



## Rating Rationale

### Matrix Bizcom Services Private Limited

04<sup>th</sup> May 2017

**Brickwork Ratings assigns ratings for the Bank Loan Facilities of Rs.25.00 Crores of Matrix Bizcom Services Private Limited, Mumbai, Maharashtra.**

#### Particulars

Facility Rated	Amount (Rs. Cr.)	Tenure	Rating*
<b>Fund Based</b>			
Cash Credit	25.00	Long Term	BWR BB- (Pronounced as BWR Double B Minus) (Outlook: Stable)
<b>Total</b>	<b>25.00</b>	<b>INR TWENTY-FIVE CRORES ONLY</b>	

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

Note: The aforesaid facilities are sanctioned/ availed from Punjab National Bank

#### Rationale/Description of Key Rating Drivers/Rating sensitivities:

BWR has principally relied upon the audited financial results for FY16, provisional financial results for FY17 and projected financial results of FY18 of Matrix Bizcom Services Private Limited ('the Company'), publicly available information and information/clarification provided by the Company's management/Bank. The rating necessarily factors in, the promoters experience in the media industry, locational advantage and growth shown in top line. However, the rating is constrained by the nature of business, dependence on efficient management of working capital, stretched conversion cycle due to higher receivables collection days.

#### Rating Outlook: Stable

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 revenues and profit show sustained improvement. The rating outlook may be revised to 'Negative' if the revenues go down and profit margins show lower than expected figures.

#### About the Company

Matrix Bizcom Services Private Limited formed in 2014 by Mr. Ram Purohit & Mr. Kaustubh Purohit, is engaged in television media industry. It deals in content trading and earns revenue through sale of perpetual rights of telecast. The company sources its content from producers across the country. Also it distributes the content across various languages in the country.

The Directors of the Company, Shri Ram Purohit and Shri Kaustubh Purohit oversee the entire day to day operation and administration of the Company. The Promoters are actively engaged in the business since over a decade.

### Company Financial Performance

The company reported Net Sales of Rs.90.04 Crores, Operating Profit of Rs.6.13 Crores and Net Profit of Rs.1.79 Crores as per provisional financials of FY 17. In FY16, the Net Sales stood at Rs.29.98 Crores Operating Profit at Rs.1.97 Crores and Net profit was Rs.0.17 Crores.

### Rating History for the last three years (including withdrawn/suspended ratings)

Sl. No.	Instrument / Facility	Current Rating (Year 2017)			Rating History			
		Type	Amount (Rs Crs)	Rating	2016	2015	2014	
		<b>Fund Based</b>			Amount (Rs Crs)	Rating		
<b>1</b>	<b>Cash Credit</b>	<b>Long Term</b>	<b>25.00</b>	<b>BWR BB- (Outlook: Stable)</b>	NA	NA	NA	NA

### Hyperlink/Reference to applicable Criteria

- [General Criteria](#)
- [Approach to Financial Ratios](#)
- [Trading Entities](#)

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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](http://www.brickworkratings.com/download/ComplexityLevels.pdf) Investors queries can be sent to [info@brickworkratings.com](mailto: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.**