Mcnroe Consumer Products Private Limited

January 29, 2026

Facilities/Instruments	Amount (₹ crore)	Rating[1]	Rating Action
Long Term Bank Facilities	58.50 (Enhanced from 33.50)	CARE BBB+; Stable	Reaffirmed
Short Term Bank Facilities	16.50	CARE A2	Reaffirmed

Details of instruments/facilities in Annexure-1.

Rationale and key rating drivers

Reaffirmation of the rating for Mcnroe Consumer Products Private Limited (MCPPL) derive strength from long-standing experience of promoter in the personal care segment, strong brand image of 'Wild Stone' and pan-India presence with a wide distribution network. The rating also factors in improved financial performance in FY25 and H1FY26, along with better capital structure and debt protection metrics.

However, the rating remains constrained by intense competition from large players in the deodorant market, product concentration risk, and low operating margins due to significant advertisement and sales promotion expenses.

CARE Ratings Limited (CARE Ratings) also takes note of stay order granted by Honorable Court of Delhi to MCPPL in August 2020 against demand notice raised by National Anti-Profiteering Authority. MCPPL has not created any provision against the said demand in its books as the management is of the view that the demand is unjustified, and no liability is foreseen. A pooled petition was filed by various players in Fast Moving Consumer Goods (FMCG) industry. Any liability arising out of this demand is a key rating monitorable.

Rating sensitivities: Factors likely to lead to rating actions

Positive factors

- Improvement in scale of operations marked by total operating income (TOI) above Rs 750 crore while achieving Profit before interest, lease, depreciation and tax (PBILDT) margin over 5.5% on a sustained basis.
- Sustenance of capital structure and debt coverage indicators at current levels.

Negative factors

- Any debt funded capex leading to deterioration in overall gearing above 1.50x on a sustained basis
- Decline in TOI and PBILDT margin below Rs 400 crore and 3% on a sustained basis.
- Any major obligation arising out of contingent liability pertaining to demand raised by National Anti-Profiteering Authority.

Analytical approach: Standalone

Outlook: Stable

The company is expected to sustain its operational performance on the back of strong brand image and wide acceptability of its key brand 'Wild Stone'. Furthermore, financial risk profile of the company is expected to remain comfortable considering low reliance on external debt.

Detailed description of key rating drivers:

Key strengths

Long standing experience of promoters in personal care products segment

MCPPL was founded by Mr. Narendra Kumar Daga, who has over three decades of experience in the personal care industry. Under his leadership, the company has successfully marketed men's perfumery and related products under the brand 'Wild Stone', which is one of the leading deodorant brands in India. He is supported by a team of professionals with prior experience in large fast-moving consumer goods (FMCG) companies. This strengthens MCPPL's operational efficiency and strategic execution.

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

Strong brand image enjoyed by MCPPL's key brand "Wild Stone"

MCPPL markets its male personal care products under the 'Wild Stone' brand which is one of the famous and high selling brands in India. Under this brand, MCPPL markets its wide range of products like men's deodorant, talcum powder, shaving cream, after shave lotion, soaps, hair gel and face wash. The company has also launched new products like hair wax, beard oil among others under premium brand 'Wild Stone CODE'. Moreover, MCPPL incurs advertisement cost majorly for Wild Stone brand, which in turn helps them to secure around 72% of company's revenue in FY25. MCPPL markets its female range of perfumery products under the brand 'Secret Temptation' which contributed around 13% of the company's total sales in FY25.

Pan India presence with wide distribution network

MCPPL has a strong distribution network across all states, offering over 60 products through more than 1,200 distributors and 0.28 million retailers. The network also includes 21 Clearing and Forwarding (C&F) agents which holds inventory at various locations (MCPPL pays commission to C&F agent).

Regional revenue contribution in FY25 was led by North India at 46% (previous year: 39%) and East India at 23% (previous year: 26%), while South and West India contributed 19% and 11%, respectively (previous year: 23% and 12%). The increase in North India's share was driven by higher e-commerce sales, which accounted for 19% of total revenue in FY25 compared to 17% in FY24.

To strengthen market presence, MCPPL appointed Vicky Kaushal as brand ambassador for two years starting April 2024. In FY25, the company launched the premium 'Wild Stone Supreme Collection,' featuring four men's fragrances. For its female brand 'Secret Temptation,' MCPPL appointed Sanya Malhotra to reinforce its modern and confident positioning through targeted campaigns.

Improved financial performance in FY25 and H1FY26

Total operating income (TOI) increased by 20% to ₹623.80 crore in FY25 from ₹519.14 crore in FY24, driven by strong demand for the 'Wild Stone' brand. Revenue contribution from 'Wild Stone' rose to 72% in FY25, supported by strong growth in the perfumes segment and higher e-commerce sales.

PBILDT margin remained stable at 3–4% over the past three years, indicating consistent operating efficiency. PAT margin improved from 1.66% in FY24 to 2.40% in FY25, aided by lower interest costs and better absorption of fixed overheads.

In H1FY26, the company reported PBILDT of ₹12.44 crore on TOI of ₹355.84 crore, compared to PBILDT of ₹8.90 crore on TOI of ₹292.07 crore in H1FY25, reflecting continued growth momentum.

Improved capital structure and debt protection metrics

MCPPL's capital structure strengthened, with overall gearing reducing to Nil as on March 31, 2025, from 0.33x as on March 31, 2024. Total debt to gross cash accruals (TD/GCA) also improved to Nil in FY25 from 2.08x in FY24. This improvement was driven by complete repayment of term debt and lower utilisation of working capital limits during FY25.

Going forward, the capital structure and debt coverage indicators are expected to remain comfortable in the absence of debt funded capex in the near term.

Key weaknesses

Intense competition from large and reputed players in the deodorant market

The personal care industry faces intense competition, marked by the presence of several large and established players and low entry barriers due to minimal capital requirements.

Significant advertisement and sales promotion expense

Due to intense competition in the FMCG segment, MCPPL incurs substantial advertisement and sales promotion expenses to compete with established players and new entrants while sustaining its market share. As a result, advertisement and sales promotion expenses remained high at 29.68% of revenue in FY25 compared to 30.44% in FY24. MCPPL expects the advertisement and sales promotion expense to hover in the range of 28%-30%.

Product concentration risk

MCPPL has maintained a high dependence on deodorants and perfumes over the years. In FY25, this segment accounted for about 70% of total revenue. This concentration exposes the company to significant product risk, especially amid intense competition from established players.

Liquidity: Adequate

The liquidity position of the company is adequate with gross cash accruals of Rs 18.49 crore in FY25. Going ahead, the projected cash accruals are expected to be around ₹22.12 crore against no debt repayment obligations in FY26. Utilization of fund-based limits remained low at around 1%, while non-fund-based limits stood at 71% for the last 12 months ended October 2025. The current ratio stood at 1.78x and the quick ratio at 0.84x as on March 31, 2025, indicating adequate liquidity profile.

Environment, social, and governance (ESG) risks: Not applicable

Applicable criteria

Definition of Default
Liquidity Analysis of Non-financial sector entities
Rating Outlook and Rating Watch
Manufacturing Companies
Financial Ratios – Non financial Sector
Short Term Instruments

About the company and industry

Industry classification

Macroeconomic indicator	Sector	Industry	Basic industry
Commodities	Chemicals	Chemicals & Petrochemicals	Commodity Chemicals

Incorporated in 1993, MCPPL manufactures and markets perfumeries, men's toiletries, body care and skin care products. The company has its manufacturing facility in Haridwar, Uttarakhand wherein it manufactures products including perfume, deodorants, talcum powder, shaving cream among others. It markets/sells its perfumery and other products under the brand, 'Wild Stone', 'Secret Temptation' and 'Heaven's Garden'. The company extended its product portfolio and launched 'Wild Stone CODE' to include hair styling, beard grooming and skincare products for men in 2022.

Brief Financials (₹ crore)	March 31, 2024 (A)	March 31, 2025 (A)	H1FY26(UA)
Total operating income	519.14	623.80	355.84
PBILDT*	18.89	24.87	12.44
Profit after tax (PAT)	8.62	14.98	8.18
Overall gearing (x)	0.33	0.00	NA
Interest coverage (x)	5.73	12.99	33.62

A: Audited UA: Unaudited; Note: these are latest available financial results
*PBILDT: Profit before interest, lease rentals, depreciation and tax

Status of non-cooperation with previous CRA: Not applicable

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 - LT-Cash Credit		-	-	-	58.50	CARE BBB+; Stable
Fund-based - ST-Working Capital Demand loan		-	-	-	7.00	CARE A2
Non-fund-based - ST-ILC/FLC		-	-	-	9.50	CARE A2

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 - LT-Cash Credit	LT	58.50	CARE BBB+; Stable	1)CARE BBB+; Stable (06-Jan-26)	1)CARE BBB+; Stable (08-Jan-25)	1)CARE BBB+; Stable (04-Jan-24)	1)CARE BBB; Stable (05-Jan-23)
2	Non-fund-based - ST-ILC/FLC	ST	9.50	CARE A2	1)CARE A2 (06-Jan-26)	1)CARE A2 (08-Jan-25)	1)CARE A2 (04-Jan-24)	1)CARE A3+ (05-Jan-23)
3	Fund-based - LT-Term Loan	LT	-	-	1)Withdrawn (06-Jan-26)	1)CARE BBB+; Stable (08-Jan-25)	1)CARE BBB+; Stable (04-Jan-24)	1)CARE BBB; Stable (05-Jan-23)
4	Fund-based - ST-Working Capital Demand loan	ST	7.00	CARE A2	1)CARE A2 (06-Jan-26)	1)CARE A2 (08-Jan-25)	-	-

LT: Long term; ST: Short term; LT/ST: Long term/Short term

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

Annexure-4: Complexity level of instruments rated

Sr. No.	Name of the Instrument	Complexity Level
1	Fund-based - LT-Cash Credit	Simple
2	Fund-based - ST-Working Capital Demand loan	Simple
3	Non-fund-based - ST-ILC/FLC	Simple

Annexure-5: Lender details

To view lender-wise details of bank facilities please click here

Note on complexity levels of rated instruments: CareEdge 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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