



## Press Release

### Hindusthan Loha Limited

July 21, 2020

#### Ratings

Instrument / Facility	Amount (Rs. Crore)	Ratings	Rating Action
Long Term Fund Based Bank Facilities – Cash Credit	6.00	IVR BBB - /Positive (IVR Triple B Minus with Positive Outlook)	Assigned
Short Term Fund Based Bank Facilities – ODBD	19.00	IVR A 3 (IVR A Three)	Assigned
<b>Total</b>	<b>25.00</b>		

**Details of Facilities are in Annexure 1**

#### Detailed Rationale

The aforesaid ratings assigned to the bank facilities of Hindusthan Loha Limited (HLL) derives comfort from strong parentage of the Agrasen Group and strong support from group synergy, established marketing arrangements of the group with reputed clientele, stable operating performance with comfortable capital structure marked by minimum near term debt repayment obligation for the trading companies of the group. However, these rating strengths are partially offset by thin profit margin with working capital-intensive nature of operations, intense competition in the operating spectrum and exposure to cyclicity in the steel industry. The outlook is positive on the back of expected improvement in revenue, cash accruals and debt protection metrics in the near to medium term for the trading companies of the Agrasen group.

#### Key Rating Sensitivities:

##### Upward factors

- Sustained & significant improvement in revenue & profit margins
- Sustenance of the capital structure while maintaining the debt protection parameters
- Efficient working capital management with improvement in liquidity
- Group support

##### Downward factors

- More than expected dip in operating income and/or decline in profit margins impacting the debt coverage indicators
- Moderation in the capital structure with deterioration in the overall gearing to over 1.5x
- Elongation in the operating cycle impacting the liquidity



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### List of Key Rating Drivers with Detailed Description

#### Key Rating Strengths

##### **Parentage of the Agrasen group and strong support from group synergy**

The Agrasen group is one of the established groups of Chhattisgarh founded by the Agrawal family of Raipur, Chhattisgarh along with their relatives. The group has vast experience in the manufacturing and trading of steel products through various companies under its fold. Currently, the Agrasen group has two business verticals – Trading and Manufacturing. Under manufacturing vertical, the group is engaged in manufacturing of steel wires, Ms. Ingot, Billets and steel rolled products. Under trading vertical the group is engaged in trading of various steel products. Engagement in both manufacturing and trading operations provides strong operational synergy to the group companies. All the trading companies are largely interlinked with the manufacturing companies under the group and work as their procurement or sales counter parties.

##### **Established marketing arrangements with stable operating performance**

The Agrasen group has its own established marketing arrangements with various steel products dealers on the back of its more than a decade long operation in the steel trading/manufacturing segment. With an established presence, the combined Total Operating Income (TOI) improved from Rs.314.16 crore in FY18 to Rs.330.53 crore in FY19 on account of increase in volume sales as well as sales realization. Further, the total operating income increased to ~Rs.417.14 crore in FY20 (Provisional). The growth was mainly attributable to commencement of trading operations of Pushpganga Minerals LLP (PGMLLP) from April, 2019 onwards which aided to the increase in the combined TOI.

##### **Reputed clientele**

The trading companies of the Agrasen Group, are empanelled vendors of large companies like RIL, L&T, Indian Railways, GAIL, BHEL, ONGC and NALCO and supplies varied grades of iron and steel products.

##### **Stable financial risk profile and capital structure with minimum near term debt repayment obligation**

The financial risk profile of the group is marked by comfortable capital structure backed by its healthy net worth with minimal long-term debt and moderate debt protection metrics. The



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combined net worth of trading companies of the group stood modest at Rs.31.92 crore as on March 31,2019. Overall gearing remained moderate at 1.72x as on March 31, 2020 (Prov.) (1.24x as on March 31, 2019). Interest coverage ratio remained moderate at 1.57x in FY20 (Prov.) (1.76x in FY19). Total indebtedness of the group also remained comfortable at 2.02x as on March 31,2020 (Prov.). Further, the trading companies of the group has minimal debt repayment obligations in the near to medium term which provides comfort.

### **Key Rating Weaknesses**

#### **Intense competition**

Steel trading operations are highly competitive due to presence of many organized and unorganized players in the industry which restrict the profitability of the companies to a large extent.

#### **Thin profit margin**

The trading entities – Agrasen Ispat Private Limited (AIPL), Hindusthan Loha Limited (HLL) and Pushpganga Minerals LLP (PGMLLP) operates with a thin margin due to less value additive nature of their operations and intense competition in the operating spectrum. The EBIDTA margin of the group remained thin and range bound between 2- 3% over the last three years (FY17-FY19). Driven by low EBITDA margin, the PAT margin also remained thin during the aforesaid period.

#### **Working capital intensive nature of operations**

The operations of all the companies of the group are working capital intensive since the company needs to provide average credit period of around 3 months to its customers in view of intense competition in the industry. Further, it avails credit period of around one month from its suppliers. The group generally maintains inventory of only around 2-3 days as it is able to procure the inventory from its other group companies engaged in manufacturing operations at a short notice.

#### **Cyclicality in the steel industry**

The steel industry is highly cyclical. Steel prices fluctuate based on macro-economic factors, including, amongst others, consumer confidence, employment rates, interest rates and inflation rates, general levels of infrastructure activities in the region of sale, etc. Adverse volatility in steel prices will have an adverse effect on the company's performance in view of its direct linkage to the fortunes of Steel industry.



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### **Analytical Approach: Combined Approach**

For arriving at the rating, Infomerics has combined the financial risk profiles of Agrasen Ispat Private Limited (AIPL), Hindusthan Loha Limited (HLL) and Pushpganga Minerals LLP (PGMLLP) referred as Agrasen group (Trading) as these entities are under a common management and have strong operational linkages and cash flow fungibility. The list of companies is given in **Annexure 2**.

### **Applicable Criteria:**

Rating Methodology for Trading Companies

Financial Ratios & Interpretation (Non-financial Sector)

### **Liquidity - Adequate**

The liquidity of the Agrasen group (Trading) is expected to remain adequate in the near to medium term in view of its expected sufficient cash accruals in comparison to its minimal debt repayment obligation. Further, the group has been earning a comfortable level of GCA for the last few years and the same is expected to increase further with increase in scale of operations. However, average utilisation of working capital limits remained on the higher side during the past twelve months ended May, 2020 indicating limited buffer.

### **About the Company**

Incorporated in 2013, Raipur, Chattisgarh based Hindusthan Loha Limited (HLL) is a part of Agrasen Group and is engaged in trading of MS Channel, MS Beam/Joist, and RSJ poles, TMT Bars, Round Bars, HR Coils, Pipes, Rails and other Steel Products. The company has also started trading of imported coal from April 2018 onwards. The company primarily supplies its products to intermediary steel companies, fabricators, machine manufacturers and infrastructure companies.

Presently, HLL is managed and operated by the Agrawal family of the Agrasen Group of Raipur having an experience of over 15 years in the steel industry. With integrated manufacturing facilities, the group has presence in sponge iron, billet and rolled products. Currently, the operations of the company are looked after by a five-member Board of Directors, who are members of the Agrawal family and have adequate experience in the sector.



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### About the Group

The Agrasen group is founded by the Agrawal family of Raipur, Chhattisgarh. The group has vast experience in the manufacturing and trading of steel products through various companies under its fold. The Agrawal family started their business operations with trading of steel products and gradually ventured in manufacturing operations in 2002. Currently, the Agrasen group has two business verticals – Trading and Manufacturing. Under manufacturing vertical, the group is engaged in manufacturing of steel wires, Ms. Ingot, Billets and steel rolled products. Under trading vertical the group is engaged in trading of various steel products.

### **Financials (Combined):**

For the year ended* / As On	(Rs. crore)	
	31-03-2019	31-03-2020
	Audited	Provisional
Total Operating Income	330.53	417.14
EBITDA	9.06	11.46
PAT	2.65	4.19
Total Debt	39.48	81.04
Tangible Net worth	31.92	43.13
EBITDA Margin (%)	2.74	2.75
PAT Margin (%)	0.80	1.00
Overall Gearing Ratio (x)	1.24	1.72

*\*As per Infomerics' Standard*

### **Financials (Standalone):**

For the year ended* / As On	(Rs. crore)	
	31-03-2019	31-03-2020
	Audited	Provisional
Total Operating Income	122.95	126.74
EBITDA	4.44	4.56
PAT	1.27	1.40
Total Debt	16.40	25.65
Tangible Net worth	13.04	14.43
EBITDA Margin (%)	3.61	3.60
PAT Margin (%)	1.03	1.10
Overall Gearing Ratio (x)	1.26	1.78

*\*As per Infomerics' Standard*





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### Status of non-cooperation with previous CRA:

CARE Ratings has moved the rating of HLL into the Issuer Non-Cooperating category as the company did not co-operate in the rating procedure despite repeated follow ups as per the last Press Release dated March 26, 2020.

India Ratings has moved the rating of HLL into the Issuer Non-Cooperating category as the company did not co-operate in the rating procedure despite repeated follow ups as per the last Press Release dated May 16, 2018.

**Any other information:** Nil

### Rating History for last three years with Infomerics:

Sr. No.	Name of Instrument/Facilities	Current Rating (Year 2020-21)			Rating History for the past 3 years		
		Type	Amount outstanding (Rs. Crore)	Rating	Date(s) & Rating(s) assigned in 2019-20	Date(s) & Rating(s) assigned in 2018-19	Date(s) & Rating(s) assigned in 2017-18
1.	Cash Credit	Long Term	6.00	IVR BBB-/ Positive Outlook	-	-	-
2.	ODBD	Short Term	19.00	IVR A3	-	-	-

**Note on complexity levels of the rated instrument:** Infomerics has classified instruments rated by it on the basis of complexity and a note thereon is available at [www.infomerics.com](http://www.infomerics.com).

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### About Infomerics:

Infomerics commenced rating & grading operations in April 2015 after having spent over 25 years in various segments of financial services. Infomerics is registered with the Securities and Exchange Board of India (SEBI) and accredited by Reserve Bank of India. It is gradually gaining prominence in domestic rating and/or grading space. Infomerics is striving for positioning itself as the most trusted & credible rating agency in the country and is gradually widening its product portfolio. Company's long experience in varied spectrum of financial services is helping it to fine tune its product offerings to best suit the market.



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**Disclaimer:** Infomerics ratings are based on information provided by the issuer on an 'as is where is' basis. Infomerics credit ratings are an opinion on the credit risk of the issue / issuer and not a recommendation to buy, hold or sell securities. Infomerics reserves the right to change, suspend or withdraw the credit ratings at any point in time. Infomerics ratings are opinions on financial statements based on information provided by the management and information obtained from sources believed by it to be accurate and reliable. The credit quality ratings are not recommendations to sanction, renew, disburse or recall the concerned bank facilities or to buy, sell or hold any security. We, however, do not guarantee the accuracy, adequacy or completeness of any information which we accepted and presumed to be free from misstatement, whether due to error or fraud. We are 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 us have paid a credit rating fee, based on the amount and type of bank facilities/instruments. In case of partnership/proprietary concerns/Association of Persons (AOPs), the rating assigned by Infomerics is based on the capital deployed by the partners/proprietor/ AOPs and the financial strength of the firm at present. The rating may undergo change in case of withdrawal of capital or the unsecured loans brought in by the partners/proprietor/ AOPs in addition to the financial performance and other relevant factors.

### Annexure 1: Details of Facilities

Name of Facility	Date of Issuance	Coupon Rate/ IRR	Maturity Date	Size of Facility (Rs. Crore)	Rating Assigned/ Outlook
Long Term Bank Facilities – Cash Credit	-	-	-	6.00	IVR BBB- / Positive Outlook
Short Term Bank Facilities – ODBD	-	-	-	19.00	IVR A3

### Annexure 2: List of companies considered for consolidated analysis

Name of the Company	Consolidation Approach
Agrasen Ispat Private Limited (AIPL)	Full consolidation
Hindusthan Loha Limited (HLL)	Full consolidation
Pushpganga Minerals LLP (PGMLLP)	Full consolidation