

Valid Till **Report Date September 26, 2014** 

**September 25, 2015** 

# Rating Report

**Winners Engineering Solutions** 

**NSIC-CRISIL Rating: SE 3B** 

'Moderate Performance Capability and Moderate Financial Strength'

Indicates the level of creditworthiness, adjudged in relation to other Micro & Small Enterprises

**CRISIL SME Ratings** 

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## **NSIC-CRISIL PERFORMANCE AND CREDIT RATING**

SE 3B
indicates
'Moderate Performance
Capability and Moderate
Financial Strength'
adjudged in relation to other
Micro & Small Enterprises

		Financial Strength			
	en 100	High	Moderate	Low	
ce y	Highest	SE 1A	SE 1B	SE 1C	
rmanc ability	High	SE 2A	SE 2B	SE 2C	
E &	Moderate	SE 3A	SE 3B	SE 3C	
Cap	Weak	SE 4A	SE 4B	SE 4C	
à Ŭ	Poor	SE 5A	SE 5B	SE 5C	



## **KEY RATING DRIVERS**

BUSINESS AND MANAGEMENT	
Strengths	<ul> <li>Organisational stability: An established track record of eight years indicates the firm's ability to weather through economic and business cycles.</li> <li>Experienced promoter: The proprietor has 15 years of experience in the same line of business.</li> <li>Well-defined organisation structure: The firm has a qualified and experienced second-tier management that has decision-making powers.</li> </ul>
Risk factors	<ul> <li>Moderate scale of operations coupled with decline in sales:         <ul> <li>The firm has not significantly scaled up operations in the last eight years, as reflected in its modest net sales of Rs.142.21 lakh in 2013-14 (refers to financial year, April 1 to March 31).</li> <li>Furthermore, the firm's net sales declined in 2013-14. The management's ability to demonstrate a growth trajectory while maintaining operational efficiency thus remains to be seen.</li> </ul> </li> <li>Currency fluctuations: Although the organisation undertakes hedging, any oversight in determining price trends could expose margins to fluctuations in foreign exchange rates.</li> <li>Margins may be constrained in the future due to intense competition from other market players.</li> </ul>

FINANCIAL	
Strength	<ul> <li>Adequate credit protection measures: This is reflected in the organisation's:</li> <li>Debt-equity ratio (not including promoter loans as debt) of 0.42 times and total outside liabilities/capital of 0.85 times as on March 31, 2014</li> <li>Net cash accruals to total debt of more than 100.00 per cent and PBDIT interest cover of 30.40 times in 2013-14</li> </ul>
Risk factors	<ul> <li>Fluctuating profitability: The firm's ability to stabilise operational efficiency while scaling up operations remains to be seen, as its operating profit before depreciation, interest, and tax (OPBDIT) margin has been fluctuating, at 30.22 per cent in 2012-13, 47.41 per cent in 2011-12, and 25.48 per cent in 2010-11.</li> <li>As the firm's receivables were stretched in 2012-13 and 2011-12, its ability to negotiate better credit terms and improve its bargaining power with customers remains to be seen.</li> </ul>

## **FACT SHEET**

Name of the firm	Winners Engineering Solutions			
Year of establishment	2006			
Legal status	Proprietorship			
Legal history	There has been no change in the firm's constitution, management, and business since inception.			
Registered with	Not applicable			
Registration number				
SSI Registration number	23-023-21-02425			
Proprietor	Mr. Prabal Jadhav			
Category of entrepreneur	General			
Registered office/Administrative office and service facility	234,1 <sup>st</sup> Floor, Garg Estate, 11 AB Road Dewas – 455 001, Madhya Pradesh Mob.: +91 9993 671 349 Email: prabal@wesindia.co.in, winners.engineering@rediffmail.com Website: www.wesindia.co.in			
Number of employees	Permanent: 12 Contractual: Nil Total: 12			
Certifications and awards	None			
Brands	None			
Statutory compliance	<ul> <li>Income tax filing: Regular and timely</li> <li>Excise duty filing: Not applicable (for service providers)</li> <li>Service tax filing: Regular and timely</li> <li>Wealth tax filing: Not applicable</li> <li>ESIC and EPF dues: Regular and timely</li> <li>(As provided by management, not independently verified)</li> </ul>			



## **BUSINESS PROFILE**

## **BUSINESS DESCRIPTION**

Nature of business		Services
Industry	:	Research and consulting services
Industry prospects	:	Strong
Business description	:	<ul> <li>The firm provides project management and consulting services mainly to cold steel rolling mills.</li> <li>The services include:         <ul> <li>Preparing technology feasibility and project reports for customers and banks for loan sanction</li> <li>Preparing civil foundation, structural building drawings, and tender specifications</li> <li>Evaluating suppliers</li> <li>Inspecting equipment</li> <li>Supervising machinery installation</li> <li>Providing support for electrical utilities required by the rolling mills</li> <li>Commissioning of the rolling mills</li> <li>Manpower recruitment for customers</li> </ul> </li> <li>The firm also outsources civil foundation and structural building drawings work based on the number of projects undertaken.</li> <li>The firm has a technical team of nine engineers.</li> <li>The time taken for execution of a project ranges from one year to three years, and its average value ranges from US \$10.00 million to US \$100.00 million.</li> <li>The firm can execute about four projects simultaneously.</li> <li>The firm charges about 20 per cent on the project value.</li> </ul>
Experience in the business	:	8 years
Service range	:	Diverse
Degree of competition	:	High; entry barriers are low
Plans	=	<ul> <li>The firm plans to recruit three engineers and one marketing executive in India and residential engineers in Indonesia and Nigeria in 2014-15.</li> <li>However, the plans are at a nascent stage and therefore, CRISIL has not factored them in the rating process.</li> </ul>
Customer profile	:	Direct customers

### **CUSTOMER PROFILE AND DEMAND-SIDE ANALYSIS**

Customer name and location	Services	Length of relationship	% share in sales
Manaksia Limited, Telangana		6 years	
Asian Tubes Limited, Gujarat	Project management and		Varies
KDS Steel, Bangladesh	Project management and consulting services	4 years	annually
Maisha Mabati Limited, Kenya			
KAM Wire, Nigeria		3 years	

#### Notes:

- The firm has catered to about 15 domestic customers in Gujarat, Maharashtra, Himachal Pradesh, Punjab, Delhi, and Telangana, and international customers in Bangladesh, Nigeria, Kenya, and Indonesia.
- Each customer accounts for less than 25.00 per cent of the total sales.

Terms of credit	:	Advance payment and credit up to 30 days
Process of getting orders	:	Regular orders from customers
Exports	:	80.00 per cent of net sales to customers in Bangladesh, Nigeria, Kenya, and Indonesia; currency of transaction is US dollars
Marketing network	-	<ul> <li>The firm has a marketing team of three executives.</li> <li>Word-of-mouth publicity and references play an integral role in the marketing setup.</li> </ul>
Geographical reach		Well spread

### SUPPLIER PROFILE AND SUPPLY-SIDE ANALYSIS

Not applicable as the firm provides services



## **SERVICE FACILITY**

Labour oriented operations	:	Yes
Labour union	:	No
Labour relationships	:	Cordial
CNC machines, CAD, CAM, automation	:	Not applicable
In-house R&D, designing facilities	:	No
Facility layout	:	Spacious and organised

### Photographs of the facility



Figure I



Figure II



Figure III

## **OWNERSHIP AND MANAGEMENT**

## **PROMOTERS' PROFILE**



Promoter's name	:	Mr. Prabal Jadhav
Age	:	38 years
Qualification	:	Graduate
Designation/responsibilities	:	Proprietor/Overall management
Relevant experience	:	<ul> <li>15 years:</li> <li>7 years as a project manager at Magadh Precision</li> <li>8 years through the rated firm</li> </ul>
Personal net worth	:	Data not provided to CRISIL
Promoter's residence address	:	242, Civil Lines Dewas – 455 001, Madhya Pradesh
Ownership of residence		Owned
Vehicles used	:	Volkswagen Vento

Personal net worth of promoter is as disclosed by management and not certified.

### **KEY MANAGEMENT PERSONNEL**

Name	:	Mr. Rajiv Topo
Age	:	41 years
Qualification	-	Graduate
Designation/responsibilities	:	Manager/Project management and designs
Relevant experience	-	15 years

Name	:	Mr. Vinod Giri
Age	:	39 years
Qualification	:	Graduate
Designation/responsibilities	:	Manager/Project execution
Relevant experience	:	17 years



## ORGANISATION STRUCTURE, CONTROLS, AND SYSTEMS

Proprietor		Mr. Prabal Jadhav
Constitution	:	Proprietorship
Second tier management	:	Qualified and experienced
Decision making power	:	Decentralised
Reporting system or MIS	:	Yes
Type of reporting system	:	Computerised
Frequency of MIS / reporting	:	Daily
Litigations against the SSI	:	None
Litigations against the promoter	:	
Severity of litigation	:	Not applicable
Susceptibility to foreign exchange fluctuation	:	High
Hedging against foreign exchange risk	:	Yes, partially
Susceptibility to commodity price fluctuation	:	Not applicable
Hedging against commodity prices	:	
Asset insurance	:	Adequate

### **OWNERSHIP PATTERN**

Not applicable

### **ASSOCIATE FIRM**

Name of the group firm	Business	Year ended	Net sales	PAT	Net worth/ Capital	Total debt
			Amounts in	Rs. Lakh		
Winner's Machinery Works (established in April 1, 2012)		March 31, 2014	93.13	0.92	-2.23	5.54
Cosmos Engineering Services (establishment details not provided to CRISIL)	Data not provided to CRISIL		D	ata not provi	ded to CRISI	L

PAT: Profit after tax

- Winner's Machinery Works is a partnership concern with Mr. Ashok Jadhav (father of Mr. Prabal Jadhav) and Mrs. Sarika Jadhav (wife of Mr. Prabal Jadhav) as partners.
- Cosmos Engineering Services is a partnership concern with Mr. Prabal Jadhav and Mr. Shirang Patil as partners.
- There are no intra-group transactions and funding support.



## **FINANCIAL PROFILE**

### **CURRENT FINANCIAL PERFORMANCE**

Performance from April 1, 2014 to September 26, 2014						
Net sales	Rs. Lakh	39.16				
OPBDIT (approximation)	Rs. Lakh	17.71				
OPBDIT % (approximation)	%	45.23				

Estimated performance in		2014-15
Net sales	Rs. Lakh	300.00
PBT	Rs. Lakh	149.26
PBT margin	%	45.23

**Note**: The firm is estimating higher turnover in 2014-15 on account of additional projects expected due to increase in marketing activities.

### PAST FINANCIAL PERFORMANCE

### PROFIT AND LOSS ACCOUNT

For the year ended		2013-14	2012-13	2011-12
		Audited	Audited	Audited
Number of months		12	12	12
Net sales	Rs. Lakh	142.21	161.45	78.13
Operating income	Rs. Lakh	142.21	161.45	78.13
Cost of sales	Rs. Lakh	99.23	84.90	58.22
OPBDIT	Rs. Lakh	42.98	76.55	19.91
Interest and finance costs	Rs. Lakh	1.38	0.27	0.15
OPBDT	Rs. Lakh	41.60	76.28	19.76
Depreciation	Rs. Lakh	5.76	4.12	0.76
OPBT	Rs. Lakh	35.84	72.16	19.00
Non-operating income / (expense)	Rs. Lakh	-1.12	0.96	0.54
PBT	Rs. Lakh	34.73	73.12	19.54
Extraordinary income / (expense)	Rs. Lakh	-	-	-
Reported PBT	Rs. Lakh	34.73	73.12	19.54
Provision for taxes	Rs. Lakh	-	- 1	_
Deferred tax liability / (asset)	Rs. Lakh	-	- 1	_
PAT	Rs. Lakh	34.73	73.12	19.54
Drawings	Rs. Lakh	25.14	66.39	_
Net cash accruals	Rs. Lakh	15.35	10.85	20.30

- Net sales decreased for the year ended March 31, 2014 on account of fewer service orders received.
- Interest and finance costs for the year ended March 31, 2014 refer to interest cost of Rs.0.24 lakh on car loan from Bank of Baroda, interest cost of Rs.0.16 lakh on overdraft facility from Bank of Baroda, and bank charges of Rs.0.98 lakh.
- Depreciation for the past three years was charged according to the provisions of the Income Tax Act. It increased in 2012-13 on account of addition of fixed assets.
- Non-operating income for the year ended March 31, 2014 refers to losses on foreign currency fluctuations.
- Non-operating income for the year ended March 31, 2013 refers to interest received on fixed deposits of Rs.0.70 lakh and profit on foreign currency fluctuations of Rs.0.26 lakh.
- Drawings for the year ended March 31, 2014 and March 31, 2013 refer to withdrawal of profits.



### **BALANCE SHEET**

		31-Mar-2014	31-Mar-2013	31-Mar-2012
		Audited	Audited	Audited
Liabilities				
Capital	Rs. Lakh	33.81	24.23	17.50
Deferred tax liabilities / (assets)	Rs. Lakh	-	-	-
Long-term debt	Rs. Lakh	9.12	2.33	1.33
of which, current portion of long-term debt	Rs. Lakh	-	-	-
Short-term debt	Rs. Lakh	5.13	16.38	10.90
of which, working capital borrowing from banks	Rs. Lakh	5.13	16.38	10.90
Other liabilities and provisions	Rs. Lakh	14.43	6.12	0.30
Total liabilities	Rs. Lakh	62.49	49.06	30.03
Assets				
Net fixed assets	Rs. Lakh	14.67	7.30	2.98
Investments	Rs. Lakh	-	6.00	6.00
Inventory	Rs. Lakh	-	-	-
Receivables (total)	Rs. Lakh	12.60	34.24	19.75
of which, receivables greater than six months	Rs. Lakh	-	_	-
Cash and bank balance	Rs. Lakh	3.02	0.18	0.78
Other current assets	Rs. Lakh	32.20	1.34	0.52
Total assets	Rs. Lakh	62.49	49.06	30.03

- Long-term debt as on March 31, 2014 refers to vehicle loan from Bank of Baroda.
- Short-term debt as on March 31, 2014 refers to overdraft facility from Bank of Baroda.
- Other liabilities and provisions as on March 31, 2014 refer to advances from customers of Rs.3.04 lakh and creditors for expenses of Rs.11.39 lakh.
- Fixed assets added in 2012-13 refer to service equipment, computer, and office equipment.
- Investments as on March 31, 2013 refer to fixed deposits with bank.
- Other current assets as on March 31, 2014 refer to deposits of Rs.17.96 lakh, service tax receivable of Rs.3.97 lakh, and loans and advances of Rs.10.27 lakh.

### **KEY FINANCIAL RATIOS**

For the year ended / as at		31-Mar-2014	31-Mar-2013	31-Mar-2012
		Audited	Audited	Audited
OPBDIT margin	%	30.22	47.41	25.48
PAT margin	%	24.42	45.29	25.01
Return on capital employed	%	79.35	202.00	NM
Gross current assets	days	123	81	98
Days inventory (on COP)	days			NM
Days receivable (on gross sales)	days	32	77	92
Days payable (on materials)	days			NM
Current ratio	Times	2.44	1.86	2.42
PBDIT Interest cover	Times	30.40	286.19	137.91
Net cash accruals/Total debt	%	107.70	412.87	166.06
Debt service coverage ratio	Times	29.71	277.98	NM
Average cost of borrowing	%	8.36	1.75	
Total outside liabilities/Capital	Times	0.85	1.02	0.72
Gearing - Total debt/Capital	Times	0.42	0.77	0.70
Gearing (not including promoter loans as debt)	Times	0.42	0.68	0.62

NM: Not meaningful

- Operating margin declined in 2013-14 mainly on account of increase in other service expenses as a per cent of operating income.
- Reason for stretched receivables as on March, 2013 and March 31, 2012 is not provided to CRISIL.
- Average cost of borrowing was low in 2013-14 on account of low intra-year utilisation of the overdraft facility from Bank of Baroda.



### **FUND FLOW STATEMENT**

For the year ended		31-Mar-2014	31-Mar-2013
Sources of funds			
Net cash accruals	Rs. Lakh	15.35	10.85
Equity infusion / Share application money	Rs. Lakh	-	-
Long-term debt borrowed (net)	Rs. Lakh	6.79	1.00
Short-term debt borrowed (net)	Rs. Lakh	-	5.48
Decrease in net current assets	Rs. Lakh	2.24	-
Sale of investments / fixed assets	Rs. Lakh	-	=
Other sources	Rs. Lakh	-	=
Total sources of funds	Rs. Lakh	24.38	17.33
Uses of funds			
Investment and fixed assets purchased	Rs. Lakh	13.13	8.44
Decrease in tangible net worth	Rs. Lakh	_	-
Long-term debt repaid (net)	Rs. Lakh	-	-
Short-term debt repaid (net)	Rs. Lakh	11.25	=
Increase in net current assets	Rs. Lakh	_	8.89
Other uses	Rs. Lakh	-	-
Total uses of funds	Rs. Lakh	24.38	17.33

### **CONTINGENT LIABILITIES**

Contingent liabilities as on March 31, 2014: None

### **AUDITORS**

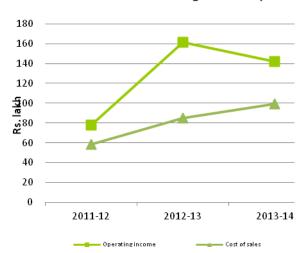
R S Bansal and Company, Chartered Accountants Indore, Madhya Pradesh (address details are not provided to CRISIL)

Auditors' comments and observations in their audit report for 2013-14, 2012-13 and 2011-12: No adverse comments

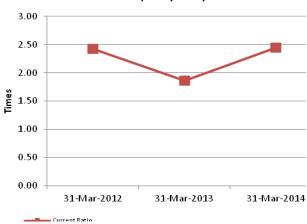
Change in auditors, if any: None

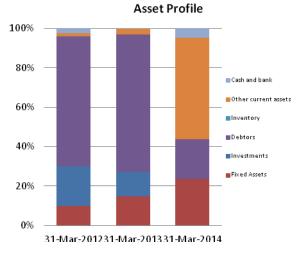
### **GRAPHS**



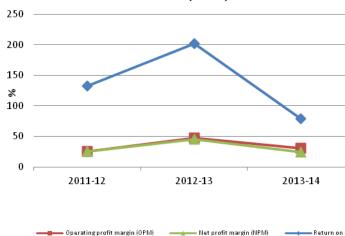




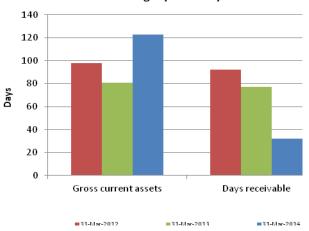




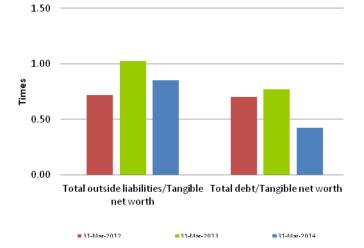
### Profitability analysis



### Working capital analysis



Leverage analysis





### **BANKING FACILITIES**

Bank name location		Length of relationship	Facilities availed	Type of facility	Loan amount sanctioned	Rate (%)
Bank of Baroda		C. v.o.o.ro	Bank overdraft		Rs.35.00 lakh	40.00
Dewas, Pradesh	Madhya	6 years	Vehicle loan	Fund-based limit	Rs.9.12 lakh*	10.00

<sup>\*</sup>As on March 31, 2014

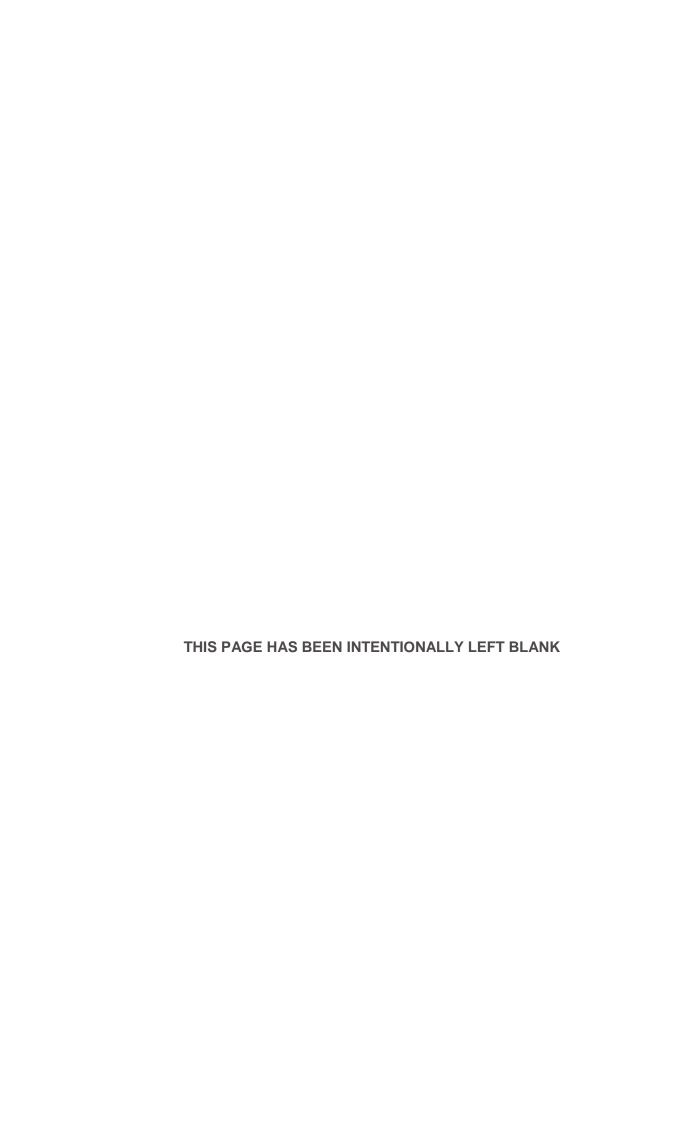
**Feedback**: The performance of the account is good. CRISIL has received the feedback verbally from the bank.

## **SITE VISIT**

Address of the site visited	:	234 ,1 <sup>st</sup> Floor, Garg Estate, 11 AB Road Dewas – 455 001, Madhya Pradesh
Date of site visit	:	October 10, 2014
No. of floors occupied	:	1
Size of premises		3,000.00 sq. ft.
Number of employees at the location		8 (at the time of site visit)
Child labour at the site		No
Locality		Commercial and residential
Location area		Semi-urban
Site location		Side lanes
Site used as	:	Administrative office
		<ul> <li>Sales office</li> </ul>
		■ Warehouse
Site layout	:	Spacious and well organised
Space around the building / structure	-	Front porch
		<ul> <li>Backyard</li> </ul>
		<ul><li>Side space</li></ul>
State of infrastructure		Power: Stable
		Back up power: Available
		Water: Available
		<ul> <li>Labour unions: Do not exist</li> </ul>
		Transportation: Easily available
		Overall infrastructure: Satisfactory
Electricity consumption		July, 2014: 87 units
		August, 2014: 94 units
		September, 2014: 105 units
Building structure	:	Permanent structure
Ownership of premises		Rented
		I .



Sharing premises with group concerns		Yes
Facilities available at the site		■ Telephone
		<ul><li>Internet</li></ul>
		■ Fax
		Generator
		Security guards
		Name or sign boards
		Fire extinguisher
		<ul> <li>Drinking water</li> </ul>
		Transport arrangement
		Boundary wall
		<ul> <li>Drainage and sewerage</li> </ul>
		<ul> <li>Pantry and canteen</li> </ul>



### **CRISIL SME Ratings Contacts**

#### **Head Office**

**CRISIL House** Central Avenue,

Hiranandani Business Park, Powai, Mumbai 400 076 Tel: +91 22 3342 3000 / 8400

Fax: +91 22 3342 3757

#### Contact:

Mr. Avinash Gidwani

E-mail: avinash.gidwani@crisil.com Mr. Sujit Agrawal

E-mail: sujit.agrawal1@crisil.com

Mr. Avinash Jha E-mail: avinash.jha@crisil.com

Mr. Pankaj Ojha

E-mail: pankaj.ojha@crisil.com

#### **CRISIL Branch Offices**

#### Ahmedabad

706, 7th Floor, Venus Atlantis Vejalpur, Near Reliance Petrol Pump Anandnagar to Prahladnagar Road Satellite, Ahmedabad 380 015 **Tel:** +91 79 4024 4500

Fax: +91 79 4024 4520 Contact: Mr. Abhishek Singh E-mail: abhishek.singh@crisil.com

#### Bengaluru

W 101, Sunrise Chambers 22, Ulsoor Road, Bengaluru 560 042 Tel: +91 80 2558 0899

Fax: +91 80 2559 4801

Contact:

Mr. Sudhir Narayan

E-mail: sudhir.narayan@crisil.com

Mr. Devegowda S.

 $\textbf{E-mail:} \ \bar{\text{devegowda.s@crisil.com}}$ 

#### Chennai

Thapar House, Mezzanine Floor 43/44, Montieth Road, Egmore Chennai 600 008

Tel: +91 44 6616 3132/5 Fax: +91 44 2854 7531

Contact:

Mr. Surendran Jayasankaran

E-mail: surendran.jayasankaran@crisil.com

Mr. Muthiah.C

E-mail: muthiah.c@crisil.com

#### New Delhi

Plot no: 46, Sector: 44 Opposite Provident Fund Office Gurgaon, Haryana: 122 003 **Tel:** +91 124 672 2409/03 Fax: +91 124 672 2001

Contact:

Mr. Salil Chaturvedi

E-mail: salil.chaturvedi@crisil.com

Mr. Rahul Sondhi E-mail: Rahul.sondhi@crisil.com

Mr Kunal Raman

E-mail: kunal.raman@crisil.com

Mr. Chayan Gulati

E-mail: chayan.gulati@crisil.com

#### Hyderabad

3rd Floor, Uma Chamber Plot no 9 & 10, Nagarjuna Hills, Punjagutta, X Road Hyderabad 500 082 Tel: +91 40 2335 8103/05 Fax: +91 40 2335 7507

Contact: Mr. Mansur Basha E-mail: mansur.basha@crisil.com

Convergence Building, 3rd floor, D2/2 EPGP Block, Sector V, Salt Lake City, Kolkata - 700091. Tel: +91 33 4011 8200 Fax: +91 33 4011 8250

Contact: Ms. Sona Singh

E-mail: sona.singh@crisil.com Mr. Rashid Raza Jafri

E-mail: rashid.syed@crisil.com

1187/17, Ghole Road Shivaji Nagar Pune 411 005

Tel: +91 20 4018 1900 Fax: +91 20 4018 1930

Contact:

Mr. Rahul Prasad

E-mail: rahul.prasad@crisil.com

Mr. Uday Revankar

E-mail: uday.revankar@crisil.com

#### **Other Contact Points**

#### Aurangabad

Contact: Mr. Khushal Rupwate E-mail: khushal.rupwate@crisil.com

#### Bhubaneshwar

Contact: Mr. Abhik Sen E-mail: abhik.sen@crisil.com

Contact: Mr. Senthil Kumar E-mail: senthil.kumar@crisil.com Tel: +91 422 224 4559

#### Ghaziabad

Contact:

Mr. Satyam Choudhary

E-mail: satyam.choudhary@crisil.com

Mr. Sourabh Bajpai

E-mail: sourabh.bajpai@crisil.com

#### Haridwar

Contact: Mr Manish Singh E-mail: manish.singh@crisil.com

Contact: Mr. Sudhir Narayan E-mail: sudhir.narayan@crisil.com Tel: +91 836 2256 777

#### Indore

Mr Amit Shrivastava

E-mail: amit.shrivastava@crisil.com Tel: +91 161 501 1575

Contact: Mr. Ankit Modi E-mail: ankit.modi@crisil.com Tel: +91 141 302 1688/81

#### Jamshedpur

Contact: Mr. Abhishek Kumar E-mail: abhishek.kumar@crisil.com Tel: +91 657 654 5958

#### Jalandhar

Contact: Mr. Sandeep Miglani Email: sandeep.miglani@crisil.com

#### Kanpur

Contact: Mr. Sameer Singh Email: sameer.singh@crisil.com

Contact: Mr. Surendran Jayasankaran E-mail: surendran.jayasankaran@crisil.com

Contact:

Mr. Amrit Pal Singh

E-mail: amrit.singh1@crisil.com

Mr. Sukhjit Singh

E-mail: sukhjit.singh@crisil.com

Tel: +91 161 501 1575

#### Mohali/ Chandigarh

Contact:

Mr. Dharmesh Handa

**E-mail:** dharnesh.handa@crisil.com **Tel:** +91 172 502 7197 / 196

#### Nagpur

Contact: Mr. Shriganesh Pardhi E-mail: shriganesh.pardhi@crisil.com

#### Nashik

Contact: Mr. Pratik Shukla E-mail: pratik.shukla@crisil.com Tel: +91 253 6099 244

Contact: Mr. Prabhanshu Srivastava E-mail: prabhanshu.srivastava@crisil.com

#### **Panipat**

Contact: Vishal Verma E-mail: vishal.verma@crisil.com Tel: +91 180 401 6045 /5045

#### Raikot

Contact: Mr. Abhishek Singh E-mail: abhishek.singh@crisil.com

#### Raipur

Contact: Mr. Priyank Mahalaha E-mail: priyank.mahalaha@crisil.com

Tel: +91 771 409 9997

Contact: Mr Piyush Revdiwala E-mail: piyush.revdiwala@crisil.com Tel: +91 261 400 2230

Contact: Mr. B.Balakrishnan Email: balakrishnan.b@crisil.com

Contact: Mr Piyush Revdiwala E-mail: piyush.revdiwala@crisil.com

#### Vadodara

Contact: Mr. Abhishek Singh E-mail: abhishek.singh@crisil.com Tel: +91 265 3025 946

#### Visakhapatnam

Contact: Mr. Kanuparthy Vamsi E-mail: vamsi.kanuparthy@crisil.com

Tel: +91 891 6661 770



CRISIL House, Central Avenue, Hiranandani Business Park, Powai, Mumbai 400 076

Phone: +91 22 3342 3000 Fax: +91 22 3342 3001

Email: crisilsmeratings@crisil.com

www.crisil.com