

SMERA RATINGS LIMITED

This is to certify that

Riyara Trading

has been assigned

a SMERA-D&B-NSIC Performance & Credit Rating

SMERA MSE 1

This rating indicates Highest credit worthiness in relation to other MSEs

Financial Strength: Highest

Operating Performance: Highest

D&B D-U-N-S® Number: 67-547-1849

Location: Chennai

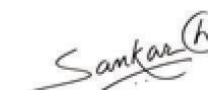
Entity Type: Proprietary

This Rating is valid from Nov 3, 2017 to Nov 2, 2018



To verify this certificate click:
smera.in/Duns675471849.pdf
or scan the QR Code

For SMERA Ratings Limited



Sankar Chakraborti
Chief Executive Officer



SMERA RATINGS LIMITED

SMERA-D&B-NSIC MICRO & SMALL ENTERPRISES RATING

Rating and Site Inspection Report
Riyara Trading

SMERA MSE 1

Financial Strength:
Highest

Operating Performance:
Highest

Date of Report:
November 3, 2017

Valid Till:
November 2, 2018

D-U-N-S® Number
67-547-1849

Rating of Riyara Trading

Rating Symbol	Definition
SMERA MSE 1	Highest credit worthiness in relation to other MSEs
SMERA MSE 2	High credit worthiness in relation to other MSEs
SMERA MSE 3	Good credit worthiness in relation to other MSEs
SMERA MSE 4	Above-average credit worthiness in relation to other MSEs
SMERA MSE 5	Average credit worthiness in relation to other MSEs
SMERA MSE 6	Below-average credit worthiness in relation to other MSEs
SMERA MSE 7	Weak credit worthiness in relation to other MSEs
SMERA MSE 8	Poor credit worthiness in relation to other MSEs

Financial Strength Categories

Highest
High
Good
Above Average
Average
Below Average
Weak
Poor

Operating Performance Categories

Highest
High
Average
Weak
Poor

SWOT Analysis

Strengths

Revenue of the firm has increased from Rs.750.41 lakhs in FY2015 to Rs.10340.60 lakhs in FY2017.

Efficient working capital management denoted by comfortable collection, payable and inventory holding period of 89, 20 and 2 days respectively in FY2017.

Healthy operating and net profit margin of the firm stands at 6.65 per cent and 6.47 per cent respectively in FY2017.

Comfortable liquidity position marked by current ratio of 2.59 times in FY2017.

Healthy financial risk profile of the firm marked by interest coverage ratio of 13.32 times in FY2017 and low gearing of 0.52 times as on March 31, 2017.

Weakness

Negative cash flow from operating activities in FY2017.

Opportunities

With nearly 390 million tonnes (MT) of cement production capacity, India is the second largest cement producer in the world and accounts for 6.7 per cent of world's cement output.

The Government of India is strongly focused on infrastructure development to boost economic growth and is aiming for 100 smart cities.

Threats

Intense competition with players expanding reach and achieving pan India-presence. The industry is a lot more consolidated than a couple of decades ago with a few large players controlling substantial market share.

Company Fact Sheet

Unit Name	Riyara Trading
Official Address of Enterprise	
Address Line 1	No 47, 1 st Floor, Desabhanthu Plaza,
Address Line 2	Whites Road, Royapettah,
City	Chennai
State	Tamil Nadu
PIN code	600014
Type of Organization	Proprietary Concern
Year of Establishment	2014
Commencement of operations	April 22 nd 2014
Contact No	(91) 9840099799
Email Id	saravanan@riyara.com
UAM / EM No	-
Number of employees	
Permanent	26
Contractual	00
Website	www.riyara.com
Statutory auditor	Sundaram & Narayanan,
Address Line 1	18 Balaiah Avenue,
Address Line 2	Luz Church Road Mylapore,
City	Chennai
State	Tamil Nadu
PIN code	600004
Adverse comment, if any, of the statutory auditor	None
Comments on statutory compliance	The unit is compliant

Registration/Memberships/Certificates	Registration/Membership/Consent No.
VAT/ GST No.	33ANUPS5006M1Z6
CST No.	-
PAN No.	ANUPS5006H
Aadhaar No.	-

Business Profile

Business Description	
Line of Business	Engaged in trading of Cement
Products/Services Profile	Cement
Industry	Construction Materials
Industry Prospects	Good
Sub- Industry	Cement & Construction Materials
Degree of Competition	High

Future Project(s)
As informed by the management there is no near future project till date.

Rating Letter - Intimation of Rating Action

Letter Issued on: December 12, 2017

Letter Valid till: November 18, 2018

Riyara Trading

No-47,
Desabandhu Plaza,
1st Floor, White's Road,
Chennai - 600014
Tamil Nadu, India

Scan this QR Code to verify
authenticity of this rating

Kind Attn.: Mr. Saravanan, Proprietor (Tel. No. 9840099799)

Dear Mr. Saravanan,

Sub.: Rating Assigned - Rs. 8.50 Cr. Of Riyara Trading

Please note that the current rating(s) and outlook, instrument details, and latest rating action for the aforementioned instrument are as under:

	Long Term Instruments	Short Term Instruments
Total Rated Quantum (Rs. Cr.)	8.50	NA
Quantum of Enhancement (Rs. Cr.)	NA	NA
Rating	SMERA BB	NA
Outlook	Stable	NA
Most recent Rating Action	Assigned	NA
Date of most recent Rating Action	December 12, 2017	NA
Rating Watch	NA	NA

SMERA reserves the right to revise the ratings, along with the outlook, at any time, on the basis of new information, or other circumstances which SMERA believes may have an impact on the ratings. Such revisions, if any, would be appropriately disseminated by SMERA as required under prevailing SEBI guidelines and SMERA's policies.

This letter will expire on November 18, 2018 or on the day when SMERA takes the next rating action, whichever is earlier. It may be noted that the rating is subject to change anytime even before the expiry date of this letter. Hence lenders / investors are advised to visit <https://www.smera.in/> OR scan the QR code given above to confirm the current outstanding rating.

SMERA will re-issue this rating letter on November 19, 2018 subject to receipt of surveillance fee as applicable. If the rating is reviewed before November 18, 2018, SMERA will issue a new rating letter.



Vinayak Ramkrishna Nayak

Head - Corporate Ratings

Annexures: A. Details of the Rated Instrument

B. Details of the rating prior to the above rating action

Tel: +91 22 6714 1111 | SMS +91 996 9898 000 | Email: adminratings@smera.in | Website: www.smera.in**ABOUT SMERA**

SMERA Ratings Limited is a joint initiative of SIDBI, D&B and leading public and private sector banks in India. SMERA is registered with SEBI, accredited by RBI as an External Credit Assessment Institution (ECAI), under BASEL-II norms for undertaking Bank Loan Ratings. SMERA Bond Ratings is a division of SMERA Ratings Limited responsible for ratings of bank facilities, and capital market/money market debt instruments such as Bonds, Debentures, Commercial Papers, Fixed Deposits, Certificate of Deposits etc.

Registered Office: 102, Sumer Plaza, Marol Maroshi Road, Marol, Andheri (East), Mumbai - 400 059

CIN: U74999MH2005PLC155683 | SEBI Permanent Registration No.: IN/ CRA/ 006/ 2011

Annexure A. Details of the Rated Instrument

Bank	Facilities	Scale	Amt. (Rs. Cr)	Rating Assigned
Fund Based Facility				
Axis Bank	Cash Credit	Long Term	8.50	SMERA BB/Stable
Total Fund Based Facility			8.50	
Total Facility			8.50	

Annexure B. Details of the rating prior to the above rating action

	Long Term Instruments	Short Term Instruments
Previous Rated Quantum	NA	NA
Rating	NA	NA
Outlook	NA	NA

DISCLAIMER

A SMERA rating does not constitute an audit of the rated entity and should not be treated as a recommendation or opinion that is intended to substitute for a financial adviser's or investor's independent assessment of whether to buy, sell or hold any security. SMERA ratings are based on the data and information provided by the issuer and obtained from other reliable sources. Although reasonable care has been taken to ensure that the data and information is true, SMERA, in particular, makes no representation or warranty, expressed or implied with respect to the adequacy, accuracy or completeness of the information relied upon. SMERA is not responsible for any errors or omissions and especially states that it has no financial liability whatsoever for any direct, indirect or consequential loss of any kind arising from the use of its ratings. SMERA ratings are subject to a process of surveillance which may lead to a revision in ratings as and when the circumstances so warrant. Please visit our website (www.smera.in) for the latest information on any instrument rated by SMERA, SMERA's rating scale and its definitions.