



Press Release

Primacy Industries Private Limited (“PIPL”)

July 07, 2025

Ratings

| Instrument / Facility | Amount (Rs. crore) | Current Ratings | Previous Ratings | Rating Action | Complexity Indicator |
|--------------------------------------|--|---|---|--|------------------------|
| Long Term Fund Based Bank Facilities | 82.38 | IVR BB/ Negative (INC)* (IVR Double B with Negative Outlook, ISSUER NOT COOPERATING) | IVR BB+/ Negative (INC)* (IVR Double B plus with Negative Outlook, ISSUER NOT COOPERATING) | Rating Downgraded and continued under ISSUER NOT COOPERATING | Simple |
| Optionally Convertible Debentures | 28.80 | IVR BB/ Negative (INC)* (IVR Double B with Negative Outlook, ISSUER NOT COOPERATING) | IVR BB+/ Negative (INC)* (IVR Double B plus with Negative Outlook, ISSUER NOT COOPERATING) | Rating Downgraded and continued under ISSUER NOT COOPERATING | Simple |
| Compulsory Convertible Debentures | 5.33 | IVR BB/ Negative (INC)* (IVR Double B with Negative Outlook, ISSUER NOT COOPERATING) | IVR BB+/ Negative (INC)* (IVR Double B plus with Negative Outlook, ISSUER NOT COOPERATING) | Rating Downgraded and continued under ISSUER NOT COOPERATING | Simple |
| Total | 116.51 (Rupees One hundred sixteen crore and fifty-one lakh only) | | | | |

**Issuer not cooperating: Based on best available information*

Details of Facilities/Instruments are in Annexure 1. Facility wise lender details are at Annexure 2. Detailed explanation of covenants is at Annexure 3.

Detailed Rationale

Infomerics Ratings has downgraded the rating to the bank facilities of Primacy Industries Private Limited (PIPL) due to lack of adequate information available and the uncertainty around its credit risk and has continued to maintain the ratings under ‘ISSUER NOT COOPERATING’ category. Infomerics assesses whether the information available about the entity is commensurate with its rating and reviews the same as per its policy. The Negative outlook reflects information availability risk.



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The lenders, investors and other market participants are thus advised to exercise appropriate caution while using this rating as this rating may not adequately reflect the credit risk profile of the entity.

Non-cooperation by Issuer

Infomerics has been regularly following up with the company to provide the required data & NDS to monitor its assigned ratings to the bank facilities, vide mail communications dated May 09, 2025, May 14, 2025, May 19, 2025, May 23, 2025, May 29, 2025, May 30, 2025, June 2, 2025, and concurrently over several phone calls. However, despite repeated requests by Infomerics, the company's management has not submitted the essential details/information for surveillance exercise.

Availability of information is very critical in the rating exercise. In the absence of the requisite information, in consonance with SEBI guidelines, Infomerics has to assign the rating based on the best available information.

Accordingly, the Long-term ratings of the bank facilities and debt instruments aggregating to Rs. 116.51 crore of PIPL shall be remain under the 'ISSUER NOT COOPERATING' category with Negative Outlook by Infomerics and the ratings is downgraded to 'IVR BB with Negative Outlook; ISSUER NOT COOPERATING based on best available information by Infomerics Ratings.

Analytical Approach: Standalone

Applicable Criteria:

[Rating Methodology for Manufacturing Companies](#)

[Criteria on assigning rating outlook](#)

[Policy on Default Recognition and Post-Default Curing Period](#)

[Complexity Level of Rated Instruments/Facilities](#)

[Financial Ratios & Interpretation \(Non- Financial Sector\)](#)

[Policy on Issuer not cooperating](#)



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About the Firm

Primacy Industries Private Limited (PIPL) was incorporated in 2004. The company is engaged in production of perfumed designer candles such as scented decorative wax candles, aerosols, personal care and home care products of different varieties. The Company has two units manufacturing coloured scented candles, one at Baikampady Industrial Area, Mangalore and the other at Gandhi Dham, Gujarat. The Company has two factories manufacturing aerosol products at Baikampady Industrial Area, Mangalore. Three units are registered as 100% export-oriented units and the fourth unit is to cater to the domestic market.

Financials (Standalone)*:

| | (Rs. crore) | |
|-----------------------------------|--------------------|--------------------|
| For the year ended/ As on* | 31-03-2022 | 31-03-2023 |
| | Audited | Provisional |
| Total Operating Income | 353.79 | 418.29 |
| EBITDA | -10.47 | 27.24 |
| PAT | -311.35 | 11.20 |
| Total Debt | 160.75 | 142.63 |
| Tangible Net Worth | 203.83 | 249.08 |
| EBITDA Margin (%) | -2.96 | 6.51 |
| PAT Margin (%) | -84.77 | 2.62 |
| Overall Gearing Ratio (x) | 0.79 | 0.57 |
| Interest Coverage (x) | -0.45 | 2.27 |

* Classification as per Infomerics' standards.

Status of non-cooperation with previous CRA: None

Any other information: Nil



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Rating History for last three years:

| Sr. No. | Name of Security/Facilities | Current Ratings (2025-26) | | | Rating History for the past 3 years | | |
|---------|--|-----------------------------|--------------------------------|---|--|---|---|
| | | Type (Long Term/Short Term) | Amount outstanding (Rs. Crore) | Rating | Date(s) & Rating(s) assigned in 2024-25 | Date(s) & Rating(s) assigned in 2023-24 | Date(s) & Rating(s) assigned in 2022-23 |
| | | | | | Date (July 18, 2024) | Date (August 16, 2023) | - |
| 1. | Fund Based Bank Facilities – Term Loan | Long Term | 51.17 | IVR BB/ Negative; ISSUER NOT COOPERATING* | IVR BB+/ Negative; ISSUER NOT COOPERATING* | IVR BBB-/ Stable | - |
| 2. | Fund Based Bank Facilities – FITL | Long Term | 4.20 | IVR BB/ Negative; ISSUER NOT COOPERATING* | IVR BB+/ Negative; ISSUER NOT COOPERATING* | IVR BBB-/ Stable | - |
| 3. | Fund Based Bank Facilities – WCTL | Long Term | 27.01 | IVR BB/ Negative; ISSUER NOT COOPERATING* | IVR BB+/ Negative; ISSUER NOT COOPERATING* | IVR BBB-/ Stable | - |
| 4. | Debt Facilities – OCD | Long Term | 28.80 | IVR BB/ Negative; ISSUER NOT COOPERATING* | IVR BB+/ Negative; ISSUER NOT COOPERATING* | IVR BBB-/ Stable | - |
| 5. | Debt Facilities – CCD | Long Term | 5.33 | IVR BB/ Negative; ISSUER NOT COOPERATING* | IVR BB+/ Negative; ISSUER NOT COOPERATING* | IVR BBB-/ Stable | - |

*Issuer not cooperating : Based on best available information

OCD: Optionally Convertible Debentures: CCD: Compulsory Convertible Debentures

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About Infomerics:

Infomerics Valuation and Rating Ltd (Infomerics) [Formerly Infomerics Valuation and Rating Pvt. Ltd] was founded in the year 1986 by a team of highly experienced finance professionals for research and risk evaluation. Infomerics commenced its activities as External Credit



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Assessment Institution after obtaining registration from Securities Exchange Board of India (SEBI) and accreditation from Reserve Bank of India (RBI).

Adhering to best international practices and maintaining high degree of ethics, the team of analysts at Infomerics deliver quality credit ratings. Infomerics evaluates wide range of debt instruments which helps corporates access to financial markets and provides investors credit ratings backed by in-depth research. The transparent, robust, and credible ratings have gained the confidence of investors and the banks.

Infomerics has a pan India presence with Head Office in Delhi and Corporate Office at Mumbai, with branches in major cities and representatives in several locations.

Infomerics also has international presence with credit rating operations in Nepal through its JV subsidiary.

For more information and definition of ratings please visit www.infomerics.com.

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 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: Instrument/Facility Details

| Name of Facility/Security | ISIN | Date of Issuance | Coupon Rate/IRR | Maturity Date | Size of Facility (Rs. Crore) | Rating Assigned/Outlook |
|---------------------------|------|------------------|-----------------|---------------|------------------------------|---|
| Term Loan | - | - | - | March 2027 | 28.85 | IVR BB/ Negative; ISSUER NOT COOPERATING* |
| Term Loan | - | - | - | March 2027 | 13.46 | IVR BB/ Negative; ISSUER NOT COOPERATING* |
| Term Loan | - | - | - | March 2024** | 8.86 | IVR BB/ Negative; ISSUER NOT COOPERATING* |



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| Name of Facility/ /Security | ISIN | Date of Issuance | Coupon Rate/ IRR | Maturity Date | Size of Facility (Rs. Crore) | Rating Assigned/ Outlook |
|---|--------------|------------------|---------------------|---------------|---------------------------------|--|
| FITL | - | - | - | March 2024** | 0.45 | IVR BB/ Negative; ISSUER NOT COOPERATING* |
| FITL | - | - | - | March 2024** | 0.22 | IVR BB/ Negative; ISSUER NOT COOPERATING* |
| FITL | - | - | - | March 2024** | 2.32 | IVR BB/ Negative; ISSUER NOT COOPERATING* |
| FITL | - | - | - | March 2024** | 1.21 | IVR BB/ Negative; ISSUER NOT COOPERATING* |
| WCTL | - | - | - | March 2027** | 27.01 | IVR BB/ Negative; ISSUER NOT COOPERATING* |
| Optionally Convertible Debenture (OCD)# | INE05Y607012 | - | 1% | March 2028 | 28.80 | IVR BB/ Negative; ISSUER NOT COOPERATING* |
| Compulsorily Convertible Debentures (CCDs)# | INE05Y608028 | - | 1% | Sept 2023 | 5.33 | IVR BB/ Negative; ISSUER NOT COOPERATING* |

Note: Infomerics notes that the maturity date for CCDs with ISIN Number INE05Y608028 has already passed and has checked with NSDL Bond Info website which does not display any records for this ISIN number. However, the agency is unable to withdraw the rating for the same as no formal request has been received from company for the same and additionally on account of absence of confirmation from third party such as debenture trustee regarding the redemption of these CCDs.

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

***As Issuer is not cooperating, Latest information is not available*

Date of Issuance not available

Annexure 2: Facility wise lender details: Not applicable.



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

| Name of the Security | | Detailed Explanation |
|----------------------|-------------------------------|--|
| | Financial Covenant | |
| 1. | Debt/ EBITDA | Financial Year 2022-2023 and Financial Year 2023- 2024 maximum up to 3.0. Financial Year 2024-2025 onwards maximum up to 2.0 |
| 2. | Debt/TNW | Financial Year 2022-2023 onwards maximum up to 0.50x |
| 3. | DSCR | Minimum level of 1.3x [incl. Facility OCD scheduled repayments] |
| 4. | Current Ratio | Minimum level of 1.3x each year |
| | | |
| | Non-financial Covenant | |
| - | - | - |

Annexure 4: List of companies considered for consolidated/Combined analysis: Not Applicable.

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.