



Rating Rationale

ACCUFOX ENTERPRISES PRIVATE LIMITED

28 JUNE 2018

Brickwork Ratings assigns ratings for the bank loan facilities of Accufox Enterprises Private Limited.

Particulars

Facility Rated	Current Review Amount (Rs. Crs)	Tenure	Assigned rating
Fund Based e-DFS Term Loan	8.00 0.50	Long Term	BWR B+ (Pronounced as BWR Single B Plus) Outlook : Stable
Total	Rs 8.50 Crores (INR Eight Crores Fifty Lakhs Rupees Only)		

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

BWR has assigned Long Term Rating of BWR B+ for bank loan facilities of Accufox Enterprises Private Limited ('the Company')

Rationale/Description of Key Rating Drivers/Rating sensitivities:

While assigning the rating to Accufox Enterprises Private Limited (the Company'), BWR has factored in the promoters' experience in their line of business and franchise arrangements with a reputed brand name, P.C Jeweller Limited. The rating is, however, constrained as it is a new business venture, and FY19 will be the first full year of business operations for the company.

Credit Weakness:

- Green Field Business:** The Company was established in August 2017. As the Company commenced business operations during the current financial year, no past data on financial performance is available for analysis. However the Company expects to achieve a turnover of Rs 5 crores in FY19.
- First Year of Operations :** The operations of the company commenced in February 2018 and FY19 will be the first full year of commercial operations.

Credit Strengths:

- Experienced Directors :** Company directors have experience of 40 years in the same line of business.
- P.C Jewellers' Franchise:** The Company has entered into franchise arrangement with PC Jewellers Ltd. with a showroom at Rudrapur, Uttarakhand.

Rating Outlook: Stable

BWR believes the Accufox Enterprises Private Limited 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

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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.

Analytical Approach:

BWR has factored in the standalone business parameters and financial risk profile of the company to arrive at the rating. Reference may be made to the Rating Criteria hyperlinked below.

About the Company

Accufox Enterprises Private Limited incorporated on the 3rd Aug 2017 and its operations commenced in February 2018. The Company is managed both directors Mr Basant Ballabh Bhatt and Mr Rajeev Tiwari. The Company has franchise of PC Jewellers and is engaged in trading in all kind of jewellery and precious stones at Rudrapur (Uttarakhand).

Company's Financial Performance

Key Financial Ratios

	FY17	FY18 (Projected)
Net Sales/Revenues	NA	Rs 5.00 Cr
EBITDA	NA	Rs 0.37 Cr
PAT	NA	Rs 0.03 Cr
Tangible Net Worth	NA	Rs.2.43 Cr
TOL : TNW	NA	4.44 times
Current Ratio	NA	1.20 times

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

S.No.	Instrument/ Facility	Current Rating (2018)			Rating History		
		Type	Amount (Rs Crs)	Rating	2017	2016	2015
	Fund Based						
1	e-DFS	Long Term	8.00	BWR B+	NA	NA	NA
	Term Loan		0.50				
		Total	Rs 8.50Crores (INR Eight Crores Fifty Lakhs Rupees Only)				

* FY refers to the period from 1st April to 31st March each year

Status of non-cooperation with previous CRA (if applicable) – NA

Any other information – NIL

Hyperlink/Reference to applicable Criteria

[General Criteria](#)

[Approach to Financial Ratios](#)

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Services Sector

Analysts	Media
Ashwini Mital	media@brickworkratings.com
Senior General Manager.	Relationship Contact
analyst@brickworkratings.com	bd@brickworkratings.com
Phone: 1-860-425-2742	

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, 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 leading public sector 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, Hyderabad, Kolkata, Mumbai and New Delhi along with representatives in 150+ locations. BWR has rated debt instruments/bonds/bank loans, securitized paper of over ₹ 11,99,663 Cr. In addition, BWR has rated over 6819 MSMEs. Also, Fixed Deposits and Commercial Papers etc. worth over ₹48,803 Cr have been rated.

DISCLAIMER

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