



## Rating Rationale

JJ Exports

23 Dec 2019

**Brickwork Ratings reaffirms the ratings for the bank loan facilities amounting to ₹ 15 Crores of JJ Exports or ‘the Firm’**

### Particulars:

Facility#	Amount (₹ Crs)		Tenure	Rating*	
	Previous	Present		Previous^ (July, 2018)	Present
Fund based Cash Credit	1.00	1.00	Long Term	BWR BB/Stable	BWR BB/Stable (Reaffirmed)
Non Fund Based LC/FLC	14.00	14.00	Short Term	BWR A4+	BWR A4+ (Reaffirmed)
<b>Total</b>	<b>15.00</b>	<b>15.00</b>	<b>INR Fifteen Crores Only</b>		

\*Please refer to BWR website [www.brickworkratings.com/](http://www.brickworkratings.com/) for definition of the ratings

^BWR issued Rating Not Reviewed advisory on 25 July 2019 for the previous ratings.

#Complete details of Bank facilities is provided in Annexure-I

### RATING ACTION

The reaffirmation of its ratings factor in a comfortable gearing profile backed by total capital position with low secured debt borrowings, promoters’ experience with established track record in this sector and comfort drawn from its group support in terms of operational and financial synergies, besides satisfactory feedback from its existing lender.

The ratings are, however, constrained by a decline in turnover levels achieved during FY19 and low profitability margins reported over the past three years. The firm’s trade payables remained high against its total current assets available (excluding short term loans & advances extended) as on 31 March 2019. Other risk factors related to risk exposure arising from volatility in commodity prices and regulatory changes besides highly competitive industry due to fragmentation, remains the same. BWR also noted that the firm extended a significant amount of loans to its various its group entities which is more than its outstanding capital position. Further, it is not reporting any revenues from these investments.

### RATING OUTLOOK: Stable

BWR believes that the business risk profile of **J.J. Exports** will be maintained over the medium term. The ‘Stable’ outlook indicates a low likelihood of rating change over the medium term. The rating outlook may be revised to 'Positive' in case the turnover and profitability of the firm show sustained



improvement. The rating outlook may be revised to 'Negative' if the turnover goes down and the margins show lower than expected figures.

## **KEY RATING DRIVERS**

### **Credit Strengths:**

Experienced promoters with established track record: The GG Group is promoted by Mr. Gurdas Garg and his son, Mr. Kunal Garg having over 15 years of experience in this trade. Both promoters look after the overall routine business affairs of the firm. Thus, the group benefits from the long term experience of the promoters in this sector.

Adequate gearing profile: The firm's gearing ratio remains adequate at 0.03x with low secured debt borrowings availed as on date. The firm had availed a cash credit limit of Rs. 1 Cr (sanctioned amount) as on date.

Group Support: The firm is a part of the 'GG Group' based in Bathinda which provides business synergies and financial support. The group comprises businesses related to trading of edible and non-edible oils.

### **Credit Risks:**

Low profitability margins reported: The Firm's profitability margins remained low at less than 0.17% during FY19 as its turnover generated entirely through high-seas trading activity.

High trade payables reported: The Firm's trade payables remain high at Rs. 12.89 Cr against the total current assets (excluding short-term loans & advances extended to its group entities) available of Rs.9.17 Cr as on 31.03.2019. Thus, any delays in realising the said pending debtors or fails to recover its short-term advances will affect its liquidity position adversely over the medium term.

Exposure to risks arising from price fluctuations, forex risks, counterparty risks & regulatory changes:In case of high-seas or merchant trade, there is a time gap between imports and actual sales made which may lead to significant price fluctuation problems. The firm is also exposed to FX fluctuation risks, as it makes purchases in USD and sells it at INR prices in the domestic market. It has reported FX loss of Rs. 0.84 Cr in FY19 as against FX loss of Rs. 0.47 Cr in FY18. Further, counterparty risk can also arise as the firm deals with some customers located at Kandla port. In the event of these customers failing to take delivery or delay in making payments, the Group's receivable levels may increase significantly over the medium term.

## **ANALYTICAL APPROACH AND APPLICABLE RATING CRITERIA**

BWR has applied its rating methodology on a group approach basis, as detailed in the Rating Criteria (hyperlinks provided at the end of this rationale). The financial performance of the group entities have been consolidated to arrive at the rating on account of having common business synergies and cash flow fungibility. Details of the Companies/Firms considered for arriving at the rating are given in Annexure II.



### **RATING SENSITIVITIES:**

Positive: The rating may favor an upgrade in case the Firm is able to increase its turnover levels significantly, improve its profitability margins to at least 1%, bring down its TOL/TNW to at least 1x, and recover its pending debtors and advances extended to its group entities over the medium terms.

Negative: BWR may revise the rating downwards, if the Firm is unable to achieve the aforesaid financial numbers.

### **LIQUIDITY POSITION:**

Liquidity position of the Firm is below average as it reported high trade payables which is in excess to its current assets (excluding short term loans extended) available as on 31.03.2019. The unencumbered cash & cash equivalents remain low at Rs. 0.06 Cr (P.Y. Rs. 0.07 Cr) during FY19. The firm avails mainly LC's (Non Fund Based limits) for its operations with usance period of 180 days. The ability of the firm to recover advances extended to its group entities and make funds available as and when FLC's gets due remain the key rating sensitivity.

### **ABOUT THE FIRM**

JJ Exports is a part of GG Group, based out in Bathinda, Punjab. The firm is promoted by Mr. Gurdas Garg and his son Mr. Kunal Garg, who look after the overall operations of the firm. The firm is engaged in the trading of non-edible and edible oil such as crude palm oil, soya bean oil, etc. by importing the same from overseas market and selling in the domestic market on a high seas trading basis

### **ABOUT THE GROUP**

GG Group comprises 16 entities which are engaged in the same business activity of importing edible and non-edible oil and selling in the domestic market on a high seas trade basis. The said companies import goods via opening site LC's or usance LC and sell it to the common set of customers which are mainly located near the port. The GG Group has also acquired storage houses of 60000 MT capacity in Kandla, Gujarat from where it carries out its trading activities.

### **KEY FINANCIAL INDICATORS**

<b>Key Parameters</b>	<b>Units</b>	<b>2018</b>	<b>2019</b>
<b>Result Type</b>		<b>Audited</b>	<b>Audited</b>
Operating Revenue	Rs. Crores	46.52	41.43
EBITDA	Rs. Crores	0.35	0.67
PAT	Rs. Crores	0.07	0.07
Total Capital	Rs. Crores	5.79	5.93
TOL/Total Capital	Times	0.87	2.18
ISCR	Times	10.56	13.61



**Rating History for the last three years (Including withdrawn and suspended)**

S.No	Facility	Current Rating			Rating History		
		Type	Amt (₹ Crs)	Rating	25 July 2019	24 July 2018	15 June 2017
1	Fund Based Cash Credit	Long Term	1.00	BWR BB/Stable (Reaffirmed)	Rating Not Reviewed Advisory	BWR BB/Stable (Reaffirmed)	BWR BB/Stable
2	Non Fund Based ILC/FLC	Short Term	14.00	BWR A4+ (Reaffirmed)	Rating Not Reviewed Advisory	BWR A4+ (Reaffirmed)	BWR A4+
<b>Total</b>			<b>15.00</b>	<b>₹ Fifteen Crores Only</b>			

Status of non-cooperation with previous CRA - N.A.

Any other information: Nil

**#Annexure I**

**Details of Bank Facilities rated by BWR**

S No.	Name of the Bank	Type of Facility	Long Term (Rs. Cr)	Short Term (Rs. Cr)	Total (Rs. Cr)
1	Punjab National Bank	Cash Credit	1.00	-	<b>1.00</b>
		ILC/FLC	-	14.00	<b>14.00</b>
<b>Total</b>			<b>1.00</b>	<b>14.00</b>	<b>15.00</b>

**Annexure II**

S.No.	Companies/Firms under G.G. Group
1	G.K. Proteins Pvt. Ltd
2	Gurdas Agro Pvt. Ltd
3	G.G. Continental Trades Pvt. Ltd
4	G.K. Continental Trades Pvt. Ltd
5	G.G. Oils & Fats Pvt. Ltd
6	Kunal Exports & Infrastructure

7	Gurdas Exports
8	Vinayak Agro
9	Salasar Foods
10	GK Exim
11	J.J. Exports
12	Neeharika Oils
13	SSD Overseas
14	Shree Krishna Enterprises
15	Shree Balaji Exports
16	Sidhivinayak Exports

**Hyperlink/Reference to applicable Criteria**

- [General Criteria](#)
- [Approach to Financial Ratios](#)
- [Trading Entities](#)
- [Short Term Debt](#)
- [Ratings based on Group Support](#)

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