

RATING RATIONALE

Advance Home and Personal Care Ltd.

30 Sep 2019

Brickwork Ratings revises and downgrades the ratings for the Bank Loan Facilities of ₹ 16.90 Crores of Advance Home and Personal Care Ltd. based on best available information, as the issuer did not cooperate.

Particulars

Facility	Amount (₹ Cr)		Tenure	Rating		
	Previous	Present		Previous (Jan 2017)	Previous (August 2018)	Present
Fund based	6.90	6.90	Long Term	BWR BB Stable	Rating Not Reviewed	BWR BB- Stable Issuer Not Cooperating^ (Downgraded)
Non Fund Based	10.00	10.00	Short Term	BWR A4	Rating Not Reviewed	BWR A4 Issuer Not Cooperating ^ (Reaffirmed)
Total	16.90	16.90		INR Sixteen Crores and Ninety 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 long term rating of the Bank Loan Facilities of the company has been revised/downgraded to BWR BB- Stable from BWR BB and the short term rating has been reaffirmed at BWR A4 on account of non-receipt of any papers/information for ascertaining the financial risk profile/performance of the company. We have therefore moved the rating under “Issuer Not Cooperating” category.

Given the FDI investment in the chemical sector, India as an attractive destination to grow and invest and focus of Indian chemical companies on global markets which are expected to be of



the key drivers for strong growth in the chemical industry we are assigning the outlook as Stable.

The rating was due for a review in Jan 2018. BWR took up with the issuer to provide required information over emails dated 28th May, 26th July, 30th August and 27th September 2019 and through telephone calls. 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/Company, BWR is unable to assess the issuer's/Company'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, Brickworks Ratings has revised the rating of bank loan facilities as **BWR BB-/A4 Issuer Not Cooperating**.

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 rating should therefore take into account the possible deterioration in the credit quality of the rated entity arising from its non- transparency and withholdings of the information required for a review of the rating.

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

Key Parameters	Units	FY 2016	FY 2015
Result Type		Audited	Audited
Net Sales/Revenues	₹ Cr	32.88	17.69
EBITDA	₹ Cr	2.79	2.16
PAT	₹ Cr	0.38	-0.01
Tangible Net Worth	₹ Cr	13.24	12.86
Total Debt /TNW	Times	1.97	1.66
Current Ratio	Times	1.37	1.20

COMPANY PROFILE (Information as on Jan 2017)

Advance Home & Personal Care Limited (AHPL) was incorporated in 1985 by Mr. Ashok Mahindru and other four directors. The company is a part of the Advance Group, of which the flagship company is Advance Surfactants India Ltd (ASIL) which was primarily established as a forward integration of the existing surfactants business of ASIL and is present in a wide range of detergent and home care products. The group had taken over the detergents unit of 'S. Kumar's'

detergents in 2002-03, which had a unit in Pithampur. The unit was not operational for a few years till the incorporation of AHPCL in 2006 which took over the Pithampur unit. A smaller unit was set up in Silvassa where ASIL has had an existing surfactants plant. Later in 2009, the company set up a new plant at Roorkee.

NON-COOPERATION WITH PREVIOUS RATING AGENCY IF ANY :NIL

RATING HISTORY

Facility	Current Rating			Rating History	
	Tenure	Amount	Rating	Previous (August 2018)	Previous (Jan 2017)
Fund Based	Long Term	6.90	BWR BB- Stable Issuer Not Cooperating [^] (Downgraded)	Rating Not Reviewed	BWR BB Stable
Non Fund Based	Short Term	10.00	BWR A4 Issuer Not Cooperating [^] (Downgraded)	Rating Not Reviewed	BWR A4
Total		16.90	INR Sixteen crores and Ninety Lakhs		

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

Advance Home and Personal Care Ltd

Details of Bank Facilities rated by BWR

Sr.No.	Name of the Bank	Type of Facilities	Tenure	Total [₹ Cr]
1	State Bank Of India(erstwhile State Bank of Bikaner & Jaipur)	Cash Credit	Fund Based-Long Term	5.54
		Term Loan	Fund Based-Long Term	1.36
		LC	Non Fund Based-Short Term	10.00
		BG	Non Fund Based-Short Term	(1.00)
TOTAL				16.90



For print and digital media

The Rating Rationale is sent to you for the sole purpose of dissemination through your print, digital or electronic media. While it may be used by you acknowledging credit to BWR, please do not change the wordings in the rationale to avoid conveying a meaning different from what was intended by BWR. BWR alone has the sole right of sharing (both direct and indirect) its rationales for consideration or otherwise through any print or electronic or digital media.

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.

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 reason.