

January 14, 2020

## Meena Advertisers: Rating Continues to remain under Issuer Non-Cooperating category

### Summary of Rated Instrument:

Instruments	Previous Rated Amount (Rs. Crore)	Current Rated Amount (Rs. Crore)	Rating Action
Long term- Fund Based	8.00	8.00	[ICRA]B+ (Stable); ISSUER NOT COOPERATING*; Rating Continues to remain under 'Issuer Not Cooperating' category
Long term – Unallocated	2.00	2.00	[ICRA]B+ (Stable); ISSUER NOT COOPERATING*; Rating Continues to remain under 'Issuer Not Cooperating' category
<b>Total</b>	<b>10.00</b>	<b>10.00</b>	

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

### Rationale

The ratings for the Rs. 10.00 -crore bank facilities of Meena Advertisers (MA) Continues to remain under 'Issuer Not Cooperating' category'. The Long term ratings are denoted as "[ICRA]B+ (Stable) ISSUER NOT COOPERATING" (pronounced ICRA B plus with stable outlook 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

Analytical Approach	Comments
Applicable Rating Methodologies	<a href="#">Policy in respect of non-cooperation by the rated entity</a> <a href="#">Corporate Credit Rating Methodology</a>
Parent/Group Support	Not Applicable
Consolidation / Standalone	The ratings are based on Standalone financial profile of the company.

### About the company:

Incorporated in 1980, Meena Advertisers is engaged in providing advertisement spaces in airports and railway stations. Based in Chennai, the entity has its marketing offices in Mumbai, Jaipur, Mangalore and New Delhi. Meena Advertisers is a proprietorship firm, promoted by Mr. V Krishnamurthy

The previous detailed rating rationale is available on the following link: [Click here](#)

**Key Financial Indicator:** Not Applicable

## Rating history for past three years

S. No.	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
					14-Jan-2020	31-Jul-2018	15-Nov-2017	6-Jan-2017
1	Fund Based	Long Term	8.00	-	[ICRA]B+ (Stable); ISSUER NOT COOPERATING	[ICRA]B+ (Stable); ISSUER NOT COOPERATING	[ICRA]B+ (Stable); ISSUER NOT COOPERATING	[ICRA]B+ (Stable)
2	Unallocated	Long Term	2.00	-	[ICRA]B+ (Stable); ISSUER NOT COOPERATING	[ICRA]B+ (Stable); ISSUER NOT COOPERATING	[ICRA]B+ (Stable); ISSUER NOT COOPERATING	[ICRA]B+ (Stable)

*\*Issuer did not cooperate; based on best available information.*

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## About ICRA Limited:

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