



Press Release

DLF Brands Private Limited

February 17th, 2023

Rating

S.N.	Instrument / Facility	Amount (INR crore)	Ratings	Rating Action	Complexity Indicator
1	Long Term Bank Facility	Nil (Previous rated amount Rs. 20.00 Crore)	--	Withdrawn	Simple

Details of Facilities are in Annexure 1

Rating Action

Infomerics Valuation and Rating Private Limited has withdrawn the rating assigned to the Bank Loan Facilities of **DLF Brands Private Limited** at the request of the Company vide email dated February 13th, 2023, and based on the fact that Infomerics has received the No dues certificate from YES Bank for the same.

Detailed Rationale

The rating is withdrawn in accordance with Infomerics' policy on withdrawal and as requested by the company.

Analytical Approach & Applicable Criteria:

[Policy on Withdrawal of Ratings.](#)

About the Company

DLF Brands Private Ltd, a premier player in the Indian retail sector came into existence in 2006. One of the main objectives of the company is to trade and compete in India through retail formats by way of setting up, establishing, developing, managing, organizing or otherwise, mega stores/discount stores, hyper markets, supermarkets, shopping malls, specialty stores. The organization currently operates prominent names like PURE Home + Living, Lens Crafters' under its brand umbrella.

The name of DBPL was changed to DLF Retail Brands Private Limited in 2007, further changed it's name to DLF Brands Limited and changed of the company from private



Press Release

limited to public limited in 2009. The company consequently changed from public limited to private limited company on October 4, 2018.

Status of non-cooperation with previous CRA: None

Any other information: Not Applicable

Rating History for last three years:

Sl. No.	Name of Instrument/Facilities	Current Rating (Year 2022-23)			Rating History for the past 3 years			
		Type	Amount (Rs. Crore)	Rating	Date(s) & Rating(s) assigned in 2022-23 (Feb 09, 2023)	Date(s) & Rating(s) assigned in 2021-22 (Feb 07, 2022)	Date(s) & Rating(s) assigned in 2020-21 (December 03, 2020)	Date(s) & Rating(s) assigned in 2019-20
1	Fund Based Facility	Long Term	Nil (Previously rated amount 20.00)	NA*	IVR B-/ Negative; ISSUER NOT COOPEATING	IVR BB+(CE); ISSUER NOT COOPEATING Unsupported: IVR B-; ISSUER NOT COOPEATING	IVR BBB(CE)/ Stable Unsupported: IVR B/ Credit Watch with Developing Implications	-

*NA-Not applicable, as rating has been withdrawn

Name and Contact Details of the Rating Analyst:

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About Infomerics:

Infomerics was founded in the year 1986 by a team of highly experienced and knowledgeable finance professionals. Subsequently, after obtaining Securities Exchange Board of India registration and RBI accreditation and the activities of the company are extended to External Credit Assessment Institution (ECAI).

Adhering to best International Practices and maintaining high degree of ethics, the team of knowledgeable analytical professionals deliver credible evaluation of rating.



Press Release

Infomerics evaluates wide range of debt instruments which helps corporates open horizons to raise capital and provides investors enlightened investment opportunities. The transparent, robust and credible rating has gained the confidence of Investors and Banks. Infomerics has a pan India presence with Head Office in Delhi, branches in major cities and representatives in several locations.

For more information 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, 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 Facility	--	--	--	Nil (Previous rated amount Rs. 20.00 Crore)	Withdrawn

Annexure 2: List of companies considered for consolidated analysis: Not Applicable.

Annexure 3: Facility wise lender details: Not Applicable.

Annexure 4: Detailed explanation of covenants of the rated instrument/facilities: 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.