

RATING RATIONALE

ADTEK PRINT & MEDIA PVT LTD

Brickwork Ratings downgrades the ratings for the Bank Loan Facilities of ₹6.00 crs of Adtek Print & Media Pvt Ltd based on best available information, as Issuer not cooperation.

Particulars

Facility	Amount (₹ Cr)		Tenure	Rating#	
	Previous	Present		Previous (Jan'20)	Present
Fund based	6.00	6.00	Long Term	BWR BB- Stable Issuer non cooperation*	BWR B+ Stable Downgrade Issuer not cooperation*
Total	6.00	6.00	INR Six crores only.		

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

* based on best available information.

Complete Details of Bank facilities is provided in Annexure-I

RATING ACTION / OUTLOOK / NATURE OF NON-COOPERATION

BWR reaffirms the long term rating for Rs. 6 crs of Adtek Print & Media Pvt Ltd based on best available information, as Issuer did not cooperate.

The initial rating was done in April 2018 with rating assigned BWR BB- Stable. The rating was due for review in April 2019 and was reaffirmed to BWR BB- Stable under the category ""Issuer did not cooperate"" on 28th January 2020. BWR approached the issuer/bank by sending emails/ on telephone, but the issuer did not submit the information neither feedback was available from the bank. Despite the best efforts of BWR to get at least the minimum required information for a review, the entity has not provided the same. In the absence of adequate information from the issuer, BWR is unable to assess the company's financial performance and its ability to service its debt and maintain a valid rating.

LIMITATIONS OF THE RATING

Information availability risk is a key factor in the assessment of credit risk as generally, noncooperation by the rated entities to provide required information for a review of the assigned rating may also be accompanied by financial stress. Users of the credit ratings should therefore take into account the possible deterioration in the credit quality of the rated entity arising from its non-transparency and withholding of information required for a review of the rating.

COMPANY PROFILE [As available with BWR]

Adtek Print and Media was a proprietorship firm established in the year 1988 (for 25 years) by Rajesh Taneja, the firm converted into a private limited company on 1st February 2013 (since 5 years) and came to be known as Adtek Print & Media Pvt Ltd (APMPL or the company). The company is in the business of Printing and Advertising. The company has two printing machine

operating one in Bareilly and one in Delhi. It majorly deals with corporate clients and takes bulk orders. Currently, the company has 4 directors and 11 shareholders.

NON-COOPERATION WITH PREVIOUS RATING AGENCY IF ANY: Nil

RATING HISTORY(For the last three years including withdrawal and suspended)

Facilities	Current Rating (2021)			Rating History		
	Amount (₹ Cr)	Tenure (Long Term/ Short Term)	Rating	2020	2019	2018
Fund Based	6.00	Long Term	BWR B+ Stable Downgrade Issuer did not cooperate*	BWR BB- Stable Reaffirmed Issuer did not cooperate*	-	BWR BB- Stable
Total	6.00	INR Six crores only.				

*Based on best available information

Any other information

COMPLEXITY LEVELS OF THE INSTRUMENTS

For more information, visit www.brickworkratings.com/download/ComplexityLevels.pdf

Hyperlink/Reference to applicable Criteria

[General Criteria](#)

[Approach to Financial Ratios](#)

[What Constitutes Non-Cooperation](#)

For any other criteria obtain hyperlinks from website:

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ANNEXURE I

[Adtek Print & Media Pvt Ltd]

Details of Bank Facilities rated by BWR

Sl.No.	Type of Facilities	Long Term [₹ Cr]	Short Term [₹ Cr]	Total [₹ Cr]
1.	Cash Credit	5.00	-	5.00
2.	Term Loan	1.00	-	1.00
Total		6.00	-	6.00

INR Six crores only.

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