

RATING RATIONALE

28 Oct 2020

Aadarsh Private Limited

Brickwork Ratings Revises the ratings for the Bank Loan Facilities of ₹ 10.50 Crores of Aadarsh Private Limited based on best available information, as the issuer did not cooperate.

Particulars

Facility	Amount (₹ Cr)		Tenure	Rating#	
	Previous	Present		Previous (October 2019)	Present
Fund based	7.00	7.00	Long Term	BWR B+ Stable Downgraded Issuer Not Co-operating*	BWR B Stable Downgraded Issuer Not Co-operating*
Non Fund based	3.50	3.50	Short Term	BWR A4 Reaffirmed Issuer Not Co-operating*	BWR A4 Reaffirmed Issuer Not Co-operating*
Total	10.50	10.50	INR Ten Crores Fifty Lakhs Only		

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

* Issuer did not cooperate, based on best available information.

Details of Bank facilities is provided in Annexure-I

RATING ACTION / OUTLOOK / NATURE OF NON-COOPERATION

The rating of the Bank Loan Facilities of the company has been revised to BWR B/A4 on account of non-receipt of any papers/information for ascertaining the financial risk profile/performance of the company. We have therefore continued the rating under the “Issuer Not Cooperating” category.

The rating was due for surveillance in October 2020. The company was being regularly followed up for the surveillance, vide email dated 05.10.2020, 08.10.2020, 19.10.2020, and 22.10.2020 for obtaining the relevant and latest paper/ information for the review of the rating. The company did not cooperate in undertaking the rating process in spite of following up several times. In the absence of adequate information from the entity and the bank, BWR is unable to assess the entity’s financial performance and its ability to service its debt and maintain a valid rating.

Hence, on account of inadequate information and lack of management cooperation, BWR recommends to continue the rating under Issuer Non Cooperating category and has revised the rating of the Bank Loan Facilities of the company to BWR B/A4 (Issuer Not Cooperating).

LIMITATIONS OF THE RATING

Information availability risk is a key factor in the assessment of credit risk as generally, non-cooperation 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 possible deterioration in the credit quality of the rated entity arising from its non-transparency withholding of information required for a review of the rating.

KEY FINANCIAL INDICATORS (in ₹ Cr) [AS AVAILABLE WITH BWR]

Key Parameters	Units	FY 15	FY 14
Result Type		Audited	Audited
Operating Income	₹ Cr	31.35	27.90
EBITDA	₹ Cr	3.98	2.62
PAT	₹ Cr	1.46	0.60
Tangible Net Worth	₹ Cr	13.13	11.90
Total Debt /TNW	Times	0.62	0.23
Current Ratio	Times	2.19	1.33

COMPANY PROFILE (Information as on September 2017)

Aadarsh Pvt Ltd was established on 30th January 1990. It is classified as a private unlisted company and is registered at Registrar of Companies, Bhopal. Aadarsh is a 27 year old printing and publishing company. Directors of Aadarsh Pvt Ltd are Mr. Ashish Rajoria and Mr. Manish Rajoria.

Aadarsh Pvt Ltd provides an assortment of publishing services. They provide publishing, printing, animation and licensing services. They also offer printing services to publishers, corporates all over the world to more than 25 countries. Their products which they print range from diaries, calendars, coupons, posters, charts, flyers, boxes to books, Talking Books, story books, activity books and Security Printing for financial institutions, educational institutions & other clients. They have two printing plants with fully automated digital printing facilities that take care of the entire process from pre-press to packaging.

NON-COOPERATION WITH PREVIOUS RATING AGENCY IF ANY : CARE has migrated the rating of the company to Issuer Not Cooperating category. Outstanding rating with CARE is CARE BB/A4 (Issuer Not Cooperating), press release dated 11.12.2019

RATING HISTORY FOR THE PREVIOUS THREE YEARS [including withdrawal and suspended]

Instrument / Facilities	Current Rating			Rating History		
	Tenure	Amount (₹ Cr)	Rating	Oct 2019	2018	Sep 2017
Fund Based Cash Credit	Long Term	7.00	BWR B Stable (Downgraded) Issuer Not Cooperating*	BWR B+ Stable (Downgraded) Issuer Not Cooperating*	-	BWR BB- Stable
Non Fund Based Bank Guarantee	Short Term	1.50	BWR A4 (Reaffirmed) Issuer Not Cooperating*	BWR A4 (Reaffirmed) Issuer Not Cooperating*		BWR A4
Letter of Credit		2.00				
Total		10.50	INR Ten Crores Fifty Lakhs Only			

*Issuer did not co-operate. Based on the best available information.

Note: The rating was moved to Rating Not Reviewed in December 2018.

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 Co-operation](#)

For any other criteria obtain [hyperlinks](#) from website

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ANNEXURE I

Aadarsh Private Limited

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	Canara Bank (Erstwhile Syndicate Bank)	Cash Credit	7.00	-	7.00
2		Bank Guarantee	-	1.50	1.50
3		Letter of Credit	-	2.00	2.00
TOTAL					10.50

INR Ten Crores Fifty Lakhs Only



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About Brickwork Ratings : Brickwork Ratings (BWR), a Securities and Exchange Board of India [SEBI] registered Credit Rating Agency and accredited by Reserve Bank of India [RBI], offers credit ratings of Bank Loan, Non- convertible / convertible / partially convertible debentures and other capital market instruments and bonds, Commercial Paper, perpetual bonds, asset-backed and mortgage-backed securities, partial guarantees and other structured / credit enhanced debt instruments, Security Receipts, Securitisation Products, Municipal Bonds, etc. BWR has rated over 11,400 medium and large corporates and financial institutions' instruments. BWR has also rated NGOs, Educational Institutions, Hospitals, Real Estate Developers, Urban Local Bodies and Municipal Corporations. BWR has Canara Bank, a leading public sector bank, as one of the promoters and strategic partners. 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.

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.