24/7 Customer Private Limited

July 18, 2018

Ratings

Facilities	Amount (Rs. crore)	Rating[1]	Rating Action
Long Term Bank Facilities	-	-	Withdrawn
Short Term Bank Facilities	-	-	Withdrawn
Total Facilities	-		

Details of instruments/facilities in Annexure-1

Detailed Rationale & Key Rating Drivers

CARE has withdrawn the outstanding ratings of 'CARE BBB+; ISSUER NOT COOPERATING/CARE A3+; ISSUER NOT COOPERATING' [Triple B Plus; ISSUER NOT COOPERATING/ A Three Plus; ISSUER NOT COOPERATING] assigned to the bank facilities of [24]7 Customer Private Limited with immediate effect. The above action has been taken at the request of [24]7 Customer Private Limited and 'No Objection Certificate' received from the bank(s) that have extended the facilities rated by CARE.

Analytical approach: Not Applicable

Applicable Criteria

Policy on Withdrawal of ratings

About the Company

[24]7 Customer Private Ltd ([24]7), incorporated on March 22, 2000, is a wholly owned subsidiary of [24]7 Customer Inc., USA ([24]7 USA). [24]7 USA, incorporated in the April 2000, was promoted by Mr. P. V. Kannan and Mr. Shanmugam Nagarajan. This company, headquartered in Campbell, California, provides cloud-based customer engagement solutions. [24]7 USA operates 6 back office units (BPO/KPO) two of which are located in India (Bangalore & Hyderabad).

[24]7 began its operations by providing call centre services to customers of [24]7 USA, and has subsequently diversified into servicing of customers through various interactive platforms such as IVR, chat and email.

Brief Financials (Rs. crore)	FY16 (A)	FY17 (A)
Total operating income	448.76	527.73
PBILDT	77.05	110.66
PAT	34.41	50.95
Overall gearing (times)	0.00	0.00
Interest coverage (times)	137.58	139.77

A: Audited

Status of non-cooperation with previous CRA: *Not Applicable*

Any other information: *Not Applicable*

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

[1] *Complete definition of the ratings assigned are available at www.careratings.com and other CARE publications*

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

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****For detailed Rationale Report and subscription information, please contact us at www.careratings.com**

About CARE Ratings:
CARE Ratings commenced operations in April 1993 and over two decades, it has established itself as one of the leading credit rating agencies in India. CARE is registered with the Securities and Exchange Board of India (SEBI) and also recognized as an External Credit Assessment Institution (ECAI) by the Reserve Bank of India (RBI). CARE Ratings is proud of its rightful place in the Indian capital market built around investor confidence. CARE Ratings provides the entire spectrum of credit rating that helps the corporates to raise capital for their various requirements and assists the investors to form an informed investment decision based on the credit risk and their own risk-return expectations. Our rating and grading service offerings leverage our domain and analytical expertise backed by the methodologies congruent with the international best practices.

Disclaimer
CARE's ratings are opinions on credit quality and are not recommendations to sanction, renew, disburse or recall the concerned bank facilities or to buy, sell or hold any security. CARE has based its ratings/outlooks on information obtained from sources believed by it to be accurate and reliable. CARE does not, however, guarantee the accuracy, adequacy or completeness of any information and is not responsible for any errors or omissions or for the results obtained from the use of such information. Most entities whose bank facilities/instruments are rated by CARE have paid a credit rating fee, based on the amount and type of bank facilities/instruments.
In case of partnership/proprietary concerns, the rating /outlook assigned by CARE is based on the capital deployed by the partners/proprietor and the financial strength of the firm at present. The rating/outlook may undergo change in case of withdrawal of capital or the unsecured loans brought in by the partners/proprietor in addition to the financial performance and other relevant factors.

Annexure-1: Details of Instruments/Facilities

Name of the Instrument	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. crore)	Rating assigned along with Rating Outlook
Non-fund-based - ST-BG/LC	-	-	-	0.00	Withdrawn
Non-fund-based - LT-Bank Guarantees	-	-	-	0.00	Withdrawn
Non-fund-based - ST-Loan Equivalent Risk	-	-	-	0.00	Withdrawn

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 2018-2019	Date(s) & Rating(s) assigned in 2017-2018	Date(s) & Rating(s) assigned in 2016-2017	Date(s) & Rating(s) assigned in 2015-2016
1.	Non-fund-based - ST-BG/LC	ST	-	-	-	-	1)CARE A3+; ISSUER NOT COOPERATING* (22-Mar-17)	1)CARE A3+ (09-Feb-16) 2)CARE A3+ (28-Apr-15)
2.	Non-fund-based - LT-Bank Guarantees	LT	-	-	-	-	1)CARE BBB+; ISSUER NOT COOPERATING* (22-Mar-17)	1)CARE BBB+ (09-Feb-16) 2)CARE BBB+ (28-Apr-15)
3.	Non-fund-based - ST-Loan Equivalent Risk	ST	-	-	-	-	1)CARE A3+; ISSUER NOT COOPERATING* (22-Mar-17)	1)CARE BBB+ / CARE A3+ (09-Feb-16) 2)CARE BBB+ / CARE A3+ (28-Apr-15)

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