July 24, 2026

Darshita Aashiyana Private Limited: Placed on Rating Watch with Developing Implication

Summary of rating action

Instrument*	Previous Rated Amount (Rs. crore)	Current Rated Amount (Rs. crore)	Rating Action	Financial Sector Regulator#
Long-term/short-term – Fund based – Working capital limit	1690.0	1690.0	[ICRA]A/ [ICRA]A2+; Rating placed on Watch with Developing Implication	RBI
Long-term/short-term – Non-fund based facilities	2330.0	2330.0	[ICRA]A/ [ICRA]A2+; Rating placed on Watch with Developing Implication	RBI
Long-term/short-term – Unallocated	115.0	115.0	[ICRA]A/ [ICRA]A2+; Rating placed on Watch with Developing Implication	RBI
Total	**4135.0**	**4135.0**		

**Instrument details are provided in Annexure I*

#SEBI's grievance redressal/dispute resolution and SEBI investor protection mechanisms such as SCORES and ODR shall not be available for activities and instruments which fall under the regulatory purview of Financial Sector Regulators other than SEBI.

Rationale

Pursuant to the execution of the business transfer agreement on July 15, 2026 between Darshita Aashiyana Private Limited (DAPL) and its sister concern, Dawntech Electronics Private Limited (DEPL), wherein the mobile e-commerce business of DAPL is proposed to be transferred to DEPL, the ratings for the bank facilities of DAPL of [ICRA]A /[ICRA]A2+ have been placed on Watch with Developing Implications. The transaction is expected to enhance operational efficiencies and create business synergies within the group. Further, its existing fund-based borrowings will be fully repaid prior to transfer of business from DAPL to DEPL, and its non-fund based limits will be transferred to DEPL.

ICRA notes that the transaction is subject to completion of various conditions precedent, including no objection certificates (NOCs) from the lenders, repayment/closure of the existing facilities and other regulatory/contractual approvals (including trade partner's consent). ICRA will resolve the rating watch post transfer of DAPL's assets and liabilities to DEPL and the resultant impact on DAPL's credit profile. ICRA will continue to monitor the developments and take appropriate rating action, as required.

Please refer to the following link for the previous detailed rationale that captures the key rating drivers and their description, liquidity position, rating sensitivities: Click here.

Analytical approach

Analytical approach	Comments
Applicable rating methodologies	Corporate Credit Rating Methodology
Parent/Group support	Group Company: Salarpuria-Sattva Group ICRA expects the Salarpuria-Sattva Group to be willing to extend timely financial support to DAPL, should there be a need, given its high strategic importance for the Group for meeting its diversification objectives and out of its need to protect its reputation from the consequences of a Group entity's distress. The Group has a consistent track record of extending timely financial support to DAPL in the past, whenever a need has arisen.
Consolidation/Standalone	Standalone.

About the company

Darshita Aashiyana Private Limited (DAPL) was incorporated on May 13, 2016, and commenced operations at the end of FY2017. The company is an online retailer on Amazon Marketplace. It serves as a seller for various mobile brands like Realme, Moto, Xiaomi, OnePlus, Honor, Samsung, Vivo etc. through Amazon Marketplace.

Key financial indicators (audited)

DAPL (Standalone)	FY2025	FY2026*
Operating income	17231.6	17970.2
PAT	74.0	179.7
OPBDIT/OI	0.8%	1.3%
PAT/OI	0.4%	1.0%
Total outside liabilities/Tangible net worth (times)	4.6	4.0
Total debt/OPBDIT (times)	7.1	1.2
Interest coverage (times)	2.1	7.2

*Source: Company, ICRA Research; * Provisional numbers; All ratios as per ICRA's calculations; Amount in Rs. crore; PAT: Profit after tax; OPBDIT: Operating profit before depreciation, interest, taxes and amortisation*

Status of non-cooperation with previous CRA: Not applicable

Any other information: None

Rating history for past three years

Instrument	Current rating (FY2027)			Chronology of rating history for the past 3 years					
				FY2026		FY2025		FY2024	
	Type	Amount rated (Rs. crore)	July 24, 2026	Date	Rating	Date	Rating	Date	Rating
Fund-based – Working capital-1	Long-term	-	-	-	-	-	-	Jan 12, 2024	[ICRA]A (Stable)
Fund-based – Working capital-2	Long-term and short - term	1690.0	[ICRA]A; Rating Watch with Developing Implication / [ICRA]A2+; Rating Watch with Developing Implication	Apr 30, 2025	[ICRA]A (Stable)/ [ICRA]A2+	-	-	Jan 12, 2024	[ICRA]A (Stable)/ [ICRA]A2+
				May 12, 2025	[ICRA]A (Stable)/ [ICRA]A2+	-	-	-	-
Non-fund based facilities	Long-term and Short Term	2330.0	[ICRA]A; Rating Watch with Developing Implication / [ICRA]A2+; Rating Watch with Developing Implication	Apr 30, 2025	[ICRA]A (Stable)/ [ICRA]A2+	-	-	Jan 12, 2024	[ICRA]A (Stable)/ [ICRA]A2+
				May 12, 2025	[ICRA]A (Stable)/ [ICRA]A2+	-	-	-	-
Unallocated	Long Term and Short Term	115.0	[ICRA]A; Rating Watch with Developing Implication / [ICRA]A2+; Rating Watch with Developing Implication	Apr 30, 2025	[ICRA]A (Stable)/ [ICRA]A2+	-	-	Jan 12, 2024	[ICRA]A (Stable)/ [ICRA]A2+
				May 12, 2025	[ICRA]A (Stable)/ [ICRA]A2+	-	-	-	-

Complexity level of the rated instrument

Instrument	Complexity Indicator
Long-term/short-term – Fund-based – Working capital limit	Simple
Long-term/short-term – Non-fund based facilities	Simple
Long-term/short-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	Financial Sector Regulator#
NA	**Fund based - Working capital facilities**	NA	NA	NA	1690.0	[ICRA]A; Rating Watch with Developing Implication / [ICRA]A2+; Rating Watch with Developing Implication	RBI
NA	**Non-fund based facilities**	NA	NA	NA	2330.0	[ICRA]A; Rating Watch with Developing Implication / [ICRA]A2+; Rating Watch with Developing Implication	RBI
NA	**Unallocated limits**	NA	NA	NA	115.0	[ICRA]A; Rating Watch with Developing Implication / [ICRA]A2+; Rating Watch with Developing Implication	RBI

Source: Company

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Please click here to view details of lender-wise facilities rated by ICRA

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

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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

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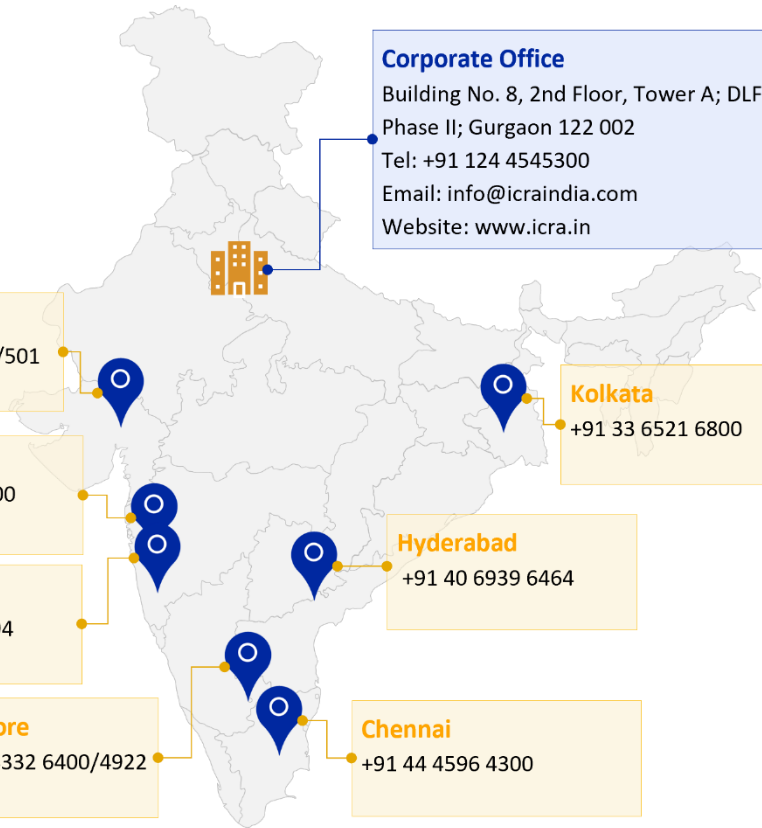

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