

July 11, 2019

## Prince Marketing: Rating Withdrawn

### Summary of rated instruments

Instrument	Previous Rated Amount (Rs. crore)	Current Rated Amount (Rs. crore)	Rating Action
Fund based limits – Term Loans	25.00	25.00	[ICRA]B+ (Stable); Withdrawn
<b>Total</b>	<b>25.00</b>	<b>25.00</b>	

^Instrument details are provided in Annexure-1

### Rating action

ICRA has withdrawn the long-term rating of **[ICRA]B+** (pronounced ICRA B plus)<sup>1</sup> with a stable outlook assigned to the Rs. 25.00-crore<sup>2</sup> bank facilities of Prince Marketing (PM/the firm).

### Rationale

The ratings are withdrawn in accordance with ICRA's policy on withdrawal and suspension, at the request of the firm, and on the basis of the no dues certificate received from its lender.

### Outlook: Not applicable

### Key rating drivers

Not Applicable

### Liquidity position

Not Applicable

### Analytical approach

Analytical Approach	Comments
Applicable Rating Methodologies	<a href="#">ICRA Policy on Withdrawal and Suspension of Credit Rating Rating Methodology for Trading Companies</a>
Parent/Group Support	Not Applicable
Consolidation / Standalone	Not Applicable

## About the company:

Incorporated in 2001, PM is a partnership firm involved in the trading of polymers like polyvinyl chloride (PVC) resins, PVC pipes, PVC ball valve, and other petroleum products such as ethyl vinyl acetate (EVA), poly propylene (PPE) and high-density poly ethylene (HDPE) used for manufacturing plastic. It is jointly held by Mr. Jayant Chheda (Managing Director, PPFL) and his family. The firm operates depots in Bhiwandi (Maharashtra) and Haridwar (Uttarakhand), which are on rented premises. Since June 2018, the firm has suspended its business operations.

## Key financial indicators

	FY2017 Audited	FY2018 Audited
Operating Income (Rs. crore)	102.7	56.5
PAT (Rs. crore)	1.6	-1.5
OPBDIT/OI (%)	6.0%	3.7%
RoCE (%)	-147.9%	-6.7%
Total Debt/TNW (times)	3.9	4.4
Total Debt/OPBDIT (times)	6.2	15.4
Interest Coverage (times)	1.4	0.7

## Status of non-cooperation with previous CRA: Not applicable

## Any other information: None

## Rating history for last three years:

Instrument	Current Rating (FY2020)			Chronology of Rating History for the Past 3 Years			
	Type	Amount Rated (Rs. crore)	Amount Outstanding (Rs. crore)	Date & Rating	Date & Rating in FY2019	Date & Rating in FY2018	Date & Rating in FY2017
1 Term Loans	Long Term	25.00	-	Jul 2019 [ICRA]B+ (Stable); withdrawn	Apr 2019 [ICRA]B+ (Stable) Reaffirmed	Apr 2018 [ICRA]B+ (Stable) Reaffirmed	Feb 2017 [ICRA]B+ (Stable) Reaffirmed
2 Letter of Credit	Short term	-	-		[ICRA]A4; withdrawn	[ICRA]A4 Reaffirmed	[ICRA]A4 Reaffirmed
3 Forward Contract*	Short term	-	-		[ICRA]A4; withdrawn	[ICRA]A4 Reaffirmed	[ICRA]A4 Reaffirmed

\*sublimit of letter of credit limit

## 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](http://www.icra.in)

### Annexure-1: Instrument Details

ISIN No	Instrument Name	Date of Issuance / Sanction	Coupon Rate	Maturity Date	Amount Rated (Rs. crore)	Current Rating and Outlook
NA	Term Loans	Oct 2017	12.75%	Oct 2022	25.00	[ICRA]B+ (Stable); Withdrawn Source: Prince Marketing

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

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