

Rama Marketing Enterprises

September 17, 2018

Summary of rated instruments

Instrument	Previous Rated Amount (₹ crore)	Current Rated Amount (₹ crore)	Rating Action
Long-term fund-based limits	35.00	35.00	[ICRA]BB-(Stable); ISSUER NOT CO-OPERATING; Withdrawn
Long-term interchangeable	(23.40)	(23.40)	[ICRA]BB-(Stable); ISSUER NOT CO-OPERATING; Withdrawn
Total	35.00	35.00	

Rating action

ICRA has withdrawn the long-term rating of [ICRA]BB- (pronounced ICRA double B minus) assigned to the ₹ 35.00 crore¹ bank limits of Rama Marketing Enterprises ('RME' or 'the firm')².

Rationale

The rating assigned for bank facilities of the company has been withdrawn at the request of the firm and on the basis of no objection certificate provided by its banker.

Analytical approach: For taking the rating action, ICRA has applied its policy on withdrawal of credit rating as indicated below.

Links to applicable criteria:

[ICRA's policy on withdrawal and suspension of credit rating](#)

About the company:

Rama Marketing Enterprises is a partnership concern established in April 1988. The firm is closely held within the Kalani family. The firm is an exclusive distributor of Indian Made Foreign Liquor (IMFL) brands of DeeJay Distilleries Private Limited in Mumbai metropolitan region. In addition to this, Rama also distributes wines in the Mumbai area, which is imported by its sister concern, Kalani Marketing (P) Limited (KMPL) from Globus Wines (UK); also the firm along with KMPL is engaged in distributorship of Amigos beer (imported from UK) in various parts of India.

The firm has its registered office and its warehouse in Mumbai and has a large clientele of more than 2500 customers consisting of hotels, bars, permit rooms, restaurants and retail traders.

¹ 100 lakh = 1 crore = 10 million

² For complete rating scale and definitions, please refer to ICRA's website www.icra.in or other ICRA Rating Publications

Key financial indicators (Audited)

	FY2013	FY2014
Operating Income (₹ crore)	107.64	118.72
PAT (₹ crore)	0.65	0.20
OPBDITA/ OI (%)	1.93%	2.90%
RoCE (%)	8.07%	9.55%
Total Debt/ TNW (times)	3.40	2.99
Total Debt/ OPBDITA	12.04	8.53
Interest coverage (times)	1.48	1.07

Source: Company Financials

Status of non-cooperation with previous CRA: Not applicable

Any other information: None

Rating history for last three years:

Current Rating (FY2019)				Chronology of Rating History for the past 3 years				
Instrument	Type	Amount Rated (₹ crore)	Amount Outstanding (₹ crore)	Date & Rating		Date & Rating in FY2018	Date & Rating in FY2017	Date & Rating in FY2016
				Sep-18	Aug-18	May-17	-	Nov-15
Cash Credit	Long-term	26.00	-	[ICRA]BB-(Stable) ISSUER NOT COOPERATING Withdrawn	[ICRA]BB-(Stable) ISSUER NOT COOPERATING	[ICRA]BB-(Stable) ISSUER NOT COOPERATING	-	[ICRA]BB-(Stable)
Overdraft	Long-term	5.00	-	[ICRA]BB-(Stable) ISSUER NOT COOPERATING Withdrawn	[ICRA]BB-(Stable) ISSUER NOT COOPERATING	[ICRA]BB-(Stable) ISSUER NOT COOPERATING	-	[ICRA]BB-(Stable)
Standby Line of credit	Long-term	4.00	-	[ICRA]BB-(Stable) ISSUER NOT COOPERATING Withdrawn	[ICRA]BB-(Stable) ISSUER NOT COOPERATING	[ICRA]BB-(Stable) ISSUER NOT COOPERATING	-	[ICRA]BB-(Stable)
WCDL*	Long-term	(23.40)	-	[ICRA]BB-(Stable) ISSUER NOT COOPERATING Withdrawn	[ICRA]BB-(Stable) ISSUER NOT COOPERATING	[ICRA]BB-(Stable) ISSUER NOT COOPERATING	-	[ICRA]BB-(Stable)

*Sub limit of Cash Credit

Complexity level of the rated instrument:

ICRA has classified various instruments based on their complexity as "Simple", "Complex" and "Highly Complex". The classification of instruments according to their complexity levels is available on the website www.icra.in

Annexure-1: Instrument Details

ISIN No.	Instrument Name	Date of Issuance / Sanction	Coupon Rate	Maturity Date	Amount Rated (₹ crore)	Current Rating and Outlook
NA	Cash Credit	-	-	-	26.00	[ICRA]BB-(Stable); ISSUER NOT CO-OPERATING Withdrawn
NA	Overdraft	-	-	-	5.00	[ICRA]BB-(Stable); ISSUER NOT CO-OPERATING Withdrawn
NA	Standby Line of credit	-	-	-	4.00	[ICRA]BB-(Stable); ISSUER NOT CO-OPERATING Withdrawn
NA	WCDL*	-	-	-	(23.40)	[ICRA]BB-(Stable); ISSUER NOT CO-OPERATING Withdrawn

Source: RME

*Sub limit of Cash Credit

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