

Press Release

Plaza Wires Private Limited

September 25, 2017



Rating Update

Total Bank Facilities Rated*	Rs. 26.50 Cr. #
Long Term Rating	SMERA BB+ Issuer not co-operating*

Refer Annexure for details

* The issuer did not co-operate; Based on best available information.

SMERA has reviewed long-term rating of '**SMERA BB+**' (read as **SMERA BB plus**) on the Rs. 26.50 crore bank facilities of Plaza Wires Private Limited. This rating is now an indicative rating and is based on best available information.

Non-cooperation by the issuer/borrower

SMERA has been requesting for data, information and undertakings from the rated entity for conducting surveillance & review of the rating. However, the issuer / borrower failed to submit such information before due date.

This rating is therefore being flagged as "Issuer not-cooperating", in line with prevailing SEBI regulations and SMERA's policies.

Applicable Criteria

- Default Recognition - <https://www.smera.in/criteria-default.htm>
- Manufacturing Entities - <https://www.smera.in/criteria-manufacturing.htm>

Limitation regarding information availability

The rating is based on information available from sources other than the issuer / borrower (in the absence of information provided by the issuer / borrower). SMERA endeavoured to gather information about the entity / industry from the public domain. Therefore, SMERA cautions lenders and investors regarding the use of such information, on which the indicative credit rating is based.

About the Rated Entity

The Delhi-based PWPL, incorporated in 2006, is part of the Plaza Cable Group of Companies, established in 1934 by Mr. Bhim Sain Gupta. PWPL, engaged in the cables and wires industry has a manufacturing unit in Baddi (Himachal Pradesh), with total installed capacity of 0.12 crore coils per annum. The overall operations are managed by Mr. Sanjay Gupta and Mrs. Sonia Gupta.

For FY2014-15, PWPL reported profit after tax (PAT) of Rs.1.25 crore on operating income of Rs.108.05 crore as compared to PAT of Rs. 0.99 crore on operating income of Rs.104.29 crore in FY2013-14. The net worth stood at Rs.20.49 crore as on March 31, 2015, as compared to Rs.19.18 crore a year earlier.

Rating History (Upto last three years)

Date	Name of Instrument / Facilities	Term	Amount (Rs. Cr.)	Ratings/Outlook
24-Jun-2016	Term Loan	Long Term	INR 1.5	SMERA BB+ / Stable

	Cash Credit	Long Term	INR 25	SMERA BB+ / Stable
31-Mar-2015	Proposed Cash Credit	Long Term	INR 3	SMERA BB+ / Stable
	Proposed Long Term Loan	Long Term	INR 1.5	SMERA BB+ / Stable
	Cash Credit	Long Term	INR 22	SMERA BB+ / Stable
15-Apr-2014	Cash Credit	Long Term	INR 22	SMERA BB / Stable

#Annexure – Details of instruments rated

Name of the Facilities	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. Cr.)	Ratings
Cash Credit	Not Applicable	Not Applicable	Not Applicable	25.00	SMERA BB+ Issuer not co-operating*
Term loans	Not Applicable	Not Applicable	Not Applicable	1.50	SMERA BB+ Issuer not co-operating*

*The issuer did not co-operate; Based on best available information.

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ABOUT SMERA

SMERA Ratings Limited is a joint initiative of SIDBI, D&B and leading public and private sector banks in India. SMERA is registered with SEBI, accredited by RBI as an External Credit Assessment Institution (ECAI), under BASEL-II norms for undertaking Bank Loan Ratings. SMERA Bond Ratings is a division of SMERA Ratings Limited responsible for ratings of bank facilities, and capital market/money market debt instruments such as Bonds, Debentures, Commercial Papers, Fixed Deposits, Certificate of Deposits etc.. For more details, please visit www.smera.in.

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