)	FY22 (Actual)
Total Assets	Rs. Cr.	10.82	5.07
Total Income*	Rs. Cr.	1.29	0.79
PAT	Rs. Cr.	0.19	0.20
Networth	Rs. Cr.	3.88	3.69
Return on Average Assets (RoAA)	(%)	2.41	4.17
Return on Average Net Worth (RoNW)	(%)	5.06	5.45
Debt/Equity	Times	1.66	0.32
Gross NPA's	(%)	0.83	0.00
Net NPA's	(%)	0.83	0.00

\* Total income equals to Net interest income plus other income

**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, Acuité has categorized such instruments in three levels: Simple, Complex and Highly Complex. Acuité'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
11 Apr 2024	Working Capital Demand Loan (WCDL)	Long Term	5.50	ACUITE B+   Stable (Reaffirmed)
	Term Loan	Long Term	0.05	ACUITE B+   Stable (Reaffirmed)
	Term Loan	Long Term	0.10	ACUITE B+   Stable (Reaffirmed)
	Term Loan	Long Term	0.23	ACUITE B+   Stable (Reaffirmed)
	Term Loan	Long Term	0.31	ACUITE B+   Stable (Reaffirmed)
	Term Loan	Long Term	0.50	ACUITE B+   Stable (Reaffirmed)
	Proposed Long Term Bank Facility	Long Term	7.49	ACUITE B+   Stable (Reaffirmed)
	Term Loan	Long Term	0.45	ACUITE B+   Stable (Reaffirmed)
	Term Loan	Long Term	0.37	ACUITE B+   Stable (Reaffirmed)
13 Jan 2023	Working Capital Demand Loan (WCDL)	Long Term	5.50	ACUITE B+   Stable (Assigned)
	Term Loan	Long Term	0.23	ACUITE B+   Stable (Assigned)
	Proposed Long Term Bank Facility	Long Term	9.27	ACUITE B+   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
Not Applicable	Not avl. / Not appl.	Proposed Long Term Bank Facility	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	7.49	Simple	ACUITE C   Downgraded ( from ACUITE B+ )
Rar Fincare Limited	Not avl. / Not appl.	Term Loan	07 Nov 2022	Not avl. / Not appl.	19 Nov 2024	0.10	Simple	ACUITE D   Downgraded ( from ACUITE B+ )
Rar Fincare Limited	Not avl. / Not appl.	Term Loan	23 Aug 2023	Not avl. / Not appl.	28 Aug 2025	0.23	Simple	ACUITE D   Downgraded ( from ACUITE B+ )
FINSTARS CAPITAL LIMITED	Not avl. / Not appl.	Term Loan	30 Jun 2023	Not avl. / Not appl.	05 Feb 2025	0.31	Simple	ACUITE D   Downgraded ( from ACUITE B+ )
FINSTARS CAPITAL LIMITED	Not avl. / Not appl.	Term Loan	08 Feb 2024	Not avl. / Not appl.	24 Nov 2025	0.50	Simple	ACUITE D   Downgraded ( from ACUITE B+ )
Shriram Transport Finance Company Ltd.	Not avl. / Not appl.	Term Loan	07 Jul 2023	Not avl. / Not appl.	20 Jul 2025	0.37	Simple	ACUITE D   Downgraded ( from ACUITE B+ )
Shriram Transport Finance Company Ltd.	Not avl. / Not appl.	Term Loan	04 Nov 2023	Not avl. / Not appl.	10 Nov 2025	0.45	Simple	ACUITE D   Downgraded ( from ACUITE B+ )
Rar Fincare Limited	Not avl. / Not appl.	Term Loan	08 Jun 2022	Not avl. / Not appl.	17 Jun 2024	0.05	Simple	ACUITE D   Downgraded ( from ACUITE B+ )
State Bank of India	Not avl. / Not appl.	Working Capital Demand Loan (WCDL)	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	5.50	Simple	ACUITE D   Downgraded ( from ACUITE B+ )

## Contacts

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### About Acuité Ratings & Research

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