

**RATING RATIONALE**

30 Nov 2020

**ASK HOME FURNISHING PVT LTD**

**Brickwork Ratings reaffirms the ratings for the Bank Loan Facilities of ₹20.33 crs of Ask Home Furnishings Pvt Ltd based on best available information, as Issuer not Cooperating.**

**Particulars**

Facility	Amount (₹ Cr)		Tenure	Rating#	
	Previous	Present		Previous (Aug'19)	Present
<b>Fund based</b>	17.73	17.73	<b>Long Term</b>	<b>BWR B-Stable</b>	<b>BWR B-Stable</b> Issuer not cooperating* <b>Reaffirm</b>
<b>Non Fund Based</b>	2.50	2.50	<b>Short Term</b>	<b>BWR A4</b>	<b>BWR A4</b> Issuer not cooperating* <b>Reaffirm</b>
<b>Total</b>	20.33	20.33	<b>INR Twenty crores and thirty three lakhs only.</b>		

# Please refer to BWR website [www.brickworkratings.com/](http://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 ratings to BWR B- Stable and BWR A4 “Issuer not cooperating” for Rs. 20.33 crs of Ask Home Furnishings Pvt Ltd based on best available information, as Issuer did not cooperate.

The initial rating was done in Dec'18 with long term and short term ratings assigned BWR D. The ratings were upgraded to BWR B-/A4 on 28th August 2019. The rating was due for review in August 2020 and moved to the Rating not Reviewed category on 31st August 2020.

**COMPANY PROFILE [As available with BWR ]:**

Ask Home Furnishing Pvt Ltd is a Delhi based company incorporated in July 2005. It is promoted by Mr. Sandeep Singh Kochar and his wife Mrs. Amita Kochar. The Company is engaged in manufacturing mink blankets from its manufacturing facility located in Gurgaon Haryana. It sells its products through its brand ‘Home Jewels’.

**\*NON-COOPERATION WITH PREVIOUS RATING AGENCY IF ANY: CARE D ISSUER NOT COOPERATING as on 1st July 2020.**

**RATING HISTORY (for three years including withdrawal and suspension)**

Facilities	Current Rating (2020)			Rating History		
	Amount (₹ Cr)	Tenure (Long Term/ Short Term)	Rating	2019	2018	2017
<b>Fund Based</b>	17.73	Long Term	BWR B- Stable Issuer not cooperating* Reaffirm	BWR B- Stable Upgrade	BWR D	-
<b>Non fund based</b>	2.50	Short tem	BWR A4 Issuer not cooperating* Reaffirm	BWR A4 Upgrade		
<b>Total</b>	<b>20.33</b>	<b>INR Twenty crores and thirty three lakhs only.</b>				

**\*Based on best available information**

Any other information

**COMPLEXITY LEVELS OF THE INSTRUMENTS**

For more information, visit [www.brickworkratings.com/download/ComplexityLevels.pdf](http://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**

**[Ask Home Furnishings Pvt Ltd]**

**Details of Bank Facilities rated by BWR**

Sl.No.	Name of the Bank	Type of Facilities	Long Term [₹ Cr]	Short Term [₹ Cr]	Total [₹ Cr]
1.	State Bank of India	Cash Credit	15.50	-	15.50
2.		Term Loan	2.33	-	2.33
3.		Letter of Credit	-	2.00	2.00
4.		Bank Guarantee	-	0.50	0.50
Total			17.83	2.50	20.33

**INR Twenty crores and thirty three lakhs only.**

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