



Press Release
OM SHRI SHUBH LABH AGRIFRESH PRIVATE LIMITED
October 01, 2025
Rating Downgraded and Reaffirmed

Product	Quantum (Rs. Cr)	Long Term Rating	Short Term Rating
Bank Loan Ratings	9.00	ACUITE C Reaffirmed	-
Bank Loan Ratings	6.00	ACUITE D Downgraded	-
Total Outstanding Quantum (Rs. Cr)	15.00	-	-
Total Withdrawn Quantum (Rs. Cr)	0.00	-	-

Rating Rationale

Acuite has downgraded its long term rating to '**ACUITE D**' (read as **ACUITE D**) from '**ACUITE C**' (read as **ACUITE C**) on the Rs.6.00 crore bank facilities of Om Shri Shubh Labh Agrifresh Private Limited. Further, Acuite has reaffirmed its long term rating of '**ACUITE C**' (read as **ACUITE C**) on the Rs.9.00 crore bank facilities of Om Shri Shubh Labh Agrifresh Private Limited.

Rationale for downgrade

The rating action takes into cognizance the reporting in the Credit Bureau Information Report wherein the account has been found delinquent and is categorized as Sub-Standard for the month of August and September, 2025. Additionally, the rating also takes into account the confirmation received from the issuer while submitting No Default Statement (NDS) for the month of August, 2025 stating delays in servicing of debt obligations for all the bank loan facilities of the group, subsequent to NCLT Order dated 5th May, 2025 for Corporate Insolvency Resolution Process (CIRP) and appointment of Interim Resolution Professional (IRP) concerning its group entity, Om Shri Shubh Labh Agritech Private Limited.

About the Company

Om Shri Shubh Labh Agrifresh Private Limited was incorporated in 2019. The company is engaged in trading of cereals, agriculture produce, fruits, vegetables etc. It is currently managed and directed by Mr. Ketan Bansal and Mr. Girraj Bansal. The company is based in Gwalior (M.P.).

About the Group

Om Shri Shubh labh group is based out of Gwalior (M.P.) is engaged in trading, repackaging of various FMCG products, processing of wheat flour and extraction of edible oil. It has four group companies- Om Shri Shubh labh Agrifresh Private Limited (OSSAF), Shri Paramsukh Edible Foods Private Limited (SPEF), B P Food Products Private Limited (BPF) and Om Shri Shubh labh Agritech Private Limited (OSSATL). SPEF is engaged in extraction of oil from mustard seeds and sells edible oil under the brand name 'Smart Wife'. BPF is engaged in processing of various wheat flour and sells the flour under its brand 'Double Trishul'. OSSATL is engaged in trading of agricultural produce, dry fruits, wheat, pulses, spices etc. under the brand name 'Smart Wife' and OSSAF is engaged in trading of agricultural produce, fruits and vegetables.

Unsupported Rating

Not Applicable

Analytical Approach

Extent of Consolidation

• Full Consolidation

Acuité has considered the consolidated business and financial risk profiles of Om Shri Shubh Labh Agritech Private Limited (OSSATL), Om Shri Shubh labh Agrifresh Private Limited (OSSAF), Shri Paramsukh Edible Foods Private Limited (SPEF) and B P Food Products Private Limited (BPF) to arrive at this rating. The consolidation is in view of the common management, strong operational linkages among the entities and the group is herein referred to as Om Shri Shubh Labh Group (OSSLG).

Key Rating Drivers

Strengths

Long track record of operations with experienced management

OSSLG is based out of Madhya Pradesh and the group is promoted by Mr. Girraj Bansal who has been engaged in the FMCG industry for more than a decade. The extensive experience of the promoters has helped the group to establish long and healthy relationships with reputed customers and suppliers over the years. Acuité believes that the promoter's experience is expected to support the business risk profile of the group over the medium term.

Weaknesses

Delays in debt obligation servicing

As per the reporting in Credit Bureau Information Report, the account is found delinquent and is categorized as Sub-Standard for the month of August and September, 2025. Further, subsequent to NCLT Order dated 5th May, 2025 for Corporate Insolvency Resolution Process and appointment of Interim Resolution Professional concerning its group entity, Om Shri Shubh Labh Agritech Private Limited, there have been delays in servicing of debt obligations for all the bank loan facilities of the group, as confirmed over mail by the issuer.

Rating Sensitivities

Timely servicing of debt obligations.

Liquidity Position

Poor

The liquidity profile of the group is poor marked by the account being found delinquent, as per the reporting in Credit Bureau Information Report. In addition, there have been delays in servicing of debt obligations for all the bank loan facilities of the group as confirmed over mail by the issuer.

Outlook: Not Applicable

Other Factors affecting Rating

None

Key Financials

Particulars	Unit	FY 24 (Actual)	FY 23 (Actual)
Operating Income	Rs. Cr.	2214.54	1494.12
PAT	Rs. Cr.	9.79	6.64
PAT Margin	(%)	0.44	0.44
Total Debt/Tangible Net Worth	Times	0.87	0.44
PBDIT/Interest	Times	2.20	4.31

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>
- Consolidation Of Companies: <https://www.acuite.in/view-rating-criteria-60.htm>
- Default Recognition: <https://www.acuite.in/view-rating-criteria-52.htm>
- Manufacturing Entities: <https://www.acuite.in/view-rating-criteria-59.htm>
- Trading Entities: <https://www.acuite.in/view-rating-criteria-61.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.

Rating History

Date	Name of Instruments/Facilities	Term	Amount (Rs. Cr)	Rating/Outlook
21 May 2025	Cash Credit	Long Term	6.00	ACUITE C (Downgraded from ACUITE BBB- Stable)
	Proposed Long Term Bank Facility	Long Term	9.00	ACUITE C (Downgraded from ACUITE BBB- Stable)
03 Oct 2024	Cash Credit	Long Term	6.00	ACUITE BBB- Stable (Assigned)
	Proposed Long Term Bank Facility	Long Term	9.00	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	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	6.00	Simple	ACUITE D Downgraded (from ACUITE C)
Not Applicable	Not avl. / Not appl.	Proposed Long Term Bank Facility	Not avl. / Not appl.	Not avl. / Not appl.	Not avl. / Not appl.	9.00	Simple	ACUITE C Reaffirmed

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

Sr no.	Company Name
1	B P Food Products Private Limited
2	Om Shri Shubh Labh Agrifresh Private Limited
3	Shri Paramsukh Edible Foods Private Limited
4	Om Shri Shubh Labh Agritech Private Limited

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About Acuité Ratings & Research

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