

June 23, 2025

## Atul Motors Private Limited:Continues to remain under Issuer Non-Cooperating category

### Summary of rating action

Instrument <sup>^</sup>	Previous Rated Amount (Rs. crore)	Current Rated Amount (Rs. crore)	Rating Action
Long Term-Fund Based-Term Loan	8.94	8.94	[ICRA]B+(Stable) ISSUER NOT COOPERATING*; Rating continues to remain under 'Issuer Not Cooperating' category
Long Term-Fund Based-Cash Credit	18.00	18.00	[ICRA]B+(Stable) ISSUER NOT COOPERATING*; Rating continues to remain under 'Issuer Not Cooperating' category
Long Term / Short Term-Fund Based- Cash Credit	100.00	100.00	[ICRA]B+(Stable) ISSUER NOT COOPERATING*/[ICRA]A4 ISSUER NOT COOPERATING*; Rating continues to remain under 'Issuer Not Cooperating' category
Long Term / Short Term-Unallocated	1.16	1.16	[ICRA]B+(Stable) ISSUER NOT COOPERATING*/[ICRA]A4 ISSUER NOT COOPERATING*; Rating continues to remain under 'Issuer Not Cooperating' category
Short Term-Non-Fund Based-Others	16.00	16.00	[ICRA]A4 ISSUER NOT COOPERATING*; Rating continues to remain under 'Issuer Not Cooperating' category
<b>Total</b>	<b>144.10</b>	<b>144.10</b>	

\*Issuer did not cooperate; based on best available information

<sup>^</sup>Instrument details are provided in Annexure-1

### Rationale

ICRA has kept the Long-Term and Short-term ratings for the Bank facilities of Atul Motors Private Limited in the 'Issuer Not Cooperating' category. The rating are denoted as "[ICRA]B+(Stable) ISSUER NOT COOPERATING\*/[ICRA]A4 ISSUER NOT COOPERATING".

As part of its process and in accordance with its rating agreement with Atul Motors Private Limited, ICRA has been trying to seek information from the entity so as to monitor its performance Further. ICRA has been sending repeated reminders to the entity for payment of surveillance fee that became due. Despite multiple requests by ICRA, the entity's management has remained non-cooperative. In the absence of requisite information and in line with the aforesaid policy of ICRA, the rating has been continued to the "Issuer Not Cooperating" category. The rating is based on the best available information.

Please refer to the following link for the previous detailed rationale that captures Key rating drivers and their description, Liquidity position, Rating sensitivities : [Click here](#) ICRA is unable to provide the latest information because of non-cooperation by the entity.

### Analytical approach

Analytical Approach	Comments
Applicable Rating Methodologies	<a href="#">Policy in respect of non-cooperation by the rated entity</a> <a href="#">Corporate Credit Rating Methodology</a> <a href="#">Automobile Dealers</a>
Parent/Group Support	NA
Consolidation/Standalone	Standalone

## About the company

Atul Motors Private Limited (AMPL) is a leading company of the Chandra family run Rajkot (Gujarat) based Atul Group of companies. The company was established in 1999 and is an authorised passenger cars (PV) dealer, spares distributor and service provider for MSIL. The company has eight showrooms (Rajkot - 2, Ahmedabad – 2, Jamnagar - 2, Amreli and Porbandar) and 13 sales outlets and 19 service centres across Rajkot, Jamnagar and Ahmedabad region of Gujarat. In FY2017, the company has also taken up MSIL’s dealership for the Commercial Vehicle (CV) channel by setting up an exclusive showroom in Rajkot. Besides its car dealership business, the company is also engaged in servicing of vehicles and selling of Maruti Genuine spare parts (MGP) and Maruti Genuine Accessories (MGA). Additionally, the company also provides car finance and car insurance facilities through its reputed channel partners (leading banks and insurance companies). The company belongs to the Atul Group of companies having strong presence in Saurashtra region of Gujarat and operating across three-wheeler manufacturing, auto dealerships (MSIL, Honda, Eicher, M&M), auto-parts dealerships and auto financing businesses.

## Key financial indicators:

Standalone	FY 2023 (Rs. In Crore)	FY 2024 (Rs. IN Crore)
Operating Income (Rs. crore)	225.15	250.83
PAT (Rs. crore)	0.62	1.91
OPBDITA/OI (%)	4.41%	4.72%
PAT/OI (%)	0.28%	0.76%
Total Outside Liabilities/Tangible Net Worth (times)	1.44	1.71
Total Debt/OPBDITA (times)	4.73	5.25
Interest Coverage (times)	2.01	1.91

PAT: Profit after Tax; OPBDITA: Operating Profit before Depreciation, Interest, Taxes and Amortization

Source: MCA

## Status of non-cooperation with previous CRA: Not Applicable

## Any other information: None

## Rating history for past three years

	Instrument	Type	Current Rating (FY2026)		Chronology of Rating History for the past 3 years		
			Amount Rated (Rs. Crore)	Date & Rating in FY 2026	Date & Rating in FY 2025	Date & Rating in FY 2024	Date & Rating in FY 2023
				June 23, 2025	Apr 24, 2024	-	Mar 29, 2023
1.	Fund Based-Term Loan	Long Term	8.94	[ICRA]B+(Stable) ISSUER NOT COOPERATING	[ICRA]B+(Stable) ISSUER NOT COOPERATING	-	[ICRA]B+(Stable) ISSUER NOT COOPERATING
2.	Fund Based-Cash Credit	Long Term	18.00	[ICRA]B+(Stable) ISSUER NOT COOPERATING	[ICRA]B+(Stable) ISSUER NOT COOPERATING	-	[ICRA]B+(Stable) ISSUER NOT COOPERATING
3.	Fund Based-Cash Credit	Long Term/Short Term	100.00	[ICRA]B+(Stable) ISSUER NOT COOPERATING/ [ICRA]A4 ISSUER NOT COOPERATING	[ICRA]B+(Stable) ISSUER NOT COOPERATING/ [ICRA]A4 ISSUER NOT COOPERATING	-	[ICRA]B+(Stable) ISSUER NOT COOPERATING/ [ICRA]A4 ISSUER NOT COOPERATING
4.	Unallocated	Long Term/	1.16	[ICRA]B+(Stable) ISSUER NOT	[ICRA]B+(Stable) ISSUER NOT	-	[ICRA]B+(Stable) ISSUER NOT

		Short Term		COOPERATING/ [ICRA]A4 ISSUER NOT COOPERATING	COOPERATING/ [ICRA]A4 ISSUER NOT COOPERATING		COOPERATING/ [ICRA]A4 ISSUER NOT COOPERATING
5.	<b>Non-Fund Based-Others</b>	Short Term	16.00	[ICRA]A4 ISSUER NOT COOPERATING	[ICRA]A4 ISSUER NOT COOPERATING	-	[ICRA]A4 ISSUER NOT COOPERATING

### Complexity level of the rated instrument

Instrument	Complexity Indicator
Long Term-Fund Based-Term Loan	Simple
Long Term-Fund Based-Cash Credit	Simple
Long Term / Short Term-Fund Based- Cash Credit	Simple
Long Term / Short Term-Unallocated	Not Applicable
Short Term-Non-Fund Based-Others	Very 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, is available on ICRA's website: [Click Here](#)

### Annexure-1: Instrument details

ISIN No	Instrument Name	Date of Issuance / Sanction	Coupon Rate	Maturity Date	Amount Rated (RS Crore)	Current Rating and Outlook
NA	Fund Based-Term Loan	-	-	-	8.94	[ICRA]B+(Stable) ISSUER NOT COOPERATING
NA	Fund Based-Cash Credit	-	-	-	18.00	[ICRA]B+(Stable) ISSUER NOT COOPERATING
NA	Fund Based- Cash Credit	-	-	-	100.00	[ICRA]B+(Stable) ISSUER NOT COOPERATING / [ICRA]A4 ISSUER NOT COOPERATING
NA	Unallocated	-	-	-	1.16	[ICRA]B+(Stable) ISSUER NOT COOPERATING / [ICRA]A4 ISSUER NOT COOPERATING
NA	Non-Fund Based-Others	-	-	-	16.00	[ICRA]A4 ISSUER NOT COOPERATING

Source: Atul Motors Private Limited

### Annexure-2: List of entities considered for consolidated analysis: Not Applicable

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### 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.

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## ICRA Limited

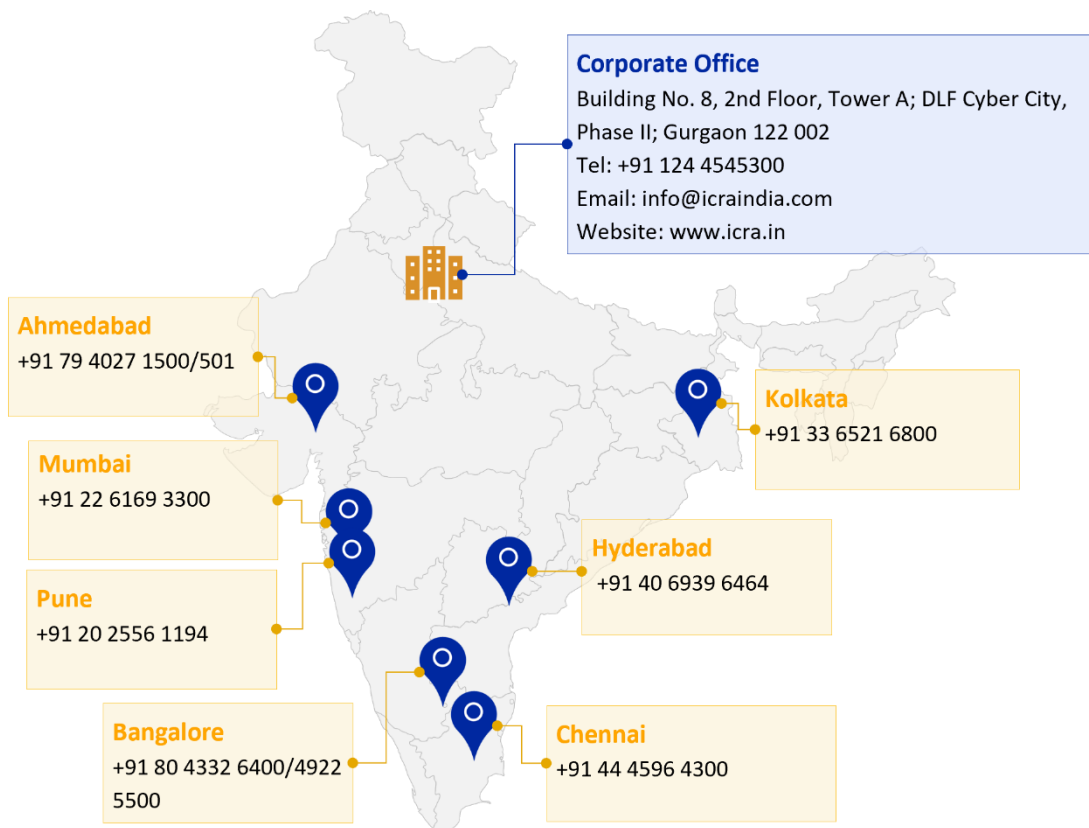


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### Branches



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