

Ganesh Grains Limited ^(Revised)
 September 24, 2021

Ratings

Facilities	Amount (Rs. crore)	Ratings ¹	Rating Action
Long Term Bank Facilities	86.18	CARE BB; Stable; ISSUER NOT COOPERATING* (Double B; Outlook: Stable ISSUER NOT COOPERATING*)	Rating continues to remain under ISSUER NOT COOPERATING category and Revised from CARE BB+; Stable; (Double B Plus; Outlook: Stable)
Short Term Bank Facilities	3.75	CARE A4; ISSUER NOT COOPERATING* (A Four ISSUER NOT COOPERATING*)	Rating continues to remain under ISSUER NOT COOPERATING category and Revised from CARE A4+; (A Four Plus)
Total Bank Facilities	89.93 (Rs. Eighty-Nine Crore and Ninety-Three Lakhs Only)		

Details of instruments/facilities in Annexure-1

Detailed Rationale, Key Rating Drivers and Detailed description of the key rating drivers

CARE had, vide its press release dated July 01, 2020, placed the ratings of Ganesh Grains Limited (GGL) under the 'issuer non-cooperating' category as GGL had failed to provide information for monitoring of the rating and had not paid the surveillance fees for the rating exercise as agreed to in its Rating Agreement. GGL continues to be non-cooperative despite repeated requests for submission of information through phone calls and an email dated June 06, 2021. In line with the extant SEBI guidelines, CARE 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.

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

The ratings have been revised on account of lack of clarity on future growth strategy and inability to monitor the performance of the company which is critical for assessing the credit profile of the company. The ratings are constrained by its moderate geographical concentration risk, working capital intensive nature of operations, exposure to vagaries of nature for raw material availability and highly fragmented and competitive industry. The constraints are however, off-set by its experienced promoters with long track record, wide product portfolio, strong brand image, wide network of distributors, satisfactory financial performance with growth in revenue and profitability in FY20 (refers to the period April 1 to March 31) and comfortable capital structure and debt protection metrics.

Key Rating Weaknesses**Moderate geographical concentration risk**

In FY17, the contribution of revenue of GGL from WB has declined to 68.1% from 75.4% of gross sales in FY16. The company has been able to penetrate the Southern Market and other regions, which is visible in the form of increase in the revenue share in FY17 vis-à-vis FY16. Hyderabad and the army (Eastern and Southern command) contributed around 25.3% of sales in FY17 vis-à-vis 19.5% in FY16.

Working capital intensive nature of operations

The operating cycle of the company 63 days in FY18 and 71 days in FY17. The Company provides a credit period of 11 days vis-à-vis it receives a credit period of 6 days from its suppliers. However, the average maximum working capital limit utilization of the company remained high at about 53% over the past 12 months ending Dec. 2018.

Exposed to vagaries of nature for raw material availability

Wheat is a 'Rabi' crop and is cultivated between November to April. The water that has percolated in the ground during the

¹Complete definitions of the ratings assigned are available at www.careratings.com and in other CARE publications.

*Issuer did not cooperate; based on best available information

rains is the main source of water for these crops. So, heavy rain is good for Rabi crops. The output is highly dependent on the monsoon and the availability of raw material can be impacted in case of deficit/excessive rainfall.

Highly fragmented and competitive industry

The industry segment (milling products) is characterized by presence of large number of small players competing with few organised players. Most of the wheat product processors in the country are smaller players operating in their niche areas.

Key Rating Strengths

Rich experience of the promoters with long track record

Mr. Purshottam Das Mimani has around six decades of experience in the industry and under his stewardship, GGL has grown manifold and is currently one of the leading manufacturers of wheat products in Eastern India. Later, Mr. Manish Mimani (son of Mr Purshottam Das Mimani) continued with the organic growth and added five more manufacturing facilities, with four being in West Bengal and one in Andhra Pradesh. Motilal Oswal Private Equity Advisors Private Limited (MOPE), the new investor in GGL during FY17, is a private equity and venture capital arm of Motilal Oswal Financial Services Ltd. The day to day operations of the company are looked after by Mr Purshottam Das Mimani and Mr. Manish Mimani.

Wide product portfolio

Over the years of operations, the company gradually shifted to manufacturing and widened its product portfolio by adding various product categories. Currently, the product profile of the company includes Atta (Whole Wheat Flour), Besan (Gram Flour), Maida (Refined Wheat flour), Sattu (roasted Gram Flour), Sujee (Semolina), Dalia (Porridge) and others (consists of rice, instant mixes, powder and cereals). The company markets all its products under the brand name “Ganesh” and in the wholesale market it has also launched its product under the brand “Eighty-Eight”.

Strong brand image

The company enjoys a strong brand image in West Bengal. It's a renowned brand in Atta, Maida and Sujee segment. The company has tied up with various online players like Amazon, Grofers, Big Basket, etc. for sale of its products.

Strong network of distributors

GGL has strong network of distributors (about 576 in number for India). The distributors supply to 33,427 retail outlets in West Bengal and 14,838 retail outlets outside West Bengal. GGL also has two warehouses in West Bengal having a total storage capacity of 86,500 MT. The company has also appointed Area Sales Manager in Odisha, Jharkhand, Bihar, North-East India, North Bengal & South Bengal, which would help the company to increase sales penetration.

Satisfactory financial performance

Operating Income of the company declined by around 10% in FY18 vis-à-vis FY17 mainly on account of levy of Goods & Service Tax (GST) implementation of 5% imposed by the Government on branded food grain products along with destocking of material by the retailers and distributors post implementation of GST, which impacted the sale in Q1FY18 and July 2017. The operating margin of the company deteriorated in FY18 vis-à-vis FY17 on account of de-stocking of material by the retailers and distributors along with increase in raw material prices. Higher decline in the interest cost vis-à-vis PBILDT level, has led to improvement in the PAT margin in FY18. The decline in interest cost was on account of prepayment of term loan GGL and lower utilisation of working capital limits. GGL earned cash accrual of Rs.28.55 crore in FY18 vis-à-vis debt repayment of Rs.5.76 crore. Financial performance of the company improved in H1FY19 vis-à-vis H1FY18 marked by improvement in profitability level and margins of the GGL. The operating income of the company declined by around 6% in H1FY19 vis-à-vis H1FY18. The operating margin of the company improved on back of improvement in the sales realization of its products. The PBILDT and PAT margin stood at 9.60% & 4.62% in H1FY19 vis-à-vis 6.71% & 2.06% in H1FY18. During FY19, the total operating income of GGL declined (~11% y-o-y) from Rs.536.63 crore in FY18 to Rs.476.55 crore in FY19. The company reported PAT of Rs.10.33 crore in FY19 vis-à-vis PAT of Rs.14.71 crore in FY18.

On standalone basis, the company reported total operating income Rs.501.60 crore in FY20 (The PBILDT margin also increased to 8.77% in FY20 vis-à-vis 6.79% in FY19 due to decline in the cost of traded goods and other manufacturing expenses. Accordingly, PAT margins also witnessed an increase to 4.99% in FY20 (2.54% in FY19).

Comfortable capital structure and debt protection metrics

The debt equity ratio of the company improved as on March 31, 2018 vis-à-vis March 31, 2017 on account of infusion of equity of funds by MOPE and prepayment of term loan and repayment of unsecured loan in FY17. The overall gearing ratio of the company improved on the back of infusion of funds as on March 31, 2018 vis-à-vis March 31, 2017. However, the overall gearing ratio of the company improved and stood at 0.22x as on March 31, 2018 vis-à-vis 0.95x as on March 31, 2017 on the back of repayment of buyers credit limit, gradual repayment of term debt obligation and accretion of profit to reserves. The PBILDT interest coverage of the company improved and stood at 7.32x in FY18 vis-à-vis 3.07x in FY17. Total debt to GCA of the company

deteriorated and stood at 1.11x as on March 31, 2018 vis-à-vis 5.61x as on March 31, 2017. on the back of availment of buyer's credit limit for import of wheat.

Capital structure continued to remain satisfactory with nil term debt borrowings as on March 31, 2019. Overall gearing ratio and Total Debt/ GCA improved from 0.21 times and 1.11 times as on March 31, 2018 to 0.06 times and 0.41 times respectively as on March 31, 2019 due to repayment of term debts and accretion of profits to reserve. This apart the company has sufficient free cash and liquid investments of Rs.19.74 crore (including Rs.16.01 crore as investments in mutual funds).

On standalone basis, the overall gearing ratio and TDGCA stood at 0.01x and 0.05x as on March 31, 2020 respectively.

Analytical approach: Consolidated. GGL has two wholly owned subsidiaries; Gobardhan Agri Flour Mills Private Limited (GAFMPL) in Agra & Shree Venkatesh Agro Foods Private Limited, whose financials has been consolidated in view of financial linkages between the companies and same line of business.

Applicable Criteria

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

[Criteria on assigning outlook and credit watch](#)

[CARE policy on default recognition](#)

[Financial Ratio- Non-Financial Sector](#)

[Rating Methodology- Manufacturing Companies](#)

[Liquidity Analysis of Non-Financial sector](#)

[Criteria for short- term instruments](#)

About the Company

Incorporated in 1936, as a proprietorship firm by Late Shri Brij Mohan Mimani, Ganesh Flour Mills commenced operations by trading of varieties of wheat products. Over the years of operations, the company gradually started manufacturing and widened its product portfolio by adding various product categories. Currently, the product profile of the company includes Atta (Whole Wheat Flour), Besan (Gram Flour), Maida (Refined Wheat flour), Sattu (roasted Gram Flour), Sujee (Semolina), Dalia (Porridge) and others (consists of rice, instant mixes, powder and cereals). Further, the company also manufactures and sells packaged foods (mainly Khaman Dhokla & Mixed idli). The company has eight manufacturing units, five located in West Bengal along with two warehouses in West Bengal (total storage capacity of 86,500 MT), one in Andhra Pradesh (commenced from 2015), one being in Agra & the other being in Varanasi. The manufacturing facilities are having an aggregate capacity of around 1400 Tonne per day (TPD) for the various wheat products.

Brief Financials- Consolidated (Rs. crore)	FY18 (A)	FY19 (A)
Total operating income	536.63	476.55
PBILDT	32.65	31.43
PAT	14.71	17.82
Overall gearing (times)	0.21	0.08
Interest coverage (times)	7.32	28.32

A: Audited

Status of non-cooperation with previous CRA: ACUITE has conducted the review based on best available information and continues to classify the ratings of GGL as "Non-cooperating" vide its Press Release dated February 16, 2021.

Any other information: Not Applicable

Rating History (Last three years): Please refer Annexure-2

Covenants of rated instrument: Detailed explanation of covenants of the rated instruments/facilities is given in Annexure-3

Complexity level of various instruments rated for this company: Annexure 4

Annexure-1: Details of Facilities

Name of the Instrument	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. crore)	Rating assigned along with Rating Outlook
Fund-based - LT-Term Loan	-	-	-	14.93	CARE BB; Stable; ISSUER NOT COOPERATING*

Name of the Instrument	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. crore)	Rating assigned along with Rating Outlook
Fund-based - LT-Cash Credit	-	-	-	45.00	CARE BB; Stable; ISSUER NOT COOPERATING*
Non-fund-based - ST-Letter of credit	-	-	-	2.75	CARE A4; ISSUER NOT COOPERATING*
Non-fund-based - LT-Letter of credit	-	-	-	3.25	CARE BB; Stable; ISSUER NOT COOPERATING*
Non-fund-based - LT-Bank Guarantees	-	-	-	23.00	CARE BB; Stable; ISSUER NOT COOPERATING*
Non-fund-based - ST-Forward Contract	-	-	-	1.00	CARE A4; ISSUER NOT COOPERATING*

*Issuer did not cooperate; Based on best available information

Annexure-2: Rating History of last three years

Sr. No.	Name of the Instrument/Bank Facilities	Current Ratings			Rating history			
		Type	Amount Outstanding (Rs. crore)	Rating	Date(s) & Rating(s) assigned in 2021-2022	Date(s) & Rating(s) assigned in 2020-2021	Date(s) & Rating(s) assigned in 2019-2020	Date(s) & Rating(s) assigned in 2018-2019
1.	Fund-based - LT-Term Loan	LT	14.93	CARE BB; Stable; ISSUER NOT COOPERATING*	-	1)CARE BB+; Stable; ISSUER NOT COOPERATING* (01-Jul-20)	1)CARE BBB-; Stable; ISSUER NOT COOPERATING* (31-Dec-19)	1)CARE BBB+; Stable; ISSUER NOT COOPERATING* (18-Mar-19) 2)CARE A-; Stable (06-Apr-18)
2.	Fund-based - LT-Cash Credit	LT	45.00	CARE BB; Stable; ISSUER NOT COOPERATING*	-	1)CARE BB+; Stable; ISSUER NOT COOPERATING* (01-Jul-20)	1)CARE BBB-; Stable; ISSUER NOT COOPERATING* (31-Dec-19)	1)CARE BBB+; Stable; ISSUER NOT COOPERATING* (18-Mar-19) 2)CARE A-; Stable (06-Apr-18)
3.	Non-fund-based - ST-Letter of credit	ST	2.75	CARE A4; ISSUER NOT COOPERATING*	-	1)CARE A4+; ISSUER NOT COOPERATING* (01-Jul-20)	1)CARE A3; ISSUER NOT COOPERATING* (31-Dec-19)	1)CARE A2; ISSUER NOT COOPERATING* (18-Mar-19) 2)CARE A2+ (06-Apr-18)
4.	Non-fund-based - LT-Letter of credit	LT	3.25	CARE BB; Stable; ISSUER NOT COOPERATING*	-	1)CARE BB+; Stable; ISSUER NOT COOPERATING* (01-Jul-20)	1)CARE BBB-; Stable; ISSUER NOT COOPERATING* (31-Dec-19)	1)CARE BBB+; Stable; ISSUER NOT COOPERATING* (18-Mar-19) 2)CARE A-; Stable (06-Apr-18)

5.	Fund-based - LT-Working Capital Limits	LT	-	-	-	-	-	1)Withdrawn (06-Apr-18)
6.	Non-fund-based - LT-Bank Guarantees	LT	23.00	CARE BB; Stable; ISSUER NOT COOPERATING*	-	1)CARE BB+; Stable; ISSUER NOT COOPERATING* (01-Jul-20)	1)CARE BBB-; Stable; ISSUER NOT COOPERATING* (31-Dec-19)	1)CARE BBB+; Stable; ISSUER NOT COOPERATING* (18-Mar-19) 2)CARE A-; Stable (06-Apr-18)
7.	Non-fund-based - ST-Forward Contract	ST	1.00	CARE A4; ISSUER NOT COOPERATING*	-	1)CARE A4+; ISSUER NOT COOPERATING* (01-Jul-20)	1)CARE A3; ISSUER NOT COOPERATING* (31-Dec-19)	1)CARE A2; ISSUER NOT COOPERATING* (18-Mar-19) 2)CARE A2+ (06-Apr-18)
8.	Fund-based - LT-Proposed fund based limits	LT	-	-	-	-	-	1)Withdrawn (06-Apr-18)

*Issuer did not cooperate; Based on best available information

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

Annexure-4: Complexity level of various instruments rated for this company

Sr. No.	Name of the Instrument	Complexity Level
1.	Fund-based - LT-Cash Credit	Simple
2.	Fund-based - LT-Term Loan	Simple
3.	Non-fund-based - LT-Bank Guarantees	Simple
4.	Non-fund-based - LT-Letter of credit	Simple
5.	Non-fund-based - ST-Forward Contract	Simple
6.	Non-fund-based - ST-Letter of credit	Simple

Note on complexity levels of the rated instrument: CARE has classified instruments rated by it on the basis of complexity. Investors/market intermediaries/regulators or others are welcome to write to care@careratings.com for any clarifications.

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