

August 12, 2022

Cloudbail India Pvt Ltd: Rating downgraded based on best available information and removed from rating watch with developing implication; Rating Moved to Issuer Not Cooperating category

Summary of rating action

Instrument*	Previous Rated Amount (Rs. crore)	Current Rated Amount (Rs. crore)	Rating Action
Long term/short term – Fund based/non-fund based	1750.0	1750.0	[ICRA]BB+ (Stable)/[ICRA]A4+; ISSUER NOT COOPERATING*; Rating downgraded from [ICRA]A- & [ICRA]A2+ & removed from watch with developing implication and moved to 'Issuer Not Cooperating' category
Total	1750.0	1750.0	

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

& rating watch with developing implication

^Instrument details are provided in Annexure-1

Rationale

The rating downgrade is because of lack of adequate information regarding Cloudbail India Pvt Ltd's (Cloudbail) performance and hence the uncertainty around its credit risk. ICRA assesses whether the information available about the entity is commensurate with its rating and reviews the same as per its "Policy in respect of non-cooperation by a rated entity" available at www.icra.in. The lenders, investors and other market participants are thus advised to exercise appropriate caution while using this rating as the rating may not adequately reflect the credit risk profile of the entity, despite the downgrade

As part of its process and in accordance with its rating agreement with Cloudbail, ICRA has been trying to seek information from the entity so as to monitor its performance. However, 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, a rating view has been taken on the entity 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, Key Financial Indicator ([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	Corporate Credit Rating Methodology Policy in respect of non-co-operation by the rated entity
Parent/Group Support	NA
Consolidation/Standalone	Standalone

About the company

Cloudbail India Private Limited (Cloudbail) is an online-retail seller primarily operating on e-commerce marketplaces, including Amazon.in. As per publicly available information, The Competition Commission of India has granted its approval to Amazon Global to acquire a majority stake in Prione Business Services (parent company of Cloudbail). ICRA understands that the services

of the company are now being wound up and the company will not operate as a seller on the e-marketplace once the shares are transferred to Amazon.

Status of non-cooperation with previous CRA: Not applicable

Any other information: None

Rating history for past three years

Instrument	Current rating (FY2023)		Chronology of rating history for the past 3 years					
	Type	Amount rated (Rs. crore)	Amount outstanding as of Mar 31, 2022 (Rs. crore)	Date & rating in FY2023	Date & rating in FY2022		Date & rating in FY2021	Date & rating in FY2020
				August 12, 2022	Aug 17, 2021	Apr 13, 2021	Dec 11, 2020	Dec 9, 2019
1 Fund Based/Non-fund based Working Capital Facilities	Long Term / Short Term	1750.00	-	[ICRA]BB+ (Stable)/[ICRA] A4+; ISSUER NOT COOPERATING	[ICRA]A-& [ICRA]A2+ &	[ICRA]A- (Stable)/ [ICRA]A2+	[ICRA]A- (Stable)/ [ICRA]A2+	[ICRA]BBB+ (Stable)/[ICRA] A2

&= Under watch with developing implications

Complexity level of the rated instrument

Instrument	Complexity Indicator
Fund Based/Non-fund based Working Capital Facilities	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 analyzing 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: www.icra.in

Annexure-1: Instrument details

ISIN	Instrument Name	Date of Issuance	Coupon Rate	Maturity	Amount Rated (Rs. crore)	Current Rating and Outlook
-	Fund Based/Non-fund based- Working Capital Facilities	-	-	-	1750.0	[ICRA]BB+ (Stable)/[ICRA]A4+; ISSUER NOT COOPERATING

Source: Company

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

Annexure-2: List of entities considered for consolidated analysis – Not applicable

ANALYST CONTACTS

Rajeshwar Burla
+91-040-4067 6527
rajeshwar.burla@icraindia.com

Mathew Kurian Eranat
+91 80-4332 6415
mathew.eranat@icraindia.com

Kapil Banga
+91 124-4545 391
kapil.banga@icraindia.com

Sugandha Mahajan
+91 124 4545 398
Sugandha.Arora@icraindia.com

RELATIONSHIP CONTACT

Jayanta Chatterjee
+91 80 4332 6401
jayantac@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.

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ICRA Limited



Registered Office

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



Branches



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