



Rating Rationale

3 Nov 2023

PVP Ventures Limited

Brickwork Ratings reaffirms the rating for the NCDs of Rs.108.49 Crs of PVP Ventures Limited based on best available information, as the issuer did not cooperate.

Particulars

Instrument	Amount (Rs Crs)		Tenure	Rating ¹	
	Previous	Present		Previous (10 Oct 2022)	Present
NCD Tranche A	25.59	25.59	Long Term	BWR D ISSUER NOT COOPERATING* Reaffirmation	BWR D Continuation in ISSUER NOT COOPERATING Category/ Reaffirmation
NCD Tranche B	82.90	82.90			
Total	108.49	108.49	Rupees One Hundred Eight Crores and Forty Nine Lakhs Only		

¹Please refer to BWR website www.brickworkratings.com/ for definition of the ratings

*Issuer did not cooperate; Based on best available information;

Rating Action/Nature Of Non-cooperation

The ratings for the NCDs of PVP Ventures Ltd. (“PVPVPL” or “the company”) were last reviewed in October 2022 based upon the best available information as the company did not cooperate in providing information for the rating review. The company is irregular in submitting the monthly ‘No Default Statement’(NDS) in deviation of the extant regulations. The DT has informed via its email dated 17 Aug 2023 that the entire NCD liability has been fully repaid.

BWR also takes note of the qualified opinion of the auditor (unaudited Q1FY24) on receipt of approval (21 Aug 2023). Due to the continued lack of management cooperation and in the absence of adequate information from the company, BWR is unable to assess the company’s financial performance and maintain a valid rating. Hence, based on extant regulatory guidelines, continued non-cooperation by the company, non-submission of monthly NDS and best available information, Brickwork Ratings has reaffirmed the rating at BWR D and continued it in the ISSUER NOT COOPERATING* category.

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. 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 withholding of information required for a review of the rating.



Analytical approach :Consolidated

For arriving at its ratings, BWR has taken a consolidated view of the business and financial profiles of PVP Ventures Limited, its 6 subsidiaries and 5 step down subsidiaries collectively referred to as PVP group (list of subsidiaries are shown in Annexure II). BWR Brickwork Ratings has applied its rating methodology as detailed in the Rating criteria below (hyperlinks provided at the end of this rationale).

About the Company

Incorporated in January 1991 at Chennai, PVP Ventures Limited (PVPVL) is the holding company of the Hyderabad based PVP group, which has business interests in real estate, media & entertainment. The Group is engaged in developing urban infrastructure, movie production and movie financing related activities. PVPL has entered into a joint development agreement (“JDA”) with North Town Estates Pvt. Ltd. to build an integrated township called “Northtown” at Perambur, Chennai, consisting of 33.50 acres of construction of 2396 Flats and 110 Row Houses. There has been a significant delay in the execution of this project. PVPVL is listed on NSE and BSE.

Note: As per information provided by the company till Oct 2018 and information available in the public domain.

Financial Performance - Standalone

Key Parameters	Units	31 Mar 2021	31 Mar 2022	31 Mar 2023
Result Type		Audited	Audited	Audited
Total Operating Income	Rs. Crs	17.53	32.21	160.00
EBITDA	Rs. Crs	13.24	24.25	139.29
PAT	Rs. Crs	(14.75)	(502.34)	37.97
Tangible Net worth	Rs. Crs	583.24	80.92	168.96
Total Debt/Tangible Net Worth	Times	0.15	0.47	0.05
Current Ratio	Times	0.35	0.24	1.01

Financial Performance - Consolidated

Key Parameters	Units	31 Mar 2021	31 Mar 2022	31 Mar 2023
Result Type		Audited	Audited	Audited
Total Operating Income	Rs. Crs	17.84	48.76	175.68
EBITDA	Rs. Crs	(13.55)	7.24	129.40
PAT	Rs. Crs	(80.62)	(95.23)	237.78
Tangible Net worth	Rs. Crs	(84.48)	(179.61)	108.17
Total Debt/Tangible Net Worth	Times	(4.18)	(2.07)	1.08
Current Ratio	Times	0.87	0.66	3.32



Key covenants of the rated facilities: NA

Status of non-cooperation with previous CRA: NA

Any other information: Not applicable

Rating History for the last three years [including withdrawal and suspended]

Sl. No.	Instrument	Current Rating (Oct 2023)		Rating History				
		Type	Amount (Rs Crs)	Rating	2022 10 Oct 2022	2021 05 Oct 2021	2020 05 Oct 2020	2019 18 Oct 2019
1	NCD Tranche A	Long Term	25.59	BWR D ISSUER NOT COOPERATI NG*	BWR D ISSUER NOT COOPERATI NG*	BWR D ISSUER NOT COOPERATI NG*	BWR D ISSUER NOT COOPERATI NG*	BWR D ISSUER NOT COOPERATING*
2	NCD Tranche B		82.90					
Total			108.49	Rupees One Hundred Eight Crores and Forty Nine Lakhs Only				

*Issuer did not cooperate. Based on best available information

Complexity levels of the Instrument: Simple

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

Hyperlink/Reference to applicable Criteria

- [General Criteria](#)
- [Default Recognition and Post Default Curing Period](#)
- [Commercial Real Estate Rating methodology](#)
- [Approach to Financial ratios](#)
- [What Constitutes Non-cooperation](#)

Analytical Contacts	
Urvi Shah Rating Analyst urvi.s@brickworkratings.com	Ravi Rashmi Dhar Associate Director- Ratings ravi.d@brickworkratings.com
1860-425-2742	I media@brickworkratings.com



**PVP Ventures Limited
ANNEXURE I
Instrument Details: Listed on BSE**

Instrument	Issue Date	Amount (Rs Crs)	Coupon	Maturity Date	ISIN
NCD Tranche A	27-Jun-2017	25.59	18%	22-Jun-2022	INE362A07021
NCD Tranche B	27-Apr-2018	5.00	18%	31-Jan-2023	INE362A07039
	27-Apr-2018	27.90	18%	31-Jan-2023	
	03-Oct-2018	25.00	18%	31-Jan-2023	
	09-Oct-2018	25.00	18%	31-Jan-2023	
		108.49	Rupees One Hundred Eight Crores and Forty Nine Lakhs Only		

Note: The DT has informed via its email dated 17 Aug 2023 that the entire NCD liability has been fully repaid.

**PVP Ventures Limited
Annexure II : Subsidiaries**

Sl No	Name of the Entity	Holding (%)	Extent of consolidation	Rationale for consolidation
1	PVP Corporate Parks Private Limited, Chennai	100.00	Full	Wholly Owned Subsidiary
2	PVP Global Ventures Private Limited, Chennai	100.00	Full	Wholly Owned Subsidiary
3	PVP Media Ventures Private Limited, Chennai	100.00	Full	Wholly Owned Subsidiary
4	Safetrunk Services Private Limited, Chennai	100.00	Full	Wholly Owned Subsidiary
5	New Cyberabad City Projects Private Limited, Chennai	80.99	Full	Subsidiary
6	Picturehouse Media Limited, Chennai	49.55	Full	Subsidiary
7	Adobe Realtors Private Limited, Chennai*	100.00	Full	Step Wholly Owned Subsidiary
8	Arete real Estate developers Private Limited, Chennai*	100.00	Full	Step Wholly Owned Subsidiary
9	Expression real Estate developers Private Limited*	100.00	Full	Step Wholly Owned Subsidiary
10	PVP Capital Limited, Chennai**	100.00	Full	Step Down subsidiary
11	PVP Cinema Private Limited, Chennai**	100.00	Full	Step Down subsidiary

*Adobe Realtors Private Limited, Arete Real Estate Developers Private Limited, Expressions Real Estate Private Limited are the wholly owned subsidiary companies of PVP Global Ventures Private Limited.

** PVP Capital Limited and PVP Cinema Private Limited are wholly owned subsidiaries of Picturehouse Media Limited.



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 Securities and Exchange Board of India [SEBI] registered Credit Rating Agency and accredited by Reserve Bank of India [RBI], 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, Securitization Products, Municipal Bonds, etc. BWR has rated over 11,560 medium and large corporates and financial institutions' instruments. BWR has also rated NGOs, Educational Institutions, Hospitals, Real Estate Developers, Urban Local Bodies and Municipal Corporations. BWR has Canara Bank, a leading public sector bank, as one of the promoters and strategic partner.

DISCLAIMER : Brickwork Ratings India Pvt. Ltd. (BWR), a Securities and Exchange Board of India [SEBI] registered Credit Rating Agency and accredited by the Reserve Bank of India [RBI], offers credit ratings of Bank Loan facilities, 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, Securitization Products, Municipal Bonds, etc. [hereafter referred to as "Instruments"]. BWR also rates NGOs, Educational Institutions, Hospitals, Real Estate Developers, Urban Local Bodies and Municipal Corporations.

BWR wishes to inform all persons who may come across Rating Rationales and Rating Reports provided by BWR that the ratings assigned by BWR are based on information obtained from the issuer of the instrument and other reliable sources, which in BWR's best judgment are considered reliable. The Rating Rationale / Rating Report & other rating communications are intended for the jurisdiction of India only. The reports should not be the sole or primary basis for any investment decision within the meaning of any law or regulation (including the laws and regulations applicable in Europe and also the USA).

BWR also wishes to inform that access or use of the said documents does not create a client relationship between the user and BWR.

The ratings assigned by BWR are only an expression of BWR's opinion on the entity / instrument and should not in any manner be construed as being a recommendation to either, purchase, hold or sell the instrument.

BWR also wishes to abundantly clarify that these ratings are not to be considered as an investment advice in any jurisdiction nor are they to be used as a basis for or as an alternative to independent financial advice and judgment obtained from the user's financial advisors. BWR shall not be liable to any losses incurred by the users of these Rating Rationales, Rating Reports or its contents. BWR reserves the right to vary, modify, suspend or withdraw the ratings at any time without assigning reasons for the same.

BWR's ratings reflect BWR's opinion on the day the ratings are published and are not reflective of factual circumstances that may have arisen on a later date. BWR is not obliged to update its opinion based on any public notification, in any form or format although BWR may disseminate its opinion and analysis when deemed fit.

Neither BWR nor its affiliates, third party providers, as well as the directors, officers, shareholders, employees or agents (collectively, "BWR Party") guarantee the accuracy, completeness or adequacy of the Ratings, and no BWR Party shall have any liability for any errors, omissions, or interruptions therein, regardless of the cause, or for the results obtained from the use of any part of the Rating Rationales or Rating Reports. Each BWR Party disclaims all express or implied warranties, including, but not limited to, any warranties of merchantability, suitability or fitness for a particular purpose or use. In no event shall any BWR Party be liable to any one for any direct, indirect, incidental, exemplary, compensatory, punitive, special or consequential damages, costs, expenses, legal fees, or losses (including, without limitation, lost income or lost profits and opportunity costs) in connection with any use of any part of the Rating Rationales and/or Rating Reports even if advised of the possibility of such damages.



However, BWR or its associates may have other commercial transactions with the company/entity. BWR and its affiliates do not act as a fiduciary.

BWR keeps certain activities of its business units separate from each other in order to preserve the independence and objectivity of the respective activity. As a result, certain business units of BWR may have information that is not available to other BWR business units. BWR has established policies and procedures to maintain the confidentiality of certain non-public information received in connection with each analytical process.

BWR clarifies that it may have been paid a fee by the issuers or underwriters of the instruments, facilities, securities etc., or from obligors. BWR's public ratings and analysis are made available on its web site, www.brickworkratings.com. More detailed information may be provided for a fee. BWR's rating criteria are also generally made available without charge on BWR's website.

This disclaimer forms an integral part of the Ratings Rationales / Rating Reports or other press releases, advisories, communications issued by BWR and circulation of the ratings without this disclaimer is prohibited.

BWR is bound by the Code of Conduct for Credit Rating Agencies issued by the Securities and Exchange Board of India and is governed by the applicable regulations issued by the Securities and Exchange Board of India as amended from time to time.