

Rating Rationale

20 August 2026

Jaaideep India Pvt. Ltd.

Brickwork Ratings reaffirms and assigns the long-term ratings of “BWR BBB-/Stable” for the bank loan facilities of Rs. 55.00 Crs of Jaaideep India Pvt. Ltd.

Particulars:

Facilities**	Amount (Rs.Crs.)		Tenure	Rating*		Regulator
	Previous	Present		Previous (01 Jul 2026)	Present	
Fund Based						
Working Capital Term Loan - Outstanding	0.50	0.50	Long Term	BWR BBB- /Stable Upgrade	BWR BBB- /Stable Reaffirmation	RBI
Cash Credit -Sanctioned	44.50	44.50				
Cash Credit -Proposed	0.00	10.00		-	BWR BBB- /Stable Assignment	RBI
Sub Total	45.00	55.00	(Rupees Fifty Five Crores Only)			
Grand Total	45.00	55.00				

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

** Details of Bank Loan facilities is provided in Annexure-I

RATING ACTION / OUTLOOK

Brickwork Ratings (BWR) has reaffirmed/ assigned the long-term ratings of "BWR BBB-/Stable” for the bank loan facilities of Rs.55.00 Crs of Jaaideep India Pvt. Ltd.

The ratings continue to derive strength from the extensive experience of its promoters and the company’s strategic location in Pithampur and accessibility to raw materials. The rating also factors in the company's steady revenue growth, healthy capital structure and comfortable debt protection metrics. However, these ratings are constrained by the working capital intensive nature of operations, company's exposure to high industry competition in a fragmented market, the commoditized nature of its products and susceptibility to volatility in key raw material prices.

Going forward, the ability of the company to improve its scale of operations, liquidity profile, maintain efficient working capital management and satisfactory gearing levels will remain the key rating sensitivities.

The rating outlook has been assigned as "Stable" as BWR believes that Jaaideep India Pvt. Ltd. business risk profile 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 revenue and profitability margins show sustained improvement. The rating outlook may be revised to 'Negative' if the financial risk profile deteriorates.

KEY RATING DRIVERS

Credit Strengths:-

- **Extensive experience of promoters with Long-Standing Market Presence of the company**

The company is managed by an experienced and qualified management team, who are equipped with decades of industry experience to proactively hedge against raw material price swings and navigate operational complexities. Their deep expertise and established market presence have been instrumental in building and maintaining long-standing, reliable relationships with both customers and suppliers. The firm is also equipped with required ISO certifications.

- **Location-specific advantage**

The manufacturing unit of the company is strategically located at Pithampur in close proximity to the largest textile hub in India. The location of the unit provides a competitive advantage in terms of raw material procurement and proximity to major consumption and thereby considerably reducing the freight cost for the company.

- **Satisfactory Risk profile:**

The risk profile of Jaaideep India Pvt. Ltd. remains satisfactory. The company has achieved YoY revenue growth of 8%, increasing from Rs. 141.03 Crs in FY25 to Rs. 152.53 Crs in FY26 with revenue projected to continue its upward trend. The OPBDIT stood at Rs. 13.07 Cr, with operating margins compressed to 8.57% due to raw material cost inflation outpacing revenue. The PAT improved to Rs. 6.75 Cr with a net margin of 4.43%, supported by lower depreciation and finance charges. The firm's leverage (Total Debt/TNW) increased from 0.86 times to 1.01 times due to increase in short-term borrowings to facilitate working capital requirement. The company maintains strong debt serviceability with ISCR at 3.66 times and DSCR at 2.43 times.

Credit Risks:-

- **Profitability susceptible to fluctuations in key raw material prices**

The Company's profitability is vulnerable to sharp fluctuations in raw material prices, affecting the firm's sales realisations. Cotton prices have been volatile in recent years and thus its profitability remains susceptible to any adverse movement in cotton and yarn prices. To mitigate risks related to price volatility and post-season availability, the company strategically procures cotton in advance and maintains substantial inventory, ensuring consistent quality while safeguarding margins and customer retention.

- **Exposure to intense competition:**

The spinning industry is highly fragmented and competitive with the presence of a large number of organised and unorganised players. Intense industry competition coupled with commoditised nature of the products limits the company's pricing flexibility and bargaining power.

ANALYTICAL APPROACH - Standalone

BWR has adopted a standalone approach while assigning the ratings and has applied its rating methodology as detailed in the Rating Criteria provided at the end of this document.

RATING SENSITIVITIES:

Positives/ Upward Factors:

- Increase in the scale of operations achieving FY27 projected revenue of Rs. 200.00 Crs and beyond.
- Maintaining Tangible Net Worth at existing levels with Total Debt to TNW ratio of 1.5 times.
- Debt protection metrics to be maintained at present level with ISCR above 3 times and DSCR above 2 times.

Negative/ Downward Factors:

- Decline in scale of operations & profitability, leading to lower cash accruals below existing levels.
- Deterioration in debt protection metrics with ISCR & DSCR falling below the existing levels.

LIQUIDITY INDICATORS - Adequate

Adequate liquidity is characterized by sufficient cushion in accruals vis-a-vis repayment obligations and moderate cash balance of Rs. 1.04 Crs in FY26 (Prov.). The bank funded working capital limits have been utilised to an average extent of 71.51% for the period of 9 months. The current ratio of 1.61 times in FY26 (Prov.) indicates a healthy state of affairs. The company has minimal term loan obligations of Rs. 0.50 Crs only. The company projects a cash accruals of Rs.7.89 Crs in FY27 & Rs.8.5 Crs in FY28 which is sufficient to cover the term loan obligations of Rs.0.50 Crs in FY28 thus indicating adequate liquidity.

ABOUT THE ENTITY:

Macro Economic Indicator	Sector	Industry	Basic Industry
Consumer Discretionary	Textiles	Textiles & Apparels	Other Textile Products

Jaaideep India private limited (JIPL or "The Company") was incorporated in the year 1980 in Pithampur, Madhya Pradesh. The company is promoted by Mr. N.K. Agrawal & Mr. Vinay Agrawal along with his family members. The promoters have more than three decades of experience in cotton yarn manufacturing. The company has set up its unit in Pithampur district of Madhya Pradesh. The company is operating with 21600 Spindles and 832 Rotors which produces cotton yarn within the range of count 20 to count 40.

ESG Profile

As per the information disclosed by the entity, the company demonstrates an Adequate ESG profile based on its environmental, social and governance practices.

Environmental: Environmental risks are driven by high water usage, waste generation, and reliance on energy-intensive processes, waste-management practices, with currently no renewable energy share are particularly important.

Social: The company has reported spending of Rs. 0.09 Crs towards Corporate Social Responsibility (CSR). The firm adheres to prevalent labour laws, accident prevention frameworks, and human-capital development, with metrics such as workforce mix of 40% male and 60% female, safety performance, and training initiatives offering insights into operational resilience.

Governance: Governance considerations highlight the institution's adherence to corporate governance, committee effectiveness, and robust compliance systems, supported by readily available disclosures on board structure, audit mechanisms and risk management practices.

KEY FINANCIAL INDICATORS

Key Parameters	Units	FY 23 - 24 (Audited - Annual)	FY 24 - 25 (Audited - Annual)	FY 25 - 26 (Provisional - Annual)
Operating Revenue	Rs.Crs.	80.33	141.03	152.53
EBITDA	Rs.Crs.	8.58	12.33	13.07
PAT	Rs.Crs.	3.18	5.75	6.75
Tangible Net Worth	Rs.Crs.	25.91	31.66	38.41
Total Debt / Tangible Net Worth	Times	0.89	0.86	1.01
Current Ratio	Times	1.79	1.78	2.43

KEY COVENANTS OF THE INSTRUMENT/FACILITY RATED

The terms of sanction of the rated facilities include standard covenants normally stipulated for such facilities.

NON-COOPERATION WITH PREVIOUS CREDIT RATING AGENCY IF ANY:

CRISIL has continued to reaffirm the ratings at Crisil B/ Stable / A4 under Issuer Not Cooperating Category due to non-availability of latest information for detailed assessment on 28 July 2026.

ANY OTHER INFORMATION:

None

RATING HISTORY FOR THE PREVIOUS THREE YEARS (including withdrawal and suspended)

Facilities		Current Rating (2026)		2026		2025		2024	
Type	Tenure	Amount (Rs.Crs.)	Rating	Date	Rating	Date	Rating	Date	Rating
Fund Based	LT	55.00	BWR BBB-/Stable (Reaffirmation/Assignment)	01Jul2026	BWR BBB-/Stable (Upgrade/Withdrawal)	10Apr2025	BWR BB+/Stable (Upgrade and Removed from the INC category)	24Jan2024	BWR BB-Stable (ISSUER NOT COOPERATING*/Downgrade)
Fund Based	ST	0.00	-	01Jul2026	-	10Apr2025	Withdrawal	24Jan2024	BWR A4 (ISSUER NOT COOPERATING*/Reaffirmation)
Grand Total		55.00	(Rupees Fifty Five Crores Only)						

Hyperlink/Reference to applicable Criteria

- [General Criteria](#)
- [Approach to Financial Ratios](#)
- [Manufacturing Company](#)

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Jaaideep India Pvt. Ltd.

ANNEXURE I

Details of Bank Loan Facilities rated by BWR

Sl. No.	Name of the Bank/Lender	Type of Facilities	Long Term (Rs.Crs)	Short Term (Rs.Crs)	Total (Rs.Crs)	Complexity of the instrument*
1	Punjab National Bank	Cash Credit-Sanctioned	22.50	-	22.50	Simple##
		Working Capital Term Loan-Outstanding	0.50	-	0.50	Simple##
2	Canara Bank	Cash Credit-Sanctioned	22.00	-	22.00	Simple##
3	Other	Cash Credit-Proposed	10.00	-	10.00	Simple##
TOTAL			55.00	0.00	55.00	-
Rupees Fifty Five Crores Only						

*For more information visit: www.brickworkratings.com/download/ComplexityLevels.pdf

ANNEXURE II

INSTRUMENT (NCD/Bonds/CP/FDs) DETAILS

Instrument	Issue Date	Amount (Rs.Crs)	Coupon Rate (%)	Maturity Date	ISIN Particulars	Complexity of the Instrument
Nil	Nil	Nil	Nil	Nil	Nil	Nil

ANNEXURE III

List of entities consolidated

Name of Entity	% Ownership	Extent of consolidation	Rationale for consolidation
Nil	Nil	Nil	Nil

List of instruments and regulators

Sr.no.	Instrument/Activity	Regulator
1	Listed/Proposed to be listed bonds/debentures/preference share (all securities)	SEBI
2	Unlisted/Proposed to be unlisted Bonds/Debentures/ Preference share (all securities)	MCA
3	Listed PTCs / Securitisation Notes (originated by entities regulated by RBI)* \$	RBI
4	Listed PTCs / Securitisation Notes (originated by entities not regulated by RBI)*	SEBI
5	Unlisted PTCs / Securitisation Notes (originated by entities regulated by RBI)*	RBI
6	Listed Commercial Paper and NCDs with original maturity less than 1 year	RBI
7	Unlisted Commercial Paper and NCDs with original maturity less than 1 year	RBI
8	Loan Facilities (Fund/Non-Fund Based) from Bank/NBFCs/NHB/FIs ^	RBI
9	External Commercial Borrowings and other similar borrowings	RBI
10	Certificates of Deposit	RBI
11	Fixed Deposits raised by NBFCs,HFCs, FIs	RBI
12	Fixed Deposits raised by corporates other than NBFCs, Banks, HFCs, FIs	MCA
13	Inter Corporate Deposits/Loans extended by Corporates	MCA
14	Borrowing programme ~	-
15	Issuer Ratings #	-
16	Credit Ratings for Capital Protection Oriented Schemes (by Mutual Funds and AIFs)	SEBI
17	Credit quality ratings (CQRs) for Mutual Fund Schemes and Schemes of AIFs	SEBI
18	Listed Security Receipts \$	RBI
19	Unlisted Security Receipts	RBI
20	Independent Credit Evaluation (ICE)	RBI
21	Expected Loss Ratings (Listed/Proposed to be listed bonds/debentures/preference share (all securities))	SEBI
22	Expected Loss Ratings (Unlisted/Proposed to be unlisted Bonds/Debentures/ Preference share (all securities))	MCA
23	Unlisted PTCs / Securitisation Notes (originated by entities not regulated by RBI) *	Investor-side regulator such as IRDAI, PFRDA @

* Includes securitisation transactions involving assignee payout, acquirer's payout.

~ The rated instrument may involve issuance of different instruments such as debt securities (listed or otherwise), bank loans, commercial paper (listed or otherwise), etc. The regulator of the instrument may accordingly be SEBI, RBI or MCA and can only be determined upon issuance. In PRs subsequent to issuance(s), Brickwork Ratings India Private Limited shall separately capture the rated quantum details along with names of respective regulators.

^ Includes bank facilities such as liquidity facility, second loss facility that are part of securitisation transactions.

There is no instrument being rated and hence, Regulator of the Instrument is not applicable. The rating scale and definitions are being followed as stipulated in SEBI Master Circular for CRAs.

@ These ratings were assigned during regulatory regime prior to introduction of SEBI CRA Circular dated Feb 10, 2026 and the investor side regulators have accordingly been included.

\$ By virtue of the instrument being listed, SEBI acts as the regulator for listing and related issues.

Note: Kindly note that for activities or instruments falling under the purview of FSRs other than SEBI, the grievance/dispute redressal mechanisms and investor protection mechanisms provided by SEBI shall not be available.

Grievance Management: For any grievances relating to rating of instruments regulated by SEBI, please contact sebigrievance@brickworkratings.com. Kindly note that for activities or instruments falling under the purview of FSRs other than SEBI, the grievance/dispute redressal mechanisms and investor protection mechanisms provided by SEBI shall not be available

For any grievances relating to rating of instruments regulated by other FSR (Financial Sector Regulators), please contact grievance@brickworkratings.com.

B	Other Activities	Regulator of the Instruments
1	Monitoring Agencies	SEBI
2	Research activities incidental to rating such as research for Economy, Industries and Companies *	NA

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]. BWR is the 5th agency to get a credit rating registration in India in 2009 and its corporate office in Bengaluru. It has a country-wide presence with representatives in 150+ locations. Canara Bank is Brickwork's strategic partner and promoter.

Brickwork 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 also rated NGOs, Educational Institutions, Hospitals, Urban Local Bodies and Municipal Corporations.

Disclaimer:

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