

September 25, 2025

Obeetee Private Limited: Update on entity

Summary of rating(s) outstanding

Instrument [^]	Previous rated amount (Rs. crore)	Current rated amount (Rs. crore)	Ratings Outstanding
Long term/ Short term – Fund-based working capital limits	160.10	160.10	[ICRA]A+ (Stable)/ [ICRA]A1
Long term/ Short term – Non-fund based limits	4.78	4.78	[ICRA]A+ (Stable)/ [ICRA]A1
Long term/Short term – Unallocated limits	0.22	0.22	[ICRA]A+ (Stable)/ [ICRA]A1
Total	165.10	165.10	

[^]Instrument details are provided in Annexure I

Rationale

From August 27, 2025, the United States imposed a 50% tariff on select Indian imports — comprising a 25% base tariff and a 25% punitive component — significantly impacting the export-oriented sectors. Obeetee Private Limited (OPL), a subsidiary of Luxmi Tea Company Private Limited {LTCPL, rated at [ICRA]A+ (Stable)/[ICRA]A1}, derives 70-75% of its revenues from exports to the US and is, thus, materially exposed to this development. However, based on management discussions, ICRA understands that the near-term impact remains limited, supported by a healthy order book position, reflecting sustained demand in the export market. OPL is engaged in negotiations with its customers to mitigate the impact of the tariffs on its profitability margins.

ICRA has taken a consolidated view of the operational and financial profiles of LTCPL along with its subsidiaries and step-down subsidiaries, including OPL, given the financial and managerial linkages among the entities. OPL contributes to ~44% of the consolidated revenue and ~21% of the consolidated OPBDITA of the Group in FY2025, with major earnings being derived from its tea business. This limits the impact of tariffs on the consolidated credit profile of the Luxmi Tea Group.

Nonetheless, the medium-term outlook remains uncertain due to potential pricing renegotiations, margin pressure and trade policy volatility. ICRA will continue to closely monitor the developments to assess the implications for credit quality and take appropriate rating action, if necessary.

Please refer to the following link for a previous detailed rationale that captures the key rating drivers and their description, key financial indicators, liquidity position and rating sensitivities: [Click here](#)

Analytical approach

Analytical approach	Comments
Applicable rating methodologies	Corporate Credit Rating Methodology Textiles - Fabric Tea
Parent/Group support	Not applicable
Consolidation/Standalone	For arriving at the ratings, ICRA has considered the consolidated view of LTCPL along with its subsidiaries and step-down subsidiaries, including OPL, given the financial and managerial linkages among the entities. Also, given that TOPL is a joint venture, ICRA has done the proportionate consolidation of TOPL in the shareholding % held by OPL. The list of entities considered is mentioned in Annexure II

About the company

Incorporated in 1932, Obeetee Private Limited (OPL) became a wholly owned subsidiary of Luxmi Tea Company Private Limited (LTCPL) in October 2020 as LTCPL increased its equity stake in OPL to 100% from 51.58%. OPL and TOPL (50:50 JV between OPL and the Germany-based TWE Group) are based in Mirzapur, Uttar Pradesh and manufacture various floor covering products mainly manufactures handmade (hand-knotted, hand-tufted) carpets, while TOPL deals in other non-woven/machine-made floor covering items and technical textiles for automobiles, among others. Previously, TOPL also used to manufacture handmade carpets, however, the business has been shifted to OPL before the Group's formation of JV with TWE. The major portion of OPL's sales is derived from exports, but TOPL mainly caters to the domestic market. The Group's carpet manufacturing business commenced in 1920 with its first production facility in Mirzapur. The Group has tie-ups with over 25,000 artisans, spread across Mirzapur and Bhadohi in Uttar Pradesh, for manufacturing of handmade carpets. OPL has received various awards and accolades in carpet manufacturing and is accredited by various international certifying authorities. In 1969, OPL became the world's first licensee of Woolmark for hand-knotted carpets. Manor & Mews Private Limited (MMPL), which was earlier a wholly owned subsidiary, has now been merged with Obeetee Private Limited (OPL). Post-merger, the furniture manufacturing and export operations previously undertaken by MMPL are now part of OPL's business profile. OPL has other Indian and foreign subsidiaries, which trade in floor covering products.

Key financial indicators (audited)

LTCPL	Consolidated		Consolidated with proportionate consolidation of TWE	
	FY2024	FY2025	FY2024	FY2025
Operating income	1266.7	1,521.3	1,364.8	1,625.6
PAT	-0.9	161.7	2.3	172.5
OPBDIT/OI	8.2%	14.9%	8.6%	14.6%
PAT/OI	-0.1%	10.6%	0.2%	10.6%
Total outside liabilities/Tangible net worth (times)	1.0	0.9	1.0	0.9
Total debt/OPBDIT (times)	7.9	3.5	7.0	3.4
Interest coverage (times)	1.7	3.2	1.9	3.3

Source: Company, ICRA Research; All ratios as per ICRA's calculations; Amount in Rs. crore

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 (FY2026)				Chronology of rating history for the past 3 years					
				FY2025		FY2024		FY2023	
Instrument	Type	Amount rated (Rs. crore)	Sep 25, 2025	Date	Rating	Date	Rating	Date	Rating
Fund-based – Working capital limits	Long term/ Short term	160.10	[ICRA]A+ (Stable)/ [ICRA]A1	Feb 19, 2025	[ICRA]A+ (Stable)/ [ICRA]A1	Dec 29, 2023	[ICRA]A+ (Stable)/ [ICRA]A1	Sep 08, 2022	[ICRA]A+ (Stable)/ [ICRA]A1
Non-fund based limits	Long term/ Short term	4.78	[ICRA]A+ (Stable)/ [ICRA]A1	Feb 19, 2025	[ICRA]A+ (Stable)/ [ICRA]A1	Dec 29, 2023	[ICRA]A+ (Stable)/ [ICRA]A1	Sep 08, 2022	[ICRA]A+ (Stable)/ [ICRA]A1

Unallocated limit	Long term/ Short term	0.22	[ICRA]A+ (Stable)/ [ICRA]A1	Feb 19, 2025	[ICRA]A+ (Stable)/ [ICRA]A1	-	-	-	-
--------------------------	--------------------------	------	--------------------------------	-----------------	-----------------------------------	---	---	---	---

Complexity level of the rated instruments

Instrument	Complexity indicator
Long term/ Short term – Fund-based working capital limits	Simple
Long term/ Short term – Non-fund based limits	Very Simple
Long term/Short term – Unallocated limit	Not Applicable

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 limits (EPC/PCFC/FBP/EBP/SLC)	NA	NA	NA	160.10	[ICRA]A+ (Stable)/ [ICRA]A1
NA	Non-fund based limits (LC/BG/Derivatives)	NA	NA	NA	4.78	[ICRA]A+ (Stable)/ [ICRA]A1
NA	Unallocated limit	NA	NA	NA	0.22	[ICRA]A+ (Stable)/ [ICRA]A1

Source: Company

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

Annexure II: List of entities considered for consolidated analysis

Company Name	OPL's ownership	Consolidation Approach
Luxmi Tea Company Private Limited (LTCPL)	Holding company	Full consolidation
Luxmi Township & Holdings Limited	(84% owned by LTCPL)	Full consolidation
Chandmani Tea Company Limited	(95.41% owned by LTCPL)	Full consolidation
Kalyani Tea Company Limited	(92.01% owned by LTCPL)	Full consolidation
Luk Hospitalities Limited	(100% owned by LTCPL)	Full consolidation
Silverback Tea Company Limited (STCL)	(75% owned by LTCPL)	Full consolidation
Makaibari Tea Estate Private Limited	(100% owned by LTCPL)	Full consolidation
Gisovu Tea Company Limited	(60% owned by STCL)	Full consolidation
Pfunda Tea Company Limited	(90% owned by STCL)	Full consolidation
Rugabano Tea Company Private Limited	(100% owned by STCL)	Full consolidation
TWE OBT Private Limited (TOPL)	50%*	Proportionate consolidation
Obeetee Inc.	100%	Full consolidation
Obeetee Retail Private Limited	100%	Full consolidation
Obeetee Pte. Ltd.	100%	Full consolidation
Obeetee Home Textiles Private Limited	100%	Full consolidation
Manor & Mews Private Limited (MMPL)	100%	Full consolidation
Manor & Mews Limited	(100% owned by MMPL)	Full consolidation
Manor & Mews Furniture Private Limited	(100% owned by MMPL)	Full consolidation

Source: Company

ANALYST CONTACTS

Girishkumar Kashiram Kadam

+91 22 6114 3441

girishkumar@icraindia.com

Vikram V

+91 40 6939 6410

vikram.v@icraindia.com

Sumit Jhunjunwala

+91 33 6521 6814

sumit.jhunjunwala@icraindia.com

Soumya Satapathy

+91 33 6521 6809

soumya.satapathy@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



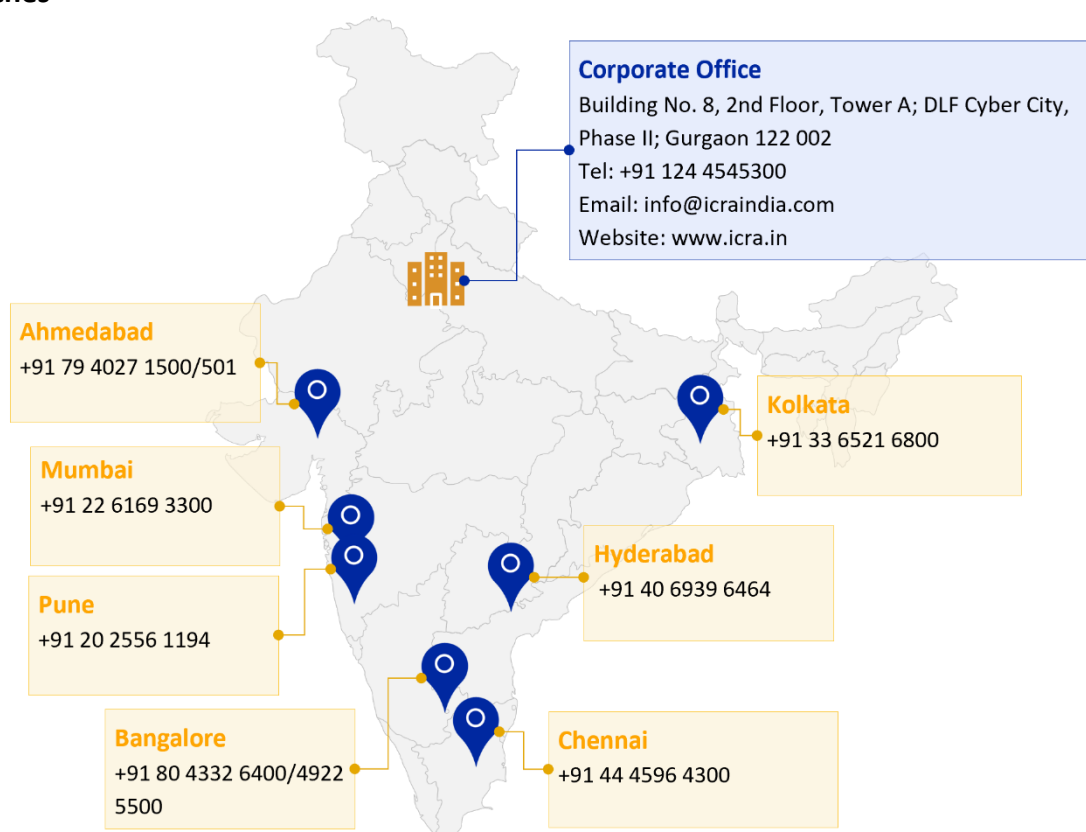
Registered Office

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.