June 16, 2023

# Diligent Media Corporation Limited: Continues to remain under issuer Non-Cooperating category.

## Summary of rating action

| Instrument^ | Previous Rated Amount (Rs. crore) | Current Rated Amount (Rs. crore) | Rating Action |
|---|---|---|---|
| Non-convertible Debenture (NCD) Programme | 250.00 | 250.00 | [ICRA]D ISSUER NOT COOPERATING*. Rating Continues to remain under the 'Issuer Not Cooperating' category. |
| Total | **250.00** | **250.00** | |

**Issuer did not cooperate; based on best available information.*
^Instrument details are provided in Annexure-1

## Rationale

ICRA has retained the Non-convertible Debentures of Diligent Media Corporation Limited in the 'Issuer Not Cooperating' category. The rating is denoted as [ICRA]D; ISSUER NOT COOPERATING".

ICRA has been trying to seek information from the entity so as to monitor its performance. Further, ICRA has been sending repeated reminders to the entity for payment of surveillance fee that became due. 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. The rating action has been taken in accordance with ICRA's policy in respect of non-cooperation by a rated entity available at www.icra.in.

Please refer to the following link for the previous detailed rationale that captures Key rating drivers and their description, Liquidity position, Rating sensitivities: **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** | Policy in respect of non-cooperation by the rated entity<br>Corporate Credit Rating Methodology<br>Policy on default recognition |
| **Parent/Group Support** | NA |
| **Consolidation/Standalone** | Standalone |

## About the company

Until October 09, 2019, DMCL published DNA, an English daily newspaper, which was circulated in Mumbai and Ahmedabad. As per a scheme of arrangement and amalgamation among ZMCL, DMCL, Mediavest India Private Limited and Pri-Media Services Private Limited, ZMCL's demerged print media undertaking has been vested with DMCL, while Mediavest India Private Limited and Pri-Media Services Private Limited have been amalgamated with DMCL with effect from April 01, 2017. Further, DMCL was listed on the stock exchange in December 2017, with a mirror shareholding of ZMCL. As on March 31, 2020, the promoters held a 62.17% stake in DMCL.

With effect from October 10, 2019, the company has ceased the print publication of all editions of DNA. It shall, however, continue to concentrate on publication through its digital platform– dnaindia.com

### Key financial indicators

| | FY2022 (in crore) | FY2023 (in crore) |
|---|---|---|
| **Operating income** | 6.48 | 9.44 |
| **PAT** | 23.91 | 160.77 |
| **OPBDIT/OI** | -118.2% | -93.6% |
| **PAT/OI** | 368.9% | 1702.2% |
| **RoCE (%)** | -18.3% | -578.7% |
| **Total outside liabilities/Tangible net worth (times)** | -1.17 | -1.46 |
| **Total debt/OPBDIT (times)** | -56.94 | -49.34 |
| **Interest coverage (times)** | - | -1,319.73 |

***Source: MCA***

### Status of non-cooperation with previous CRA: NA

### Any other information: None

### Rating history for past three years

| | Instrument | Current Rating (FY2024) | | | | Chronology of Rating History for the past 3 years | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Type | Amount Rated (Rs. Crore) | Amount Outstanding (Rs. Crore) | Date & Rating in | Date & Rating in FY2023 | Date & Rating in FY2022 | Date & Rating in FY2021 | |
| | | | | | June 16, 2023 | June 23, 2022 | June 29, 2021 | Jul 03, 2020 | Apr 20, 2020 |
| **1** | NCD/Debt | Long Term | 250.00 | - | [ICRA]D; ISSUER NOT COOPERATING | [ICRA]D; ISSUER NOT COOPERATING | [ICRA]D; ISSUER NOT COOPERATING | [ICRA]D; ISSUER NOT COOPERATING | [ICRA]C; ISSUER NOT COOPERATING |
| **2** | Non-Fund Based | Short Term | 0.00 | - | - | - | - | - | [ICRA]A4; Withdrawn |

### Complexity level of the rated instrument

| Instrument | Complexity Indicator |
|---|---|
| NCD/Debt | 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 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-1: Instrument details

| ISIN No | Instrument Name | Date of Issuance / Sanction | Coupon Rate | Maturity Date | Amount Rated (RS Crore) | Current Rating and Outlook |
|---|---|---|---|---|---|---|
| INE082T07017 | NCD/Debt | June 30, 2015 | 11.9% | June 30, 2020 | 50.00 | [ICRA]D; ISSUER NOT COOPERATING |
| INE082T07025 | NCD/Debt | June 30, 2015 | 11.9% | June 30, 2020 | 75.00 | [ICRA]D; ISSUER NOT COOPERATING |
| INE082T07033 | NCD/Debt | June 30, 2015 | 11.9% | June 30, 2020 | 125.00 | [ICRA]D; ISSUER NOT COOPERATING |

***Source: Diligent Media Corporation Limited***

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

## ANALYST CONTACTS


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## 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

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