

Affluence Shares and Stocks Private Limited

January 20, 2025

Facilities/Instruments	Amount (₹ crore)	Rating ¹	Rating Action
Short Term Bank Facilities	10.00	CARE A4; ISSUER NOT COOPERATING*	Rating continues to remain under 'ISSUER NOT COOPERATING' category

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 February 23, 2018 placed the ratings of Affluence Shares and Stocks Private Limited (ASSPL) under the 'issuer non-cooperating' category as ASSPL had failed to provide information for monitoring of the ratings as agreed to in its Rating Agreement. ASSPL continues to be non-cooperative despite repeated requests for submission of information through phone calls and emails dated October 07, 2024, October 17, 2024 and October 27, 2024. 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's opinion is not sufficient to arrive at a fair rating. The rating on ASSPL's instruments will continue to be denoted as 'CARE A4/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 ratings.

Analytical approach: Standalone

Outlook: Not Applicable

Detailed description of the key rating drivers:

CARE Ratings has not received any information except the financials for FY23 & FY24 (extracted from the Registrar of Companies [RoC]). At the time of the last rating on November 22, 2023, the following were the weaknesses and strengths (updated for the information available from the RoC).

Key weaknesses

Small scale of operations

The total income of ASSPL has been improved to ₹16.79 crore as on March 31, 2024 from ₹-5.01 crore as on March 31, 2023. Additionally, net profit for FY24 improve to ₹8.89 crore from ₹-11.87 crore in FY23.

High dependence on capital markets leading to volatile revenues and profitability coupled with competitive and subdued industry scenario

High dependence on equity capital markets exposes ASSPL's business to volatility in stock markets. Income and profitability are expected to be adversely impacted in times of slowdown in the stock markets which in turn depends on the state of the economy. Further, broking business in India is highly competitive owing to presence of many small broking houses along with presence of many large and established players.

Key Strengths

Improvement in capital structure

The tangible net-worth of ASSPL stood at ₹24.18 crore as on March 31, 2024 as compared to ₹15.43 crore as on March 31, 2023.

Applicable criteria

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

[CARE's Policy on Default Recognition](#)

[Broking Firms](#)

[Financial ratios – Financial Sector](#)

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

About the company and industry

Industry classification

Macro Economic Indicator	Sector	Industry	Basic Industry
Financial Services	Financial Services	Capital Markets	Stockbroking & Allied

Affluence Shares and Stocks Pvt. Ltd. (ASSPL) was incorporated in January 2000 as Archi Shares and Stocks Brokers Pvt. Ltd. with an objective to provide stock broking services. Subsequently, the company has been acquired by Affluence group and changed its name to ASSPL in September 2012. Further, ASSPL changed its registered office from the state of Gujarat to Daman and Diu by a special resolution in March 2014. ASSPL is mainly engaged in equity broking services, currency trading, depository services as depository participant of Central Depository Services (India) Limited (CDSL) and financial advisory services.

ASSPL is a trading member registered in capital market, derivatives, currency derivatives, IPO segment of National Stock Exchange of India Ltd. (NSE) and also capital market, derivatives of Bombay Stock Exchange Ltd (BSE).

ASSPL is a flagship company of Affluence group which offer other services like commodity broking [Affluence Commodities Pvt. Ltd. currency trading [Affluence Fincon Service Pvt. Ltd. (AFSPL)] mutual funds and insurance broking services. The clientele of ASSPL primarily includes High Net-worth Individuals (HNIs).

Brief Financials (₹ crore)	March 31, 2022 (A)	March 31, 2023 (A)	March 31, 2024 (A)
Total operating income	9.91	-5.01	16.79
PAT	2.84	-11.87	8.89
Interest coverage (times)	2.25	-6.02	6.86
Total Assets	44.08	24.73	37.76
Net NPA (%)	NA	NA	NA
ROTA (%)	6.19	-34.52	28.47

A: Audited; Note: 'the above results are latest financial results available'

Status of non-cooperation with previous CRA: Not Applicable

Any other information: Not Applicable

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

Detailed explanation of covenants of the rated instruments/facility: Annexure-3

Complexity level of 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 along with Rating Outlook
Non-fund-based - ST-Bank Guarantee		-	-	-	10.00	CARE A4; 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	Non-fund-based - ST-Bank Guarantee	ST	10.00	CARE A4; ISSUER NOT COOPERATING*	-	1)CARE A4; ISSUER NOT COOPERATING* (22-Nov-23)	1)CARE A4; ISSUER NOT COOPERATING* (29-Sep-22)	1)CARE A4; ISSUER NOT COOPERATING* (19-Aug-21)

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

*LT-Long term/ST-Short 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	Non-fund-based - ST-Bank Guarantee	Simple

Annexure-5: Lender details

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

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

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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:

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