



Rating Rationale

Pelicans Automotive & Promotional Products Pvt Ltd

21st April 2017

Brickwork Ratings assigns ratings for the Bank Loan Facilities of Rs. 25.00 Crores (INR Twenty Five Crores Only) of Pelicans Automotive & Promotional Products Pvt Ltd.

Particulars

Facility	Limits (Rs. Crores)	Tenure	Rating
Fund Based:			
Cash Credit	1.00	Long Term	BWR BB+(Pronounced as BWR Double B Plus) Outlook : Stable
Non Fund Based:			
Forward Contract	24.00	Short Term	BWR A4 +(Pronounced BWR A Four plus)
Total	25.00	(Rupees Twenty Five Crore Only)	

* Please refer to BWR website www.brickworkratings.com/ for definition of the ratings

Rationale/Description of Key Rating Drivers/Rating sensitivities:

The ratings continue to factor with vast experience of management and substantial improvement of firm reflected in top line for FY16. The ratings, however is constrained by foreign exchange risk of the forward contract.

Rating Outlook: Stable

BWR believes the **Pelicans Automotive & Promotional Products Pvt Ltd.** business risk profile will be maintained over the medium term. The 'Stable' outlook indicates a low likelihood of rating change over the medium term. The rating outlook may be revised to 'Positive' in case the revenues and profit show sustained improvement. The rating outlook may be revised to 'Negative' if the revenues go down and profit margins show lower than expected figures.

About the Firm

“Pelicans Automotive & Promotional Products Pvt Ltd. ”(PAPPPL) was incorporated on 12th June 2006. The Company is headquartered at Nasik, Maharashtra. The Company has been accredited with ISO/TS 16949:2009 and ISO 9001:2008 certification. It has five manufacturing plant located in Nasik, India comprising of 100,000 Sq. Ft of manufacturing area. It is engaged in the manufacturing and export of customised PVC (polyvinyl chloride) and PU (polyurethane) fabricated products. The Company is a 100% Export Oriented Unit.

The Company majorly manufactures document pouches which contribute to about 95% of the revenue. The Company majorly caters to international market. This Company is a manufacturing arm for Pelicans Manufacturing Co. Limited hence about 98% of the sales are to Pelicans Manufacturing Co. Limited which is located in the United Kingdom. The clientele of Pelicans Manufacturing Co. Limited include companies associated with reputed brands such as Bayerische Motoren Werke AG

21st April 2017



(BMW), Mercedes-Benz (a division of Daimler AG), Bentley Motors Limited and Aston Martin Lagonda Limited. There are over 1200 skilled and dedicated full-time employees globally.

Company Financial Performance

Total operating income stood at Rs73.94Cr for FY16 compared to Rs49.01Cr in FY15. PAT stood at Rs3.49Cr in FY16 compared to Rs4.62Cr in FY15.

Rating History for the last three years: (including withdrawn/suspended ratings)

Sl. No.	Instrument/Facility	Current Rating (Year 2017)			Rating History		
		Type (Long Term/Shor Term)	Amount (Rs Crs)	Rating	Date in 2016	Date in 2015	Date in 2014
1	Fund Based: Cash Credit	Long Term	1.00	BB+	NA	NA	NA
2	Non Fund Based: Forward Contract	Short Term	24.00	A4+	NA	NA	NA

Hyperlink/Reference to Applicable Criteria

- [General Criteria](#)
- [Approach to Financial Ratios](#)
- [Manufacturing Companies](#)

For any other criteria obtain hyperlinks from website

Analytical Contacts	Media
Dinesh Mahabal GM Ratings	media@brickworkratings.com
analyst@brickworkratings.com	Relationship Contact
Phone: 1-860-425-2742	bd@brickworkratings.com

For print and digital media

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Note on complexity levels of the rated instrument:

BWR complexity levels are meant for educating investors. The BWR complexity levels are available at www.brickworkratings.com/download/ComplexityLevels.pdf Investors queries can be sent to info@brickworkratings.com.

About Brickwork Ratings

Brickwork Ratings (BWR), a SEBI registered Credit Rating Agency, has also been accredited by RBI and empaneled by NSIC, offers Bank Loan, NCD, Commercial Paper, MSME ratings and grading services. NABARD has empaneled Brickwork for MFI and NGO grading. BWR is accredited by IREDA & the Ministry of New and Renewable Energy (MNRE), Government of India. Brickwork Ratings has Canara Bank, a Nationalized Bank, as its promoter and strategic partner.

BWR has its corporate office in Bengaluru and a country-wide presence with its offices in Ahmedabad, Chandigarh, Chennai, Guwahati, Hyderabad, Kolkata, Mumbai and New Delhi along with representatives in 150+ locations. BWR has rated debt instruments/bonds/bank loans, securitized paper of over ₹ 9,30,000 Cr. In addition, BWR has rated about 5000 MSMEs. Also, Fixed Deposits and Commercial Papers etc. worth over ₹19,700 Cr have been rated. Brickwork has a major presence in rating of nearly 100 cities.

DISCLAIMER

Brickwork Ratings (BWR) has assigned the rating based on the information obtained from the issuer and other reliable sources, which are deemed to be accurate. BWR has taken considerable steps to avoid any data distortion; however, it does not examine the precision or completeness of the information obtained. And hence, the information in this report is presented “as is” without any express or implied warranty of any kind. BWR does not make any representation in respect to the truth or accuracy of any such information. The rating assigned by BWR should be treated as an opinion rather than a recommendation to buy, sell or hold the rated instrument and BWR shall not be liable for any losses incurred by users from any use of this report or its contents. BWR has the right to change, suspend or withdraw the ratings at any time for any reasons.