

Made Easy Education Private Limited

May 13, 2024

Facilities/Instruments	Amount (₹ crore)	Rating ¹	Rating Action
Long-term bank facilities	45.50	CARE BB-; Stable; ISSUER NOT COOPERATING*	Rating continues to remain under ISSUER NOT COOPERATING category; Stable outlook assigned

Details of instruments/facilities in Annexure-1.

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

Rationale and key rating drivers

CARE Ratings Limited (CARE Ratings) had, vide its press release dated August 01, 2019, placed the ratings of Made Easy Education Private Limited (MEEPL) under the 'issuer non-cooperating' category as MEEPL had failed to provide information for monitoring of the rating. MEEPL continues to be non-cooperative despite repeated requests for submission of information through e-mails communications dated February 01, 2024, February 11, 2024, and April 24, 2024, and numerous phone calls. In line with the extant Securities and Exchange Board of India (SEBI) guidelines, CARE Ratings has reviewed the rating on the basis of the best available information which, however, in CARE Ratings' opinion is not sufficient to arrive at a fair rating.

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

Analytical approach: Standalone

Detailed description of key rating drivers

At the time of last rating on March 08, 2023, the following were rating strengths and weaknesses (updated for the information available from the Ministry of Corporate Affairs).

Key strengths

Moderate financial risk profile: The overall gearing ratio of the company improved to 0.22x, as on March 31, 2022 (PY: 0.30x). Total debt to gross cash accruals also improved to 1.22x, as on March 31, 2022 (PY: 2.43x). Improvement in the financial risk profile is mainly on account of repayment of loans. However, MEEPL's total operating income has reduced by 4% year-on-year (y-o-y) from ₹52.28 crore in FY21 to ₹50.16 crore in FY22.

Experienced and well qualified promoters

The company's promoter, Balendra Singh is an IT-BHU graduate who has been conferred with many awards like Education Excellence Award 2015 (presented by Home Minister of MP) and "National Education Excellence Award 2014" – Best Entrepreneur promoting Education Award for IES, GATE and PSUs (presented by Governor of Gujarat). He is ably supported by his family in addition to other experienced professionals.

Key weaknesses

Project implementation risk pertaining to setting up 10-MW solar power project: The company is exposed to risks pertaining to setting up the 10-MW solar power project. The entire land required for the project (expected to be about 45 acres) has been identified and land acquisition is under process. The company is in the process of finalising the engineering, procurement and construction (EPC) and operations and management (O&M) contracts.

Counterparty payment risks pertaining to power off take: The company has entered into a long-term Power Purchase Agreement (PPA) with Madhya Pradesh Power Management Company Limited (MPPMCL) for supply of entire power at a fixed tariff of ₹5.452/kWh for 25 years under the Madhya Pradesh State Solar Policy. The company is exposed to counter party credit risk as MPPMCL is the sole off-taker of power and has a relatively weak financial risk profile.

Vulnerability of power generation to climatic conditions: MEEPL's solar project is to be based on polycrystalline silicon technology, which has a proven track record in global markets, lower degradation and lower land requirement; though there is lack of long-term track record of performance of solar modules in Indian conditions.

Applicable criteria

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

[Definition of Default](#)
[Policy in respect of non-cooperation by issuers](#)
[Rating Outlook and Rating Watch](#)
[Education](#)
[Financial Ratios – Non financial Sector](#)
[Service Sector Companies](#)

About the company and industry

Industry classification

Macro -economic Indicator	Sector	Industry	Basic Industry
Consumer discretionary	Consumer services	Other consumer services	Education

MEEPL, promoted by Balendra Singh and Jyoti Singh in August 2007 is the flagship company of the Made Easy group which is engaged in providing educational coaching services with multiple centres in various cities across India. The Made Easy group is a leading player in Engineering Services Examination (ESE) and Graduate Aptitude Test in Engineering (GATE) coaching in India for engineering graduates with 56,000 students enrolled in its classroom programs as of February 29, 2016.

Solar business: The group had entered into the solar business by commissioning two projects of one MW each at Bikaner, Rajasthan under the REC Mechanism in December 2014 (projects executed through group proprietorship firms "Solar Power Made Easy" and "Solar Energy Made Easy").

Brief Financials (₹ crore)	2021 (A)	2022 (A)	2023(A)
Total operating income	52.28	50.16	NA
PBILDT	15.35	14.67	NA
PAT	3.47	11.49	NA
Overall gearing (times)	0.30	0.22	NA
Interest coverage (times)	6.13	7.93	NA

A: Audited UA: Unaudited; NA: Not available, Financials are reclassified per CARE Ratings' standards.

Note: 'These are latest available financial results'

Status of non-cooperation with previous CRA: Not Applicable

Any other information: Not Applicable

Rating history for the last three years: Annexure-2

Covenants of rated instrument / facility: Annexure-3

Complexity level of various instruments rated: Annexure-4

Lender details: Annexure-5

Annexure-1: Details of instruments/facilities

Name of the Instrument	ISIN	Date of Issuance (DD-MM-YYYY)	Coupon Rate (%)	Maturity Date (DD-MM-YYYY)	Size of the Issue (₹ crore)	Rating Assigned and Rating Outlook
Fund-based - LT-Term Loan		-	-	NA	45.50	CARE BB-; Stable; ISSUER NOT COOPERATING*

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

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 2024-2025	Date(s) and Rating(s) assigned in 2023-2024	Date(s) and Rating(s) assigned in 2022-2023	Date(s) and Rating(s) assigned in 2021-2022
1	Fund-based - LT-Term Loan	LT	45.50	CARE BB-; Stable; ISSUER NOT COOPERATING*	-	-	1)CARE BB-; ISSUER NOT COOPERATING* (08-Mar-23)	1)CARE BB-; ISSUER NOT COOPERATING* (24-Dec-21)

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

LT: Long term

Annexure-3: Detailed explanation of covenants of the rated instruments/facilities: Not Applicable

Annexure-4: Complexity level of the various instruments rated

Sr. No.	Name of the Instrument	Complexity Level
1	Fund-based - LT-Term Loan	Simple

Annexure-5: Lender details

To view the lender-wise details of bank facilities please [click here](#)

Annexure-6: List of all the entities consolidated: NA

Note on the 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.

Contact us

<p>Media Contact</p> <p>Mradul Mishra Director CARE Ratings Limited Phone: +91-22-6754 3596 E-mail: mradul.mishra@careedge.in</p> <p>Relationship Contact</p> <p>Saikat Roy Senior Director CARE Ratings Limited Phone: +91-22-6754 3404 E-mail: saikat.roy@careedge.in</p>	<p>Analytical Contacts</p> <p>Hardik Manharbhai Shah Director CARE Ratings Limited Phone: +91-22-6754 3591 E-mail: hardik.shah@careedge.in</p> <p>Akhil Kumar Associate Director CARE Ratings Limited Phone: +91-12-0445 1986 E-mail: akhil.kumar@careedge.in</p> <p>Karan Ahluwalia Lead Analyst CARE Ratings Limited E-mail: Karan.Ahluwalia@careedge.in</p>
--	---

About us:

Established in 1993, CARE Ratings is one of the leading credit rating agencies in India. Registered under the Securities and Exchange Board of India, it has been acknowledged as an External Credit Assessment Institution by the RBI. With an equitable position in the Indian capital market, CARE Ratings provides a wide array of credit rating services that help corporates raise capital and enable investors to make informed decisions. With an established track record of rating companies over almost three decades, CARE Ratings follows a robust and transparent rating process that leverages its domain and analytical expertise, backed by the methodologies congruent with the international best practices. CARE Ratings has played a pivotal role in developing bank debt and capital market instruments, including commercial papers, corporate bonds and debentures, and structured credit.

Disclaimer:

The ratings issued by CARE Ratings are opinions on the likelihood of timely payment of the obligations under the rated instrument and are not recommendations to sanction, renew, disburse, or recall the concerned bank facilities or to buy, sell, or hold any security. These ratings do not convey suitability or price for the investor. The agency does not constitute an audit on the rated entity. CARE Ratings has based its ratings/outlook based on information obtained from reliable and credible sources. CARE Ratings does not, however, guarantee the accuracy, adequacy, or completeness of any information and is not responsible for any errors or omissions and the results obtained from the use of such information. Most entities whose bank facilities/instruments are rated by CARE Ratings have paid a credit rating fee, based on the amount and type of bank facilities/instruments. CARE Ratings or its subsidiaries/associates may also be involved with other commercial transactions with the entity. In case of partnership/proprietary concerns, the rating/outlook assigned by CARE Ratings is, inter-alia, based on the capital deployed by the partners/proprietors and the current financial strength of the firm. The ratings/outlook may change in case of withdrawal of capital, or the unsecured loans brought in by the partners/proprietors in addition to the financial performance and other relevant factors. CARE Ratings is not responsible for any errors and states that it has no financial liability whatsoever to the users of the ratings of CARE Ratings. The ratings of CARE Ratings do not factor in any rating-related trigger clauses per the terms of the facilities/instruments, which may involve acceleration of payments in case of rating downgrades. However, if any such clauses are introduced and triggered, the ratings may see volatility and sharp downgrades.

**For the detailed Rationale Report and subscription information,
please visit www.careedge.in**