

Rating Rationale

Amrutha Coffee Pvt Ltd

20th December 2017

Brickwork Ratings has reviewed the rating assigned to the Bank Loan Facilities of Rs. 6.50 Cr of Amrutha Coffee Pvt Ltd, based on best available information, as the issuer did not cooperate. Accordingly the rating for the said Bank Loan Facilities is revised to 'BWR B' and reaffirmed at A4, ISSUER NOT COOPERATING'

Particulars

Facility Rated	Amount (Rs. Crs)		Tenure	Rating*	
	Previous (Feb 2015)	Present (Dec' 2017)		Previous (Feb 2015)	Present (Dec' 2017)
Cash Credit	5.00	5.00	Long Term	BWR B+ (Pronounced BWR Single B Plus) (outlook:stable)	BWR B (Pronounced BWR Single B) (outlook:stable) <i>Issuer not Cooperating (Downgraded)</i>
Letter of Credit	1.50	1.50	Short Term	BWR A4 (Pronounced BWR A Four)	BWR A4 (Pronounced BWR A Four) Reaffirmed
Total	6.50	6.50	(Rs Six Crores and 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

Rating Downgraded

In view of the non-availability of the information and lack of management cooperation, Brickwork Ratings has revised the rating to BWR B/A4 for the bank loan facilities amounting to Rs. 6.50 Cr of **Amrutha Coffee Pvt Ltd**.

Nature of Non Co-Operation

The rating was due for an annual review in Sept 2017. Brickwork Ratings took up with the issuer to provide required information over emails and through telephone calls. Despite the best efforts of Brickwork Ratings to get at least the minimum required information for a review, the firm has not provided the same. In the absence of adequate information from the issuer, Brickwork Ratings is unable to assess the issuer's financial performance and its ability to service its bank loan obligations and maintain a valid rating.

The lenders/investors may note to exercise due caution while using the above ratings which mentions "Issuer Not Cooperating" since the ratings lacks any projections or a forward looking

component as it is arrived based on best available information on the company/firm without any management/banker's interaction.

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.

About the Firm

M/s Amrutha Coffee Pvt Ltd, started in the year 1999 as a proprietorship concern by Mr. Ramasamy and reconstituted as a private limited company incorporated in the year 2012. The coffee processing plant is located in Kushal Nagar, Karnataka. Mr. Ramasamy, Mr. R Sundaram and Mr. Kannan are the directors of the Company.

The company is into processing, cleaning, coloring, packing of coffee seeds and selling it to customers like ITC, Ruchi Soya Industries Ltd and others.

Rating History for the last three years:

Sl. No	Instrument / Facility	Current Rating (Year 2017)			Rating History		
		Type	Amount (Rs Crs)	Rating	2016	2015	2014
1	Cash Credit	Long Term	5.00	BWR B (Pronounced BWR Single B) (outlook:stable) <i>Issuer not Cooperating (Downgraded)</i>	BWR B+ (Pronounced BWR Single B Plus) Rating Not Reviewed	BWR B+ (Pronounced BWR Single B Plus) (outlook:stable)	Not rated
4	Letter of Credit	Short Term	1.50	BWR A4 (Pronounced BWR A Four) Reaffirmed	BWR A4 (Pronounced as BWR A Four) Reaffirmed	BWR A4 (Pronounced BWR A Four)	Not Rated
Total			6.50	Rs Six Crores and Fifty Lakhs Only			

Issuer did not cooperate; Based on best available information

Hyperlink/Reference to Applicable Criteria

- [General Criteria](#)
- [Approach to Financial Ratios](#)
- [What Constitutes Non-Cooperation](#)

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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, has also been 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 Nationalized 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, Guwahati, Hyderabad, Kolkata, Mumbai and New Delhi along with representatives in 150+ locations. BWR has rated debt instruments/bonds/bank loans, securitized paper of over ₹ 9,30,000 Cr. In addition, BWR has rated about 5000 MSMEs. Also, Fixed Deposits and Commercial Papers etc. worth over ₹19,700 Cr have been rated. Brickwork has a major presence in rating of nearly 100 cities.

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.