

June 06, 2023

## Enrich Hair and Skin Solutions Pvt Ltd: Rating Withdrawn

### Summary of rating action

Instrument*	Previous Rated Amount (Rs. crore)	Current Rated Amount (Rs. crore)	Rating Action
Long-term - unallocated	25.00	25.00	[ICRA]BBB-(Stable); Withdrawn
<b>Total</b>	<b>25.00</b>	<b>25.00</b>	

\*Instrument details are provided in Annexure-I

### Rationale

ICRA has withdrawn the rating assigned to the bank facilities of **Enrich Hair and Skin Solutions Pvt Ltd** (EHSSPL) at the request of the company and based on the no dues certificate (NDC) received from its lenders, in accordance with ICRA's policy on withdrawal of credit ratings. However, ICRA does not have information to suggest that the credit risk has changed since the time the rating was last reviewed.

The Key Rating Drivers, Liquidity Position and Rating Sensitivities have not been captured as the rated instruments are being withdrawn.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	<a href="#">Policy on Withdrawal of Credit Ratings</a> <a href="#">Corporate Credit Rating Methodology</a>
Parent/Group support	NA
Consolidation/Standalone	The rating is based on the standalone financials of Enrich Hair and Skin Solutions Pvt Ltd.

### About the company

Incorporated in 2005, by Mr. Vikram Bhatt, Mr. Rohit Dedhia and Mr. Mulchand Dedhia, EHSSPL provides hair and skin-related services. The company has 83 hair and beauty salons across Mumbai, Bengaluru, Ahmedabad, Pune, Vadodara and Surat, under the brand, Enrich. The company also runs an academy each in the six cities mentioned above, which provides training courses in hair care, skin and salon management. EHSSPL also trades in hair and skincare products for brands such as Kerastase (Paris), L'oreal Professional, Decleor, and Naturica, apart from online sales of L'oreal Professional products through the online retail platform, Nykaa.com.

In CY2010, JM Financial Trust Company (JMTFC) bought a majority stake in the company, which was later bought by Westbridge AIF in FY2019.

## Key Financial Indicators (audited)

Standalone	FY2021	FY2022
Operating income	129.8	166.3
PAT	(21.5)	(26.6)
OPBDIT/OI	-8.3%	-7.8%
PAT/OI	-16.6%	-16.0%
Total outside liabilities/Tangible net worth (times)	0.6	0.9
Total debt/OPBDIT (times)	(1.9)	(1.3)
Interest coverage (times)	(2.9)	(3.7)

PAT: Profit after tax; OPBDIT: Operating profit before depreciation, interest, taxes and amortisation; Amounts in Rs crore \*Provisional

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

Any other information: None

## Rating history for past three years

Instrument	Type	Current rating (FY2024)			Chronology of rating history for the past 3 years			
		Amount rated (Rs. crore)	Amount outstanding (Rs. crore)	Date & rating in FY2024	Date & rating in FY2023	Date & rating in FY2022	Date & rating in FY2021	
								Jun 06, 2023
1	Term loans	Long-term	-	-	-	-	[ICRA]BBB-(Stable)	-
2	Unallocated	Long term	25.00	-	[ICRA]BBB-(Stable); Withdrawn	[ICRA]BBB-(Stable)	-	-

## Complexity level of the rated instrument

Instrument	Complexity Indicator
Long-term – Unallocated	NA

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 I: Instrument details**

ISIN	Instrument Name	Date of Issuance	Coupon Rate	Maturity	Amount Rated (Rs. crore)	Current Rating and Outlook
NA	Unallocated	NA	NA	-	25.00	[ICRA]BBB-(Stable); Withdrawn

Source: Company

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

## ANALYST CONTACTS

**Shamsher Dewan**  
+91 124 4545328  
[shamsher@icraindia.com](mailto:shamsher@icraindia.com)

**Srikumar Krishnamurthy**  
+91 44 45964318  
[ksrikumar@icraindia.com](mailto:ksrikumar@icraindia.com)

**Suprio Banerjee**  
+91 22 6114 3443  
[supriob@icraindia.com](mailto:supriob@icraindia.com)

**Sanket Rajendra Jangale**  
+91 020 6606 9919  
[sanket.jangale@icraindia.com](mailto:sanket.jangale@icraindia.com)

## RELATIONSHIP CONTACT

**L. Shivakumar**  
+91 22 6169 3300  
[shivakumar@icraindia.com](mailto:shivakumar@icraindia.com)

## MEDIA AND PUBLIC RELATIONS CONTACT

**Ms. Naznin Prodhani**  
Tel: +91 124 4545 860  
[communications@icraindia.com](mailto:communications@icraindia.com)

## Helpline for business queries

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

[info@icraindia.com](mailto: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](http://www.icra.in)

## ICRA Limited



### Registered Office

B-710, Statesman House, 148, Barakhamba Road, New Delhi-110001

Tel: +91 11 23357940-45



### Branches



© Copyright, 2023 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](http://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.