



## Press Release

### Sona Beverages Private Limited

March 31, 2025

#### Ratings

Facilities	Amount (Rs. Crore)	Current Ratings	Previous Ratings	Rating Action	<a href="#">Complexity Indicator</a>
Long Term Bank Facilities	88.76	IVR BBB- /Negative/ISSUER NOT COOPERATING* (IVR Triple B Minus with Negative Outlook/Issuer Not Cooperating*)	IVR BBB/Stable (IVR Triple B with Stable Outlook)	Rating Downgraded & Outlook Revised and Moved to ISSUER NOT COOPERATING Category	Simple
<b>Total</b>	<b>88.76</b>	<b>Rupees Eighty Eight Crore and Seventy Six Lakhs Only</b>			

*\*ISSUER NOT COOPERATING; Based on best available information*

**Details of Facilities are in Annexure-1**

**Facilities wise lender details are at Annexure-2**

**Detailed explanation of covenants is at Annexure-3**

#### Ratings

The rating has been downgraded and migrated to 'ISSUER NOT COOPERATING' category due to non-submission of information and lack of management co-operation.

#### Detailed Rationale

The rating downgrade is because of lack of availability of adequate information regarding Sona Beverages Private Limited performance and hence the uncertainty around its credit risk. Infomerics Valuation and Rating Limited (Formerly Infomerics Valuation and Rating Private Limited) (IVR) assesses whether the information available about the entity is commensurate with its rating and reviews the same as per its policy.

The rating was due for review on February 13, 2025. IVR took up with issuer to provide required information vide multiple E-mail communications latest by March 24, 2025, and through various telephonic calls. Despite the best efforts of IVR to get the minimum required information for a review, the entity has not provided the same. In the absence of adequate information from the entity, IVR is unable to assess the entity's financial performance and its ability to service its debt and maintain a valid rating. Hence, on account of inadequate information, IVR is unable to assess the entity's financial performance and its ability to service its debt and maintain a valid rating. Accordingly, the lenders, investors and other users of this rating are requested to exercise adequate caution while using this rating as this rating may not adequately reflect the current credit risk profile of the company.



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### **Non-cooperation by Issuer**

Availability of information is very critical in 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 rating for the bank loan facilities aggregating to Rs.88.76 crore of Sona Beverages Private Limited have been downgraded and migrated to 'ISSUER NOT COOPERATING' category by Infomerics and the rating for the long term be noted as IVR BBB-/Negative; ISSUER NOT CO-OPERATING, based on best available information.

**Analytical Approach:** Standalone

**Applicable Criteria:**

[Rating Methodology for Manufacturing Companies](#)

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

[Guidelines on what constitutes Non-Cooperation by clients](#)

[Criteria for Assigning Rating Outlook](#)

[Policy on default recognition](#)

[Complexity level of rated instrument/Facilities](#)

### **About the Company**

Sona Beverages Private Limited (SBPL) was incorporated in 2006. The group and the promoters have been present in the alcohol distribution and manufacturing business for more than 30 years. Also, the group has a presence in various other segments like fisheries, hotels, real estate etc. The company also has entered into a contract for manufacturing and selling beers under the "Carlsberg" brand in the state of Chhattisgarh, wherein it shall pay a royalty of Rs.80.00 per case to Carlsberg with a minimum sale of 2.5 lakhs cases per annum. The company commenced this activity in September 2018. At present, Simba is sold in various states like Chhattisgarh, Jharkhand, Haryana, Rajasthan, Goa, Assam and Madhya Pradesh, Maharashtra, etc. Because of the measures taken by the company over the last three years, and the gain in market share from other brands in the state, the company has been able to successfully migrate its business primarily from a contract bottling unit to manufacturer of beer (under its own brand).



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### Financials (Standalone):

(Rs. crore)

For the year ended*/As on	31-03-2023	31-03-2024
	<b>Audited</b>	<b>Audited</b>
Total Operating Income	238.63	266.20
EBIDTA	53.12	53.91
PAT	34.44	35.69
Total Debt	88.14	183.74
Tangible Net worth	95.74	131.33
EBIDTA Margin (%)	22.26	20.25
PAT Margin (%)	14.02	12.78
Overall Gearing Ratio (x)	0.92	1.40
Interest Coverage Ratio (x)	8.04	4.67

\*Classification as per Infomerics' standards

**Status of non-cooperation with previous CRA:** Brickwork Ratings vide press release dated April 2, 2024, has continued to classify the case under "ISSUER NOT COOPERATING" category on account of non-submission of relevant information.

**Any other information:** Nil

### Rating History for last three years:

Sr. No.	Name of Instrument/Facilities	Current Ratings (Year 2024-25)			Rating History for the past 3 years		
		Type	Amount outstanding (Rs. Crore)	Rating	Date(s) & Rating(s) assigned in 2023-24 (February 13, 2024)	Date(s) & Rating(s) assigned in 2022-23 (September 5, 2022)	Date(s) & Rating(s) assigned in 2021-22 (March 12, 2021)
1.	Fund Based	Long Term	88.76	IVR BBB-/Negative/INC*	IVR BBB-/Stable  (October 5, 2023)  IVR BB+/Negative/INC*	IVR BBB-/Stable  (June 7, 2022)  IVR BB+/INC*	IVR BBB-/Stable

\*Issuer not cooperating; based on best available information.



## Press Release

### Name and Contact Details of the Rating Analyst:

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### About Infomerics:

Infomerics Valuation and Rating Limited (Formerly Infomerics Valuation and Rating Private Limited) 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.

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 visit [www.infomerics.com](http://www.infomerics.com)

<p><b>Disclaimer:</b> 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.</p>
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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 – 1	-	-	March 2025	7.51	IVR BBB- /Negative/INC*
Term Loan – 2	-	-	November 2028	21.25	IVR BBB- /Negative/INC*
Cash Credit	-	-	-	60.00	IVR BBB- /Negative/INC*

*\*Issuer not cooperating; based on best available information.*

### Annexure 2: Facility wise lender details.

<https://www.infomerics.com/admin/prfiles/len-sonabeverages-mar25.pdf>

**Annexure 3: Detailed explanation of covenants of the rated instrument/facilities:** Not Applicable.

**Annexure 4: List of companies considered for consolidated 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 <http://www.infomerics.com>.