

SGS Marketing

August 13, 2026

Facilities/Instruments	Name of the Regulator ¹	Amount (₹ crore)	Rating ²	Rating Action
Long Term / Short Term Bank Facilities	RBI	3.00	CARE B-; Stable / CARE A4; ISSUER NOT COOPERATING*	Rating continues to remain under ISSUER NOT COOPERATING category
Long Term Bank Facilities	RBI	7.00	CARE B-; Stable; 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 (CareEdge Ratings) had, vide its press release dated July 08, 2025, placed the rating(s) of SGS Marketing (SM) under the 'issuer non-cooperating' category as SM had failed to provide information for monitoring of the rating as agreed to in its Rating Agreement. SM continues to be non-cooperative despite repeated requests for submission of information through e-mails dated May 24, 2026, June 03, 2026, June 13, 2026 among others.

In line with the extant SEBI guidelines, CareEdge Ratings has reviewed the rating on the basis of the best available information which however, in CareEdge 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

Outlook: Stable

Detailed description of key rating drivers

Please refer to PR dated [July 08, 2025](#)

Applicable criteria

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

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

[Criteria on Assigning 'Outlook' or 'Rating Watch' to Credit Ratings](#)

About the company

SGS Marketing (SM) was established in 2007 as a partnership firm by Mr. Nitin Jain and Mr. Sushil Kumar Chhabara. The firm is based out of Guwahati, Assam. Currently, the firm is being managed by four brothers who are also the partners of the firm, Mr. Nitin Jain, Mr. Ankit Jain, Mr. Nikhil Kumar Jain and Mr. Sumit Jain. From inception, the firm has been engaged into distributorship business of various FMCG products and mobile handset and accessories. Earlier, the firm had sole distributorship agreement with "Gionee" mobile handset and accessories for entire North-East India but currently the firm has sole distributorship agreement with "Oppo" to sell their "Realme" brand of handsets and accessories for entire North-East India. This apart, the firm is enjoying the distributorship of FMCG products like 3M, Anik Ghee, Cadbury chocolates, Marico products for Guwahati, Assam. The firm has 10 rented warehouses which are located in Guwahati.

The day-to-day affairs of the firm are looked after by Mr. Nitin Jain, the Managing Partner, with adequate support from other partners and a team of experienced personnel.

Status of non-cooperation with previous CRA: Not Applicable

Any other information: Not Applicable

¹SEBI: Securities and Exchange Board of India; RBI: Reserve Bank of India; MCA: Ministry of Corporate Affairs; IRDAI: Insurance Regulatory and Development Authority of India; PFRDA: Pension Fund Regulatory and Development Authority

²Complete definitions of the ratings assigned are available at www.careratings.com and in other CARE Ratings Limited's publications.

Rating history for last three years: Annexure-2

Covenants of rated instrument / facility: Annexure-3

For complexity level of instruments rated refer to Annexure-1

Lender details: Annexure-4

Disclosure on facilities/instruments and name of the regulators:

A list of facilities / instruments falling under the purview of various financial sector regulators (FSRs) along with the names of respective FSRs has been duly disclosed by CareEdge Ratings on its website. A link to the same has been provided below for ready reference:

https://www.careratings.com/activities_and_regulators

Note: For facilities or instruments falling under the purview of FSRs other than Securities and Exchange Board of India (SEBI), the grievance / dispute redressal mechanisms and investor protection mechanisms provided by SEBI shall not be available.

Annexure-1: Details of instruments/facilities

Name of the Instrument	Name of the Regulator	Complexity Level	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	RBI	Simple	-		-	-	7.00	CARE B-; Stable; ISSUER NOT COOPERATING*
Non-fund-based - LT/ ST-Bank Guarantee	RBI	Simple	-		-	-	3.00	CARE B-; Stable / CARE A4; 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 2026-2027	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
1	Fund-based - LT-Cash Credit	LT	7.00	CARE B-; Stable; ISSUER NOT COOPERATING*	-	1)CARE B-; Stable; ISSUER NOT COOPERATING* (08-Jul-25)	1)CARE B; Stable; ISSUER NOT COOPERATING* (18-Jun-24)	1)CARE B+; Stable; ISSUER NOT COOPERATING* (19-Apr-23)
2	Non-fund-based - LT/ ST-Bank Guarantee	LT/ST	3.00	CARE B-; Stable / CARE A4; ISSUER NOT COOPERATING*	-	1)CARE B-; Stable / CARE A4; ISSUER NOT COOPERATING* (08-Jul-25)	1)CARE B; Stable / CARE A4; ISSUER NOT COOPERATING* (18-Jun-24)	1)CARE B+; Stable / CARE A4; ISSUER NOT COOPERATING* (19-Apr-23)

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

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

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

Annexure-4: 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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About us:

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