Pooja Jewellers

April 29, 2019

Summary of Rated Instrument:

Instrument	Previous Rated Amount (Rs. crore)	Current Rated Amount (Rs. crore)	Rating Action
Long Term – Fund Based – CC	6.00	6.00	[ICRA]D; ISSUER NOT COOPERATING*; Rating continues to remain in the 'Issuer Not Cooperating' category
Total	6.00	6.00	

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

Rationale

The rating for the Rs. 6.00 crore bank facilities of Pooja Jewellers continues to remain in the 'Issuer Not Cooperating' category. The ratings are denoted as "[ICRA] D; ISSUER NOT COOPERATING".

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]

About the company:

Incorporated in 1993 as a sole proprietorship concern promoted by Mr Shankar Maity, Pooja Jewellers is engaged in the trading and manufacturing of gold and diamond jewellery. The firm operates from Chandni Chowk, Delhi and largely supplies its products in the wholesale market. The product portfolio of the firm includes gold and diamond jewellery necklace sets, rings, earrings, chains etc.

The previous detailed rating rationale is available on the following link: Click Here

Key financial indicators: Not available

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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.

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