

SMERA Ratings is now Acuité Ratings & Research

- Proactively initiates process to segregate activities other than the rating of financial instruments and economic/ financial research to a separate legal entity, in line with SEBI's decision to amend Credit Rating Agencies' (CRA) Regulations
- Undergoes complete brand transformation with new logo, website (www.acuite.in), Android & iOS Apps (RATINGSBUZZ) and shifting the corporate office to a state of the art premises
- Acuité (pronounced as /a.kui.te/), a French derivation from the word 'acuity', implies sharpness of thoughts and vision

Press Release, Mumbai, May 30, 2018: SMERA Ratings has been renamed as Acuité Ratings & Research Limited. The new name better reflects the Company's commitment towards offering unbiased and independent opinion.

SEBI, at it's Board Meeting held on December 28, 2017, decided that rating agencies will have to segregate activities other than the rating of financial instruments and economic/ financial research to a separate legal entity. Meanwhile, the Company's Bond & Bank Loan Ratings business grew rapidly making it a significant player in the rating industry.

These developments prompted the Company to demonstrate the transformation in its business by reinventing its brand identity and positioning. Acuité Ratings & Research will focus on providing Bond & Bank Loan Ratings, Economic Analysis and Financial Research services.

Commenting on the development, Sankar Chakraborti, CEO said, *"Rebranding marks a significant step in the Company's evolution. In the years to come, technology and innovation will be our key differentiators as we plan to bring in industry firsts that will help investors, issuers and other stakeholders make knowledge backed decisions with confidence and ease. In the recent past, we have launched Android and iPhone Apps (RATINGSBUZZ) to disseminate rating and also introduced QR code-enabled, fraud-proof rating letters and rating rationales. These have been well received and appreciated by the investors and lenders."*

Over the last 13 years, Acuité (erstwhile SMERA) achieved many milestones. It received SEBI Registration in 2011, got RBI accreditation in 2012 for Bank Loan Ratings and has assigned 6,000+ credit ratings to date. Additionally, it has recently received approval from RBI to conduct independent credit assessments (ICE) of Resolution Plans (RP) for certain classes of stressed assets.

Acuité Ratings & Research Limited
(erstwhile SMERA Ratings Limited)

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About Acuité Ratings & Research:

Acuité Ratings & Research Limited (*Erstwhile SMERA Ratings Limited*) is a full-service Credit Rating Agency registered with the Securities and 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. Since then, it has assigned more than 6000 credit 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 Mumbai.

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