

CARE Ratings to assess and grade startups

By ET Bureau | 4 Nov, 2015, 03.40PM IST

[Post a Comment](#)

BY:Saloni Shukla

Credit rating agency CARE has entered into an agreement with investment platform [GREX](#) to assess and grade startups & SMEs registered with the latter. [The move](#) is expected to benefit corporates and lenders who shy away from investing in startups due to weak disclosures and lack of information about these companies.

There are nearly 400 companies registered with GREX, out of which 12 are expected to soon go live on its platform.

"The grading/rating would be done keeping in mind the expectations of various market participants and nuances of the high growth companies in consideration" D. R. Dogra, Managing Director & CEO, CARE Ratings said. "We will see to it that we do rigorous due diligence and then only give a rating to a company."

The tie up will provide a broad analytical framework within which CARE Ratings will conduct its rating exercise. The information may be useful for investors to ascertain the attractiveness of a specific company and its potential risk.

"Since [inception](#), GREX has been striving to address challenges of credit-worthiness and poor perception of unlisted companies. This association aims to bring a huge amount of objectivity and [investments](#) in private companies." Said Manish Kumar, Co- Founder & CEO, GREX. "There was a lot of chaos in the system as everyone was trying to do everything. We are creating a new ecosystem for investors to know more about these companies."

India, which is home to at least 3,100 start-ups, is ranked fifth globally in terms of the combined size of the start-up industry. India trails



© BCCCL 2015. ALL RIGHTS RESERVED.

The information may be useful for investors to ascertain the attractiveness of a specific company and its potential risk.

ET SPECIAL: Love visual aspect of news? Enjoy this exclusive slideshows treat!

behind the [US](#), [Europe](#), [Canada](#) and [China](#) in the space.

Stay on top of business news with The Economic Times App. [Download it Now!](#)   

[Live Market](#)
[News](#)
[Portfolio](#)
[Mobile](#)
[Live TV](#)
[Newsletter](#)
[Commodities](#)
[Speed](#)
[QnA](#)
[Blogs](#)
[Alerts](#)

Other Times Group news sites

Times of India | [इकॉनॉमिक टाइम्स](#)
[ઇકોનોમિક ટાઇમ્સ](#) | [Mumbai Mirror](#)
 Times Now | [Indiatimes](#)
[नवभारत टाइम्स](#) | [महाराष्ट्र टाइम्स](#)
[ವಿಜಯ ಕರ್ನಾಟಕ](#) | [Lifehacker](#)
[Gizmodo](#) | [Eisamay](#) | [IGN India](#)
[NavGujarat Samay](#)

Living and entertainment

[Timescity](#) | [iDiva](#) | [Bollywood](#)
[Zoom](#) | [Luxpresso](#)
[Online Songs](#) | [Travel](#)
[Guides](#) | [Hotel](#)
[Reviews](#) | [Cricbuzz.com](#)

Networking

[itimes](#) | [MensXP.com](#)

Hot on the Web

[Daily Horoscope](#) | [Weather in Delhi](#)
[Mumbai Map](#) | [Horoscope](#)
[Hotels in Delhi](#) | [Xiaomi Mobile](#)
[Phones](#)

Services

[Book print ads](#) | [Online shopping](#)
[Matrimonial](#) | [Astrology](#) | [Jobs](#) | [Property](#) | [Buy car](#) | [Bikes in India](#)
[Used Cars](#) | [Online Deals](#) | [Restaurants in Delhi](#) | [Movie Show Timings in](#)
[Mumbai](#)
[Remit to India](#) | [Buy Mobiles](#) | [Listen Songs](#) | [Voice Greetings](#) | [Technology](#)
[News](#) | [Augmented Reality](#)

[About us](#) / [Advertise with us](#) / [Terms of Use & Grievance Redressal](#) / [Privacy Policy](#) / [Feedback](#) / [Sitemap](#) / [Code of Ethics](#) / [Disclaimer](#)

Copyright © 2015 Bennett, Coleman & Co. Ltd. All rights reserved.