

Kejriwal Bee Care India Private Limited

July 18, 2025

Facilities/Instruments	Amount (₹ crore)	Rating ¹	Rating Action
Long Term Bank Facilities	79.28	CARE BB; Stable; ISSUER NOT COOPERATING*	Downgraded from CARE BBB-; Negative and moved to ISSUER NOT COOPERATING category
Short Term Bank Facilities	6.00	CARE A4+; ISSUER NOT COOPERATING*	Downgraded from CARE A3 and moved to 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 Ltd. has been seeking information from Kejriwal Bee Care India Private Limited to monitor the rating(s) vide e-mail communications/letters dated June 13, 2025, July 14, 2025, July 15, 2025, July 16, 2025, among others and numerous phone calls. However, despite our repeated requests, the company has not provided the requisite information for monitoring the ratings. In line with the extant SEBI guidelines, CARE Ratings Ltd. has reviewed the rating on the basis of the best available information which however, in CARE Ratings Ltd.'s opinion is not sufficient to arrive at a fair rating. The rating on Kejriwal Bee Care India Private Limited's bank facilities will now be denoted as CARE BB; Stable/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 rating(s).

The revision in ratings assigned to the bank facilities of Kejriwal Bee Care India Private Limited (KBCIPL) factors the continuous decline in operational performance and profitability during FY25 (refers to April 01 to March 31) resulting in negative cash accrual, stretched liquidity position and deteriorating financial risk profile. Ratings continue to remain constrained by working capital intensive nature of operations, susceptibility of margins to raw material prices as well as competition from organized and unorganized units.

Ratings, however, continue to derive strength from long standing experience of promoters, long track record of operations of over two decades in processing and manufacturing of honey. The ratings also continue to take comfort from the brand name 'Nature's Nectar', with it's established market presence in the market along with long term relationship with reputed clientele.

Analytical approach: Standalone

Outlook: Stable

The Stable outlook reflects CARE's opinion that the company will continue with stable operations at existing levels, on the back of promoters experience, reputed client relationships and brand presence.

Detailed description of the key rating drivers:

At the time of last rating on June 28, 2024 the following were the rating weaknesses and strengths (updated based on the partial information available from the company).

Key weaknesses

Decline in operational performance and profitability, leading to moderation in financial risk profile

TOI of the company has witnessed decline of ~45% to Rs. 68.01 crore in FY25 (Prov) against Rs. 123.07 crore in FY24. The moderation was largely on account of imposition of Minimum Export Price (MEP) of US\$ 2000/MT on honey by the Directorate General of Foreign Trade (DGFT) as per Notification No. 75/2023 dated Mar 14, 2024, till Dec 31, 2024, and later extended till Dec 31, 2025. Further, the profitability margin of the company also declined with negative PBILDT & PAT margin during FY25 at (-)3.88% & (-)17.38% respectively against 6.96% & 1.28% respectively in FY24. With the losses reported during the year, KBCIPL's capital structure also deteriorated with a TNW of Rs. 63.00 crore (PY: 74.32 crore) during FY25, resulting in overall gearing of 1.07x in FY25 against 0.86x in FY24. Coverage indicators were also negative on account of negative profits and cash accruals.

¹Complete definition of ratings assigned are available at www.careratings.com and other CARE Ratings Limited's publications.

Customer concentration risk

Company generated majority of the sale from export market at 64% of the total sales in FY24, wherein the company supplied majorly to USA. The proportion of sale from exports reduced to 39% in FY25 due to impact of MEP, which resulted in very low export orders. Customer concentration was on the higher side with 69% in FY24.

Elongated operating cycle

Majority of the honey supplied by KBCIPL is derived from the mustard flowers. The procurement for the same has a seasonality wherein most of the procurement is done from October to March period every year. The company accumulates inventory during this period as the supply is abundant. This leads to high inventory period at the year end and increased working capital requirement during the period. Operating cycle of the company stands further elongated at 564 days in FY25 (PY: 375 days) with inventory holding period of 566 days in FY25 (PY: 353 days). Operating cycle may continue to remain at higher levels due to low export sales.

Highly fragmented and competitive industry

The honey processing industry is highly fragmented in nature due to presence of a large number of unorganized players and organized players in the industry. The competition restricts the pricing flexibility and limits the bargaining power with customers and suppliers. As such good customer relation and quality maintenance are significantly important for business growth. Moreover, the business is also susceptible to changing preferences of consumers towards flavours and brands.

Susceptibility of fluctuations in raw material prices and seasonal dependence of operations

Adverse climatic conditions can affect availability of raw material and lead to volatility in the prices. The behaviour and life cycle of honeybees depends completely on climatic and floristic conditions i.e., flowering of plants, secretion of nectar and production of pollen, which may vary from place to place. In winters and fall, production of honey remains minimal. It is only during early spring and summer season, when flowers bloom for longer hours, there is boost in the production of honey. Any fluctuations in the raw material prices may not be passed on to customers completely owing to company's presence in highly competitive industry. This makes the profitability margins of the firm susceptible to any adverse fluctuations in raw material prices.

Key strengths

Established track record of operations along with good brand recognition

KBCIPL has 2 directors – Mr. Prakash Kejriwal (Managing Director & CEO) and Mrs. Kajal Kejriwal (wife of Mr. Parkash Kejriwal), both being promoters of the company. The promoters are ably supported by a team of professionals who are experienced in their respective domains. The promoters have a considerable track record in the industry leading to development of long-term relationship with the clients as well as suppliers. Company sells honey under the brand name of 'Nature's Nectar'. It enjoys good brand recognition and customer acceptance among the major honey brands in India.

Reputed client base and established business relationships with customers and suppliers

The presence of the promoters in the honey industry for more than two decades has led to development of long-term business relationships with the suppliers leading to easy procurement of raw material (raw honey). The company procures raw honey from bee farmers through its collection representatives and agents majorly in North India and West Bengal. KBCIPL has association with overseas clients such as Lamex Food Inc., Sunland Trading Inc (USA) and Kobe Bussan Co. Ltd. (Japan). In India, KBCIPL caters to Kellogg India Private Limited, Marico Ltd, Emami Ltd, and Nestle India Limited among others.

Liquidity: Stretched

Liquidity is stretched as marked by expected negative cash accruals in FY25. Company has repayment obligations of Rs. 2.51 crore for FY26, and cash accruals shall remain tightly matched. The average utilization of fund based working capital facilities over the last 12 months ended June 30, 2025, stood at 88.4%, however the company reduced its sanctioned limits to Rs. 60 crore from March 2025 onwards, post which average utilisation has been ~95% which gives the company low cushion in case of any urgent working capital requirement. The company has no major debt funded capex plans over the near to medium term. Unencumbered liquid investments are also negligible.

Applicable criteria

[Information Adequacy Risk and Issuer Non-Cooperation](#)

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

[Definition of Default](#)

[Rating Outlook and Rating Watch](#)

[Manufacturing Companies](#)

[Financial Ratios – Non financial Sector](#)

[Short Term Instruments](#)

About the company and industry

Industry classification

Macro-economic Indicator	Sector	Industry	Basic Industry
Fast Moving Consumer Goods	Fast Moving Consumer Goods	Food Products	Other Food Products

Kejriwal Bee Care India Private Limited (KBCIPL) is a part of more than 5-decade old Kejriwal Group and was incorporated in October 2002 as a private limited company for undertaking the business of processing and selling of honey majorly in the exports market. The company is promoted by Mr. Prakash Kejriwal (Chairman and Managing Director) who has more than two decades of experience in this industry. The company is engaged in the trading, processing and manufacturing of honey and honey related products. It procures raw honey from bee farmers through its collection representatives and agents majorly from North India and West Bengal. It has its sole manufacturing facility located at Banur, Punjab with an installed capacity of 10,000 Metric Tonnes per annum (MTPA) for processing of honey.

Particular	March 31, 2023 (A)	March 31, 2024 (A)	March 31, 2025 (UA)
Total operating income	191.12	123.07	68.01
PBILDT	13.68	8.56	-2.64
PAT	4.37	1.57	-11.82
Overall gearing (times)	0.86	0.86	1.07
Interest coverage (times)	2.29	1.92	-0.36

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

Status of non-cooperation with previous CRA:

India Ratings has conducted the review on the basis of best available information and has classified KBCIPL as "Issuer Not Cooperating" (vide its press release dated January 10, 2025) due to unavailability of information from the company.

Any other information: Not Applicable

Rating history for last three years: Annexure-2

Detailed explanation of covenants of rated instrument / 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 and Rating Outlook
Fund-based-Working capital facilities		-	-	-	73.50	CARE BB; Stable; ISSUER NOT COOPERATING*
Non-fund-based - ST-BG/LC		-	-	-	4.00	CARE A4+; ISSUER NOT COOPERATING*
Non-fund-based - ST-Forward Contract		-	-	-	2.00	CARE A4+; ISSUER NOT COOPERATING*
Term Loan-Long Term		-	-	31-07-2027	5.78	CARE BB; Stable; ISSUER NOT COOPERATING*

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

Annexure-2: Rating history for 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 2025-2026	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
1	Fund-based-Working capital facilities	LT	73.50	CARE BB; Stable; ISSUER NOT COOPERATING*	-	1)CARE BBB-; Negative (28-Jun-24)	1)CARE BBB-; Stable (29-Jun-23)	1)CARE BBB-; Negative (03-Aug-22)
2	Term Loan-Long Term	LT	5.78	CARE BB; Stable; ISSUER NOT COOPERATING*	-	1)CARE BBB-; Negative (28-Jun-24)	1)CARE BBB-; Stable (29-Jun-23)	1)CARE BBB-; Negative (03-Aug-22)
3	Non-fund-based - ST-Forward Contract	ST	2.00	CARE A4+; ISSUER NOT COOPERATING*	-	1)CARE A3 (28-Jun-24)	1)CARE A3 (29-Jun-23)	1)CARE A3 (03-Aug-22)
4	Non-fund-based - ST-BG/LC	ST	4.00	CARE A4+; ISSUER NOT COOPERATING*	-	1)CARE A3 (28-Jun-24)	1)CARE A3 (29-Jun-23)	1)CARE A3 (03-Aug-22)

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

LT: Long term; ST: Short term

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

Sr. No.	Name of the Instrument	Complexity Level
1	Fund-based-Working capital facilities	Simple
2	Non-fund-based - ST-BG/LC	Simple
3	Non-fund-based - ST-Forward Contract	Simple
4	Term Loan-Long Term	Simple

Annexure-5: Lender details

To 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 based on complexity. Investors/market intermediaries/regulators or others are welcome to write to care@careedge.in for clarifications.

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