



Press Release

Sejal Shakti Realtors LLP

January 25, 2024

Ratings

Instrument / Facility	Amount (Rs. crore)	Ratings	Rating Action	Complexity Indicator
Long term Bank Facility	335.00 (Increased from Rs.250.00 crore)	IVR BBB+/Stable (IVR triple B plus with Stable outlook)	Reaffirmed	Simple
Total	335.00 (INR three hundred thirty five crore only)			

Details of Facilities are in Annexure 1

Detailed Rationale

The reaffirmation of the ratings assigned to the bank facilities of Sejal Shakti Realtors LLP consider the common management team and operational & financial linkages between SREDPL and its group concerns, Siddha Happyville LLP, Siddha Waterfront LLP, Brizeal Realtors and Developers LLP, Siddha Infradev LLP, Siddha Sphere LLP, Siddha Town Baruipur LLP and Sejal Shakti Realtors LLP. Infomerics has taken a consolidated view of these entities referred together as the Siddha Group. The rating derives comfort from the established market position of the Siddha Group, with a long track record in the real estate sector, particularly in West Bengal under experienced promoters. Further, The Group has strong project execution capabilities, as demonstrated through consistent delivery of good quality projects. The rating also considers in place major regulatory approvals for the ongoing projects, comfortable project cost structure and maintenance of DSRA and Escrow Account. However, these rating strengths remain constrained due to intermediate stage of some of the ongoing projects indicating execution risk furthermore long experience of the group in the real estate sector reduces the risk to an extent, reliance on customer advance, presence of offtake risks for the unsold/unlaunched inventory in ongoing and completed projects along with susceptibility of real estate sector to economic cycles. Further, the rating also note exposure of SREDPL to its other group companies on a standalone basis.

Key Rating Sensitivities:



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Upward Factors

- Timely completion of the projects.
- Timely sale of flats and adequate cash flow generation

Downward Factors

- Significant delay in disbursement of committed lines of funding
- Delay in completion of project
- Significant cost overruns of the project
- Lower than expected booking status

List of Key Rating Drivers with Detailed Description

Key Rating Strengths

- **Established promoters with established track record of Siddha Group**

Mr. Chandan Prakash Jain and Mr. Sanjay Jain, promoters of SREDPL, flagship company of the Siddha Group has over three decades of experience in real estate business. The group has a strong developmental track record and brand recall in the Kolkata and Jaipur real estate markets since 1986. The developer has undertaken projects mainly in the residential segment with HIG, MIG and LIG ticket size and only a few projects in the commercial segments. The group also has presence in the Jaipur, Bangalore, and Mumbai.

- **Strong project execution capabilities**

The group has satisfactory execution capabilities as evident from projects delivered in the past. The group is associated with renowned architects, marketing agent and consultants who have proved their mettle in the field. Further, group's current on-going projects are located in Kolkata and Mumbai and are equipped with modern facilities/ amenities.

- **Major regulatory approvals already in place for the ongoing projects**

Land has already been acquired/ available and building permit has been obtained for all the ongoing projects. The group has received all the major approvals from the appropriate authority(s) which includes police department, airport authority, urban land ceiling, height clearance, microwave, water, electricity, fire & emergency, environmental clearance. Further,



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all the on-going projects are in compliance with Maharashtra Real Estate Regulatory Authority and West Bengal Housing Regulatory Authority (WBHRA).

- **Comfortable project cost structure of the Group**

SREDPL is currently developing four project two new included in FY24 with an aggregate saleable area of 25.30 lakh sq. ft. Aggregate cost and revenue of such projects is Rs.1,131.75 crore and Rs.1,386.80 crore respectively. Till October 31, 2023, the company has already sold 8.00 lakh sq.ft. (~41%) area.

At Kandivali West in Mumbai, BRDL has recently completed on July 2023 a Slum Rehabilitation Authority project called "Siddha Seabrook." The company builds apartments with all the modern amenities comprising of, like a club, gym, and community hall etc. at an estimated total project cost of Rs.403.97 crore having three towers (two towers for rehabilitation and one for sale with G+54 floors) with an aggregate saleable area of 1.74 lakh sq.ft. As on October 31, 2023 the firm had already spent Rs.401.11 crore i.e. 99.29% of the total project cost and sold 1.43 lakh sq.ft. area i.e. 82% with advance of Rs.353.00 crore.

The SSRL is developing Slum Rehabilitation Authority Project located at Wadala, Mumbai with total 3 No. of Blocks of G+41 Floors of Rehab building would be constructed and the Free sale Building (total of 5 no. of Blocks of G+40 Floors). The estimated total project cost is Rs.1,416.89 crore with an aggregate saleable area of 10.00 lakh sq.ft. As on October 31, 2023, the firm had already spent Rs.795.70 crore i.e. 55% of the total project cost and sold 3.74 lakh sq.ft. area i.e. 37% of the total saleable area planning to handover the flats before schedule time.

Apart from the above, the group is also developing eight projects with an aggregate saleable area of 84.25 lakh sq. ft under different LLPs/ Partnership firms for which SREDPL is the coborrower/ has given a corporate guarantee. All such projects have been launched in and around Kolkata except two in Mumbai. The aggregate cost and revenue of such projects is Rs.5,183.42 crore and Rs.6,628.57 crore respectively. Till October 31, 2022, such projects had already sold 64.80 lakh sq.ft (68%) area.

- **Maintenance of DSRA and Escrow Account**

The revenue from the running projects of SREDPL, BRDL and SSRL is routed through an escrow account maintained with the bank. The withdrawals from account will be as per the predefined waterfall mechanism giving priority to debt obligations and last to operational



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expenses. SREDPL, BRDL and SSRL also maintains a DSRA equivalent to three months interest and principal repayments provides additional comfort over the repayments of interest/debt

Key Rating Weaknesses

- **Intermediate stage of several ongoing projects indicating execution risk**

'Siddha Group's' Ongoing Projects are in the mid stage of development. The group has spent around 70% of the total estimated project cost till October 31, 2023. However, long experience of the group in the real estate sector reduces the risk to an extent.

- **Exposure other group companies**

On a standalone basis, SREDPL's has also extended corporate guarantee or is a coborrower for the bank facilities availed by its group entities. In such a scenario, SREDPL's solvency also depends on the operations of the group entities under which the projects are being developed.

- **Reliance on customer advances**

Major part of the cost for the on-going projects is expected to be funded out of customer advance which in turn is contingent upon the ability of the group to market its projects and timely collection of its receivables. The total project cost for all the projects was estimated at Rs. 4779.45 crore to be funded by debt of Rs.1134.92 crore, promoters fund of Rs.690.66 crore and customer advances of Rs. 2953.87 crore. Till October 31, 2023 the group had sold 64.80 lakh sq. ft. with a total sale value received of Rs.3668.12 crore. Any delay in receipt of the customer receivables would impact the construction progress of the project and therefore remains the key rating monitorable.

- **Exposure to risks relating to cyclicity in real estate industry**

Cyclicity in the real estate segment could lead to fluctuations in cash inflow because of volatility in realisation and saleability. This may impact the debt servicing ability of the group. Siddha Group will remain susceptible to the inherent cyclicity in the real estate sector.

Analytical Approach: Consolidated

For arriving at the ratings, Infomerics has combined the business and financial risk profiles having common management and in similar line of business of Siddha Happyville LLP, Siddha Waterfront LLP, Brizeal Realtors and Developers LLP, Siddha Infradev LLP, Siddha



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Sphere LLP, Siddha Town Baruipur LLP, Sejal Shakti Realtors LLP and Siddha Real Estate Development Private Limited. All these 8 companies/entities, collectively referred to as the Siddha group, are under control of the same promoters and have business and financial linkages. (List of companies considered for consolidated analysis is given below in Annexure 2).

Applicable Criteria

[Rating Methodology for Real Estate Companies](#)

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

[Criteria for assigning rating outlook](#)

Liquidity –Adequate

The company is projected to maintain an adequate level of inflow and the same is expected to increase gradually with increase in bookings. In addition, availability of escrow mechanism along with DSRA/ISRA account will ensure the smooth repayments. Further, the firm is likely to benefit from the resourcefulness of the partners' group. Overall liquidity position is expected to be adequate.

About the Group

Siddha Group is one of the prominent real estate developer in West Bengal and is engaged in the construction, development and maintenance of commercial, retail as well as residential real estate. It executes projects both under its own name and under the names of various Joint Ventures Partnership firms floated by it. The group is promoted by Mr. Chandra Prakash Jain, Group Chairman and Mr. Sanjay Jain, Group Managing Director. The group has a strong developmental track record and brand recall in the Kolkata and Jaipur real estate markets since 1986. The developer has undertaken projects mainly in the residential segment with small ticket size and only a few projects in the commercial segments. The group also has presence in the Jaipur, Bangalore and Mumbai. The group has completed 37 projects with an area of ~80.94 Lakh sq.ft. and the total profit from the projects is Rs. 773.39 crore. There are presently 11 projects running in the group in 8 different entities with a total area of 94.54 lakh sq. ft. giving ample indicating healthy revenue benefit over a period of 5 years. The group has already delivered 37 projects and has rich experience in real estate industry.



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About the Company

Sejal Shakti Realtors LLP is a SPV formed by the Siddha group in 2016 for execution of the project "Siddha Sky" in collaboration with the Sejal group which is a Slum Rehabilitation Authority Project (SRA) located at Wadala, Mumbai. Sejal group has completed construction of commercial building of 50,000 sq.ft. and industrial plant comprising of 150 acres of land with a construction area of 12 lakh sq.ft. The Sejal group has 3 upcoming residential projects in Mumbai. The SSRL is developing SRA Project located at Wadala, Mumbai with total 3 No. of Blocks of G+41 Floors of Rehab building would be constructed and the Free sale Building (total of 5 no. of Blocks of G+40 Floors). The estimated total project cost is Rs.1,437.76 crore with an aggregate saleable area of 10.00 lakh sq.ft. As on October 31, 2023, the firm had already spent Rs.795.70 crore i.e. 55% of the total project cost and sold 3.74 lakh sq.ft. area i.e. 37% of the total saleable area.

Financials (Consolidated):

For the year ended* / As on	(Rs. crore)	
	31.03.2022	31.03.2023
	Audited	Audited
Total operating Income	307.38	547.10
EBIDTA	61.79	81.81
PAT	11.24	15.56
Total Debt	815.65	808.59
Tangible Net Worth	425.75	435.66
Adjusted Tangible Net Worth	769.29	771.32
EBDITA Margin (%)	20.10	14.95
PAT Margin (%)	3.64	2.83
Overall Gearing Ratio (x)	1.79	1.74

**Classification as per Infomerics' standards*

Financials (Standalone):

For the year ended* / As on		
	31.03.2022	31.03.2023
	Audited	Audited
Total operating Income	0.36	0.81
EBIDTA	26.52	29.02
PAT	0.06	0.07
Total Debt	213.41	296.81
Tangible Net Worth	96.82	98.68
Adjusted Tangible Net Worth	174.34	156.63



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EBDITA Margin (%)	-	-
PAT Margin (%)	15.92	8.80
Overall Gearing Ratio (x)	2.20	3.01

**Classification as per Infomerics' standards*

Status of non-cooperation with previous CRA: Nil

Any other information: Nil

Rating History for last three years:

Sr. No.	Name of Instrument/Facilities	Current Ratings (Year 2023-24)			Rating History for the past 3 years			
		Type	Amount outstanding (Rs. Crore)	Rating	Date(s) & Rating(s) assigned in 2022-23		Date(s) & Rating(s) assigned in 2021-22	Date(s) & Rating(s) assigned in 2020-21
					(March 23, 2023)	(December 19, 2022)		
1.	Term Loan	Long Term	335.00	IVR BBB+/Stable	IVR BBB+/Stable	IVR BBB+ Rating Watch with Developing Implications	-	-

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About Infomerics:

Infomerics Valuation and Rating Private Ltd (Infomerics) 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 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.



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

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Annexure 1: Details of Facilities

Name of Facility	Date of Issuance	Coupon Rate/ IRR	Maturity Date	Size of Facility (Rs. Crore)	Rating Assigned/ Outlook
Term Loan	-	-	FY2028	335.00	IVR BBB+/ Stable

Annexure 2: List of companies considered for consolidated analysis

Name of the company	Consolidation Approach
Siddha Happyville LLP	Full Consolidation
Siddha Waterfront LLP	Full Consolidation
Brizeal Realtors and Developers LLP	Full Consolidation
Siddha Infradev LLP	Full Consolidation
Siddha Sphere LLP	Full Consolidation
Siddha Town Baruipur LLP	Full Consolidation
Sejal Shakti Realtors LLP	Full Consolidation
Siddha Real Estate Development Private Limited	Full Consolidation

Annexure 3: Facility wise lender details

<https://www.infomerics.com/admin/prfiles/len-SejalShakti-jan24.pdf>



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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.

