

K.K.R. Products And Marketing Private Limited

September 01, 2022

Ratings

Facilities/Instruments	Amount (₹ crore)	Rating ¹	Rating Action
Long Term Bank Facilities	44.58	CARE D; ISSUER NOT COOPERATING* (Single D ISSUER NOT COOPERATING*)	Revised from CARE BB-; Negative (Double B Minus; Outlook: Negative) and moved to ISSUER NOT COOPERATING category
Total Bank Facilities	44.58 (₹ Forty-Four Crore and Fifty-Eight Lakhs Only)		

Details of instruments/facilities in Annexure-1.

Detailed Rationale & Key Rating Drivers

CARE has been seeking no default statement from K.K.R. Products And Marketing Private Limited (KKPM) to monitor the rating vide e-mail communications dated June 30, 2022, July 04, 2022, July 06 2022, July 08, 2022, July 11, 2022, July 14, 2022, July 29, 2022, August 01, 2022, August 03, 2022, August 05, 2022 & August 17, 2022 numerous phone calls. However, despite our repeated requests, the group has not provided the no-default statements/requisite information for monitoring the rating. In the absence of minimum information required for the purpose of rating, CARE is unable to express opinion on the rating. In line with the extant SEBI guidelines, CARE has reviewed the rating on the basis of best available information which however, in CARE's opinion is not sufficient to arrive at fair rating. The rating on KKPM facilities will now be denoted as 'CARE D ISSUER NOT COOPERATING*'

Users of this rating (including investors, lenders and the public at large) are hence requested to exercise caution while using the above rating(s).

The revision in the rating factors in the ongoing delays in the debt servicing in its term loan and working capital facilities for more than 30 days.

Detailed description of the key rating drivers

Key Rating Weaknesses:

Delay in debt servicing

CARE as part of its due diligence exercise interacts with various stakeholders of the company including lenders to the company and as part of this exercise has ascertained that there are delays in debt servicing in its term loan and working capital facilities for more than 30 days.

Analytical approach: Standalone

Applicable Criteria

[Policy in respect of Non-cooperation by issuer](#)

[Financial Ratios – Non financial Sector](#)

[Liquidity Analysis of Non-financial sector entities](#)

[Policy On Curing Period](#)

[Manufacturing Companies](#)

[Wholesale Trading](#)

[Policy on default recognition](#)

About the Company

K.K.R. Products and Marketing Private Limited (KKPM) is a part of KKR Group based in Okkal Kerala which was established June in 2001 and is engaged in with several varieties of flour powders and ready-to-eat products. KKR group is engaged in processing 11 types of rice and rice products, and exporting them to direct distributors overseas to around 47 countries including USA, UAE, and European countries. Over the years, the group has diversified from rice processing to manufacturing grain flours, spices and curry powders, pickles and ready-to-eat products.

¹Complete definition of the ratings assigned are available at www.careedge.in and other CARE Ratings Ltd.'s publications

Brief Financials (₹ crore)	March 31, 2020 (A)	March 31, 2021 (A)	March 31, 2022	4MFY23
Total operating income	168.92	148.50	NA	NA
PBILDT	9.46	9.12	NA	NA
PAT	0.79	0.42	NA	NA
Overall gearing (times)	2.03	2.15	NA	NA
Interest coverage (times)	2.26	1.62	NA	NA

A: Audited – NA; Not available

Status of non-cooperation with previous CRA: Nil

Any other information: NIL

Rating history for last three years: Please refer Annexure-2

Covenants of rated instrument/facility: Detailed explanation of covenants of the rated instruments/facilities is given in Annexure-3

Complexity level of various instruments rated for this trust: Annexure-4

Annexure-1: Details of instruments/facilities

Name of the Instrument	IS IN	Date of Issuance	Coup on Rate	Maturity Date	Size of the Issue (₹ crore)	Rating Assigned along with Rating Outlook
Fund-based - LT-Term Loan		-	-	April 2022	1.26	CARE D; ISSUER NOT COOPERATING*
Fund-based - LT-Working capital Term Loan		-	-	June 2022	3.32	CARE D; ISSUER NOT COOPERATING*
Fund-based - LT-Cash Credit		-	-	-	35.00	CARE D; ISSUER NOT COOPERATING*
Fund-based - LT-Stand by Limits		-	-	-	5.00	CARE D; ISSUER NOT COOPERATING*

Annexure-2: Rating history for the last three years

Sr. No.	Name of the Instrument/Bank Facilities	Current Ratings			Rating History			
		Type	Amount Outstanding (₹ crore)	Rating	Date(s) and Rating(s) assigned in 2022-2023	Date(s) and Rating(s) assigned in 2021-2022	Date(s) and Rating(s) assigned in 2020-2021	Date(s) and Rating(s) assigned in 2019-2020
1	Fund-based - LT-Term Loan	LT	1.26	CARE D; ISSUER NOT COOPERATING*	-	1)CARE BB-; Negative (04-Mar-22) 2)CARE BB; Stable (01-Apr-21)	1)CARE BB; Stable (20-Apr-20)	-
2	Fund-based - LT-Working capital Term Loan	LT	3.32	CARE D; ISSUER NOT COOPERATING*	-	1)CARE BB-; Negative (04-Mar-22) 2)CARE BB; Stable (01-Apr-21)	1)CARE BB; Stable (20-Apr-20)	-
3	Fund-based - LT-Cash Credit	LT	35.00	CARE D; ISSUER NOT COOPERATING*	-	1)CARE BB-; Negative (04-Mar-22) 2)CARE BB; Stable (01-Apr-21)	1)CARE BB; Stable (20-Apr-20)	-
4	Fund-based - LT-Stand by Limits	LT	5.00	CARE D; ISSUER NOT COOPERATING*	-	1)CARE BB-; Negative (04-Mar-22) 2)CARE BB; Stable (01-Apr-21)	1)CARE BB; Stable (20-Apr-20)	-

*Long term/Short term.

Annexure-3: Detailed explanation of the covenants of the rated instruments/facilities : Not Applicable**Annexure-4: Complexity level of various instruments rated for this company**

Sr. No.	Name of Instrument	Complexity Level
1	Fund-based - LT-Cash Credit	Simple
2	Fund-based - LT-Stand by Limits	Simple
3	Fund-based - LT-Term Loan	Simple
4	Fund-based - LT-Working capital Term Loan	Simple

Annexure-5: Bank lender details for this companyTo view the lender wise details of bank facilities please [click here](#)

Note on complexity levels of the rated instruments: CARE Ratings has classified instruments rated by it on the basis of complexity. Investors/market intermediaries/regulators or others are welcome to write to care@careedge.in for any clarifications.

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