

## Balaji Cellphone Private Limited

June 07, 2018

### Summary of Rated Instrument:

Instrument	Previous Rated Amount(Rs. crore)	Current Rated Amount(Rs. crore)	Rating Action
Fund based-Term Loan	17.00	17.00	[ICRA]BB+ (Stable) ISSUER NOT COOPERATING*; Rating continues to remain under 'Issuer Not Cooperating' category
Non Fund based-Bank Guarantee	5.00	5.00	[ICRA]A4+ ISSUER NOT COOPERATING*; Rating continues to remain under 'Issuer Not Cooperating' category
Total	22.00	22.00	

\*Issuer did not co-operate; based on best available information.

### Rationale

The long-term and short-term rating for the Rs. 22.00-crore bank facilities of Balaji Cellphone Private Limited ('BCPL' or the 'company') continues to remain under 'Issuer Not Cooperating' category. The rating is now denoted as "[ICRA]BB+ (Stable)/[ICRA]A4+ ISSUER NOT COOPERATING". ICRA had earlier moved the rating of BCPL to the 'ISSUER NOT COOPERATING' category due to non-submission of monthly 'No Default Statement' ("NDS") by the entity.

ICRA has been trying to seek information from the entity so as to monitor its performance, but despite repeated requests by ICRA, the entity's management has remained non-cooperative. The current rating action has been taken by ICRA basis best available/dated/ limited information on the issuers' performance. Accordingly the lenders, investors and other market participants are advised to exercise appropriate caution while using this rating as the rating may not adequately reflect the credit risk profile of the entity.

### Analytical approach

ICRA has applied its rating methodologies/policies as indicated below:

### Links to applicable criteria:

[Policy in respect of non-cooperation by the rated entity](#)

[Corporate Credit Rating Methodology](#)

### About the company:

Balaji Cellphone Private Limited (BCPL) initially started as a proprietorship concern in the name of M/S Balaji Telecom with Mr. Raj Kumar Choudhary as the sole proprietor. From April 1, 2013, the company was reconstituted to a private limited company. In December 2012, the company was appointed the exclusive distributor of Samsung mobile products, tablets, accessories, etc for the entire state of Jharkhand.

The previous detailed rating rationale is available on the following link: [Click here](#)

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For more information, visit [www.icra.in](http://www.icra.in)

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