

February 25, 2025

Ogaan Media Private Limited: Ratings reaffirmed

Summary of rating action

Instrument*	Previous Rated Amount (Rs. crore)	Current Rated Amount (Rs. crore)	Rating Action
Long-term – Fund-based facilities – Cash Credit	3.50	3.50	[ICRA]BBB-(Stable); reaffirmed
Short-term – Fund-based facilities – Overdraft	3.00	3.00	[ICRA]A3; reaffirmed
Total	6.50	6.50	

*Instrument details are provided in Annexure-I

Rationale

The ratings reaffirmation favourably factors in the experience of Ogaan Media Private Limited's (OMPL) promoters in the business and the financial flexibility derived from being a part of the Jubilant Bhartia Group (JBG). OMPL is owned and managed by Mrs. Kavita Bhartia, wife of Mr. Hari Bhartia, Co-chairman of JBG, and their daughter Ms. Aashti Bhartia. Over the years, the promoters (and other promoter-owned companies) have extended timely financial and operational support (in the form of sourcing newsprint on favourable credit terms) to OMPL. ICRA expects the company to continue receiving such need-based and timely support from its promoters going forward as well. The ratings draw comfort from its association with international reputed magazine brands—Elle and Elle Décor—in their addressable segments, along with its diversification into the event management business. With no long-term debt on books and limited capital investments requirements of the business, the debt outstanding primarily comprises working capital facilities, which supports OMPL's comfortable capital structure.

The ratings, however, remain constrained by OMPL's modest scale of operations, as reflected in top line of ~Rs. 44 crore (in FY2024) and net worth of Rs. 12.7 crore as on March 31, 2024. While an uptick in digital print (i.e., digital copies and formats for Elle and Elle Décor) has offset the decline in physical print business and supported the revenue growth over the last two years, a sustained growth in the same remains a monitorable. The company plans to introduce a new digital product – “Elle Gourmet”, covering trends in food industry, starting FY2026. In the event business, it organised the first Mumbai edition of its flagship - India Design (ID) event in September 2024. The company plans to leverage the ID brand and host more events in other Indian cities (and even overseas) in the medium to long term. While ramp-up in these new events/products is expected to reduce OMPL's disproportionate revenue dependence on a single ID, Delhi event (40% of total revenues in FY2024), the pace of the same and impact on margin profile remains to be demonstrated. Moreover, given the cash inflows are skewed during a certain period of the year (linked to ID events), timely financial support from the promoters, along with maintenance of adequate liquidity buffer remains critical from the credit perspective.

The Stable outlook on the rating reflects ICRA's belief that OMPL will witness a revenue growth, supported by scale-up of ID Mumbai event and steady growth across digital print and event businesses. While its operating margins are likely to moderate during the ramp-up of new event/products, the coverage metrics are expected to remain comfortable.

Key rating drivers and their description

Credit strengths

Financial flexibility due to strong promoters – The company is owned and promoted by Mrs. Kavita Bhartia, wife of Mr. Hari Bhartia – Co-chairman of JBG. Mrs. Bhartia has extended personal guarantee for OMPL's working capital borrowings. In addition, the promoter's family extended financial support in the form of zero-coupon preference shares in the aftermath of the pandemic (redeemed in YTD FY2025). The operational support is extended by a Group company to OMPL towards

procurement of newsprint on favourable credit terms. ICRA draws comfort from the financial flexibility derived from being a part of JBG and expects that the company would continue to receive such need-based support from its promoters going forward as well.

Strong brand presence of its key publications and event – OMPL is the exclusive publisher of two leading fashion and interior designer magazines—Elle and Elle Décor—in India since 1996. Its flagship women’s magazine Elle enjoys a good reputation in the addressable segment. The company has an exclusive contract with the French brand owner of Elle—Hachette Filipacchi Médias—for using the brand name in India. While the physical print business has been on the decline in the recent years, the digital version of these magazines has improved, as reflected in the overall print segment revenues increasing to Rs. 17.3 crore in FY2024 from Rs. 11.8 crore in FY2023. Besides print, OMPL has diversified into the event business and has been organising an annual interior design symposium as well as exhibit in Delhi under the name India Design since 2013. The event business (ID and brand solutions) has synergies with Elle Décor magazines and has seen healthy traction over the recent years. OPML expanded the ID event to Mumbai in YTD FY2025. This will also be an annual event going forward and ramp-up in scale of the same is expected to be a key driver of revenue growth over the medium term. OMPL is projected to witness a revenue growth of 15-20% in FY2025 and 8-10% in FY2026 (albeit on a small base).

Credit challenges

Modest scale of operations and susceptibility of operating performance to economic conditions – While OMPL’s revenues saw healthy recovery in FY2023, which sustained in FY2024 with revenues touching a new peak of ~Rs. 44 crore, the overall scale of operations remains modest (compared to peers in the same industry). The company organises an annual design event, wherein various companies and architects advertise/showcase their products/designs, which are relatively discretionary in nature and hence vulnerable to economic environment. OPML continues to work towards increasing the digital print revenues (plans new offering Elle Gourmet in FY2026) and expanding its event business (including addition of more ID events, like the Mumbai ID). However, the pace of growth in earnings and sustainability of the same remains a monitorable.

Revenue concentration risk – OMPL generated ~ 40% of its revenue in FY2024 from the single ID event at Delhi. The trend has remained similar over the past (barring FY2021-FY2022). Owing to this dependence, it faces high revenue concentration risk. However, sequential growth has been witnessed in the non-ID event business with YoY growth of 61% in FY2024 to Rs. 17.3 crore. Moreover, in YTD FY2025, the company organised one ID event at Mumbai, in line its strategy to leverage the ID brand and host multiple events pan-India. A scale-up of this Mumbai edition over the medium term is expected to help to diversify company’s revenue streams.

Liquidity position: Adequate

The company’s liquidity remains adequate, as reflected in cash balance of around Rs. 8 crore as on December 31, 2024, further supported by working capital limits of Rs. 6.5 crore. The average utilisation of FB limits in 12-months that ended on November 30, 2024 remained marginal at 10-12% (utilised only in 1-2 months during the period). It has no long-term debt repayment obligations, nor any major capex plans in FY2026. However, investments/funding support towards new products/events may arise. OMPL enjoys significant financial flexibility, given its strong promoters.

Rating sensitivities

Positive factors – The ratings may be upgraded if the company is able to significantly and sustainably scale up its operations, while improving its profitability indicators, aided by growth in its event management business as well as traction in digital revenue streams.

Negative factors – Pressure on the ratings could arise for reasons including sustained decline in revenues and profits, impacting the company’s credit metrics and liquidity profile. Further, the lack of timely support from the promoter, if required, could put pressure on OMPL’s credit profile.

Analytical approach

Analytical Approach	Comments
Applicable rating methodologies	Corporate Credit Rating Methodology Print Media
Parent/Group support	Not Applicable
Consolidation/Standalone	Standalone

About the company

OMPL is a magazine publisher-cum-event management company. It is the exclusive publisher of two leading fashion and interior designer magazines – Elle and Elle Décor – in India. The company started operations in 1995 and launched Elle in 1996 and Elle Décor in 2000. Under the magazine publication business, it earns revenue from the circulation of print and digital subscriptions as well as advertisements. Under its event management business, it primarily organises an annual interior design event known as India Design in Delhi (Mumbai event organised for the first time in September 2024). The company is owned and managed by Mrs. Kavita Bhartia, wife of Mr. Hari Bhartia, Co-chairman of the Jubilant Bhartia Group. Apart from OMPL, Mrs. Bhartia is actively involved in running a high-end designer garment brand under the brand name of Ogaan with seven showrooms across Delhi, Mumbai, and Hyderabad.

Key financial indicators (audited)

OMPL Standalone	FY2023	FY2024	9M FY2025*
Operating income (Rs. Crore)	40.7	43.7	28.2
PAT (Rs. Crore)	2.9	5.0	2.6
OPBDIT/OI (%)	9.8%	15.4%	7.5%
PAT/OI (%)	7.2%	11.5%	9.3%
Total outside liabilities/Tangible net worth (times)	0.7	0.7	-
Total debt/OPBDIT (times)	0.0	0.0	-
Interest coverage (times)	18.4	143.8	67.8

Source: Company, ICRA Research; * Provisional numbers; All ratios as per ICRA's calculations

PAT: Profit after tax; OPBDIT: Operating profit before depreciation, interest, taxes and amortisation

Status of non-cooperation with previous CRA: Not applicable

Any other information: None

Rating history for past three years

Current (FY2025)				Chronology of rating history for the past 3 years					
FY2025				FY2024		FY2023		FY2022	
Instrument	Type	Amount rated (Rs. crore)	Feb 25, 2025	Date	Rating	Date	Rating	Date	Rating
Fund-based – CC	Long term	3.50	[ICRA]BBB-(Stable)	Feb-02-2024	[ICRA]BBB-(Stable)	Dec-12-2022	[ICRA]BBB-(Stable)	Sep-30-2021	[ICRA]BBB-(Stable)
Fund-based – Overdraft	Short term	3.00	[ICRA]A3	Feb-02-2024	[ICRA]A3	Dec-12-2022	[ICRA]A3	Sep-30-2021	[ICRA]A3

Complexity level of the rated instruments

Instrument	Complexity Indicator
Cash credit	Simple
Overdraft	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 – CC	-	-	-	3.50	[ICRA]BBB-(Stable)
NA	Fund-based – Overdraft	-	-	-	3.00	[ICRA]A3

Source: Company

Annexure II: List of entities considered for consolidated analysis: Not Applicable

ANALYST CONTACTS

Ashish Modani

+91 20 6606 9912

ashish.modani@icraindia.com

Suprio Banerjee

+91 22 6114 3443

supriob@icraindia.com

Ritu Goswami

+91 124 4545 826

ritu.goswami@icraindia.com

Akarsheet Agarwal

+91 124 4545 5310

akarsheet.agarwal@icraindia.com

RELATIONSHIP CONTACT

L. Shivakumar

+91 22 6114 3406

shivakumar@icraindia.com

MEDIA AND PUBLIC RELATIONS CONTACT

Ms. Naznin Prodhani

Tel: +91 124 4545 860

communications@icraindia.com

HELPLINE FOR BUSINESS QUERIES

+91-9354738909 (open Monday to Friday, from 9:30 am to 6 pm)

info@icraindia.com

ABOUT ICRA LIMITED

ICRA Limited was set up in 1991 by leading financial/investment institutions, commercial banks and financial services companies as an independent and professional investment Information and Credit Rating Agency.

Today, ICRA and its subsidiaries together form the ICRA Group of Companies (Group ICRA). ICRA is a Public Limited Company, with its shares listed on the Bombay Stock Exchange and the National Stock Exchange. The international Credit Rating Agency Moody's Investors Service is ICRA's largest shareholder.

For more information, visit www.icra.in

ICRA Limited

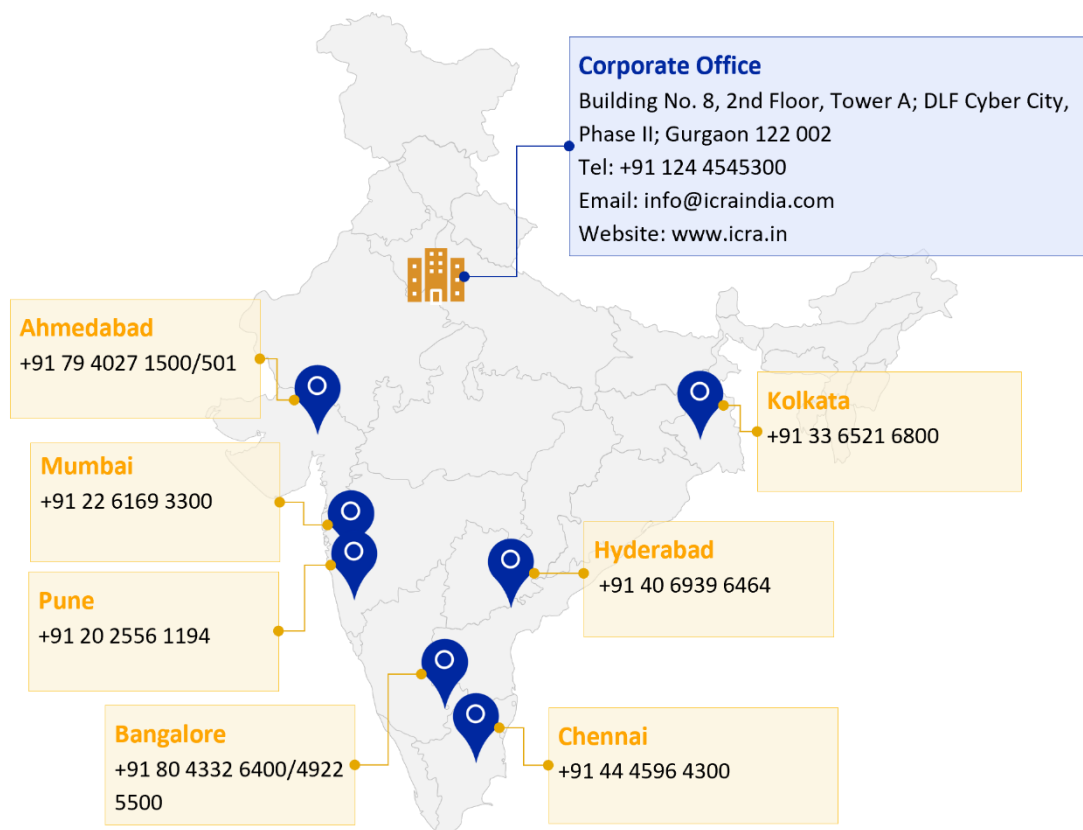


Registered Office

B-710, Statesman House, 148 Barakhamba Road, New Delhi-110001
Tel: +91 11 23357940-45



Branches



© Copyright, 2025 ICRA Limited. All Rights Reserved.

Contents may be used freely with due acknowledgement to ICRA.

ICRA ratings should not be treated as recommendation to buy, sell or hold the rated debt instruments. ICRA ratings are subject to a process of surveillance, which may lead to revision in ratings. An ICRA rating is a symbolic indicator of ICRA's current opinion on the relative capability of the issuer concerned to timely service debts and obligations, with reference to the instrument rated. Please visit our website www.icra.in or contact any ICRA office for the latest information on ICRA ratings outstanding. All information contained herein has been obtained by ICRA from sources believed by it to be accurate and reliable, including the rated issuer. ICRA however has not conducted any audit of the rated issuer or of the information provided by it. While reasonable care has been taken to ensure that the information herein is true, such information is provided 'as is' without any warranty of any kind, and ICRA in particular, makes no representation or warranty, express or implied, as to the accuracy, timeliness or completeness of any such information. Also, ICRA or any of its group companies may have provided services other than rating to the issuer rated. All information contained herein must be construed solely as statements of opinion, and ICRA shall not be liable for any losses incurred by users from any use of this publication or its contents.