

July 31, 2024

Bhima Jewels Private Limited: Ratings withdrawn

Summary of rating action

Instrument*	Previous Rated Amount (Rs. crore)	Current Rated Amount (Rs. crore)	Rating Action
Long term/Short term – Fund-based working capital	730.00	730.00	[ICRA]BBB (Stable)/ [ICRA]A3+; Withdrawn
Total	730.00	730.00	

*Instrument details are provided in Annexure-I

Rationale

ICRA has withdrawn the ratings assigned to the bank facilities of Bhima Jewels Private Limited (Bhima) at the request of the company and based on the No Objection Certificates received from the bankers, and in accordance with ICRA's policy on withdrawal. ICRA does not have information to suggest that the credit risk has changed since the time the ratings were last reviewed.

The key rating drivers, liquidity position, rating sensitivities and key financial indicators have not been captured as the rated instruments are being withdrawn. The previous detailed rating rationale is available at the following link: [Click here](#)

Analytical approach

Analytical Approach	Comments
Applicable rating methodologies	Corporate Credit Rating Methodology Jewellery - Retail Policy on Withdrawal of Credit Ratings
Parent/Group support	Not applicable
Consolidation/Standalone	The ratings are based on the standalone financial profile of the company

About the company

Bhima is a leading gold jewellery retailer, particularly in Kerala. It has 18 showrooms at present, including 11 showrooms in Kerala, four showrooms in Telangana and one showroom each in Tamil Nadu, Karnataka and Andhra Pradesh. The company is increasing its presence outside Kerala. It plans to open three more showrooms in Telangana in the near term. Bhima's product profile mainly consists of gold jewellery, which had a share of 87% of the total sales in FY2024, while the balance comprises diamond, gold coins, platinum, silver, and precious stones, among others.

The Bhima Cochin Group, set up in 1978 (pursuant to family succession planning), was promoted by Mr. Bindu Madhav of the Bhima Bhattar family, which has been in the jewellery business since 1925. In April 2018, the Bhima Cochin Group underwent an internal restructuring wherein the business operations of Bhima Jewels, Bhima Boutique Private Ltd, and Bhima Silver Palace were transferred to Bhima Jewels Private Limited (rated entity) through slump sales.

Status of non-cooperation with previous CRA: Not applicable

Any other information: None

Rating history for past three years

Instrument	Current rating (FY2025)				Chronology of rating history for the past 3 years					
	Type	Amount rated (Rs. crore)	Date & rating in FY2025		Date & rating in FY2024	Date & rating in FY2023		Date & rating in FY2022		
			Jul 31, 2024	Jun 28, 2024		-	Mar 23, 2023	Mar 10, 2023	Feb 01, 2022	Dec 14, 2021
1 Fund-based working capital	Long term/short term	730.00	[ICRA]BBB (Stable)/ [ICRA]A3+ Withdrawn	[ICRA]BBB (Stable)/ [ICRA]A3+	-	[ICRA]A- (Stable)/ [ICRA]A2+	[ICRA]A- (Stable)/ [ICRA]A2+	[ICRA]A- (Stable)/ [ICRA]A2+	-	
2 Unallocated	Long term/short term	0.00	-	-	-	[ICRA]A- (Stable)/ [ICRA]A2+	-	-	-	
3 Issuer Rating	Long term		-	-	-	-	[ICRA]A- (Stable); Withdrawn	[ICRA]A- (Stable)	[ICRA]A- (Stable)	

Complexity level of the rated instruments

Instrument	Complexity Indicator
Long term/Short term – Fund-based working capital	Simple

The Complexity Indicator refers to the ease with which the returns associated with the rated instrument could be estimated. It does not indicate the risk related to the timely payments on the instrument, which is rather indicated by the instrument's credit rating. It also does not indicate the complexity associated with analysing an entity's financial, business, industry risks or complexity related to the structural, transactional or legal aspects. Details on the complexity levels of the instruments are available on ICRA's website: [Click Here](#)

Annexure I: Instrument details

ISIN	Instrument Name	Date of Issuance	Coupon Rate	Maturity	Amount Rated (Rs. crore)	Current Rating and Outlook
NA	Fund-based working capital*	NA	NA	NA	730.00	[ICRA]BBB (Stable)/ [ICRA]A3+ Withdrawn

Source: Company; *Includes cash credit/WCDL/supply chain finance

[Please click here to view details of lender-wise facilities rated by ICRA](#)

Annexure II: List of entities considered for consolidated analysis- Not applicable

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Branches



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