

SURVEILLANCE CREDIT RATING REPORT PERSONA BEAUTY CARE LIMITED



Ref. no.: FR/2022/027622

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SME Rating	WCRSE/WCRME	Outlook	Date of Declaration	Date of Expiration
	WCRME 3	Stable	06 December 2022	13 December 2023

WCRME 3 rating is equivalent to Bangladesh Bank SME rating scale of SME 3 under BRPD circular number BRPD(BIC)661/14B(P)/2014/2093

Tk. in Million			
Name of The Bank	Mode of Investment	Limit Amount	Outstanding amount as on 30.11.2022
Bank Asia Limited	SOD	9.00	0.01
	OD	10.00	3.78

Financial Based on unaudited financial statements up to FY21.

Key Snapshot:

Tk. in million		
Particulars	FY21	FY20
Revenue	119.19	155.72
EBIT	3.21	3.70
Net Profit	1.83	2.30
Total Assets	43.85	35.81
Total Equity	26.29	24.46
Debt	17.56	11.34
Net Profit Margin (%)	1.5%	1.5%

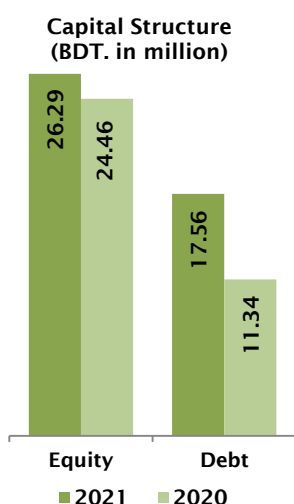
Methodology: SME rating methodology published on the WCRCL website at www.wasocreditrating.com

RATING RATIONALE

WCRCL has reaffirmed 'WCRME 3' rating (pronounced as WASO Credit Rating Medium Company Three) rating under the SME Rating to Persona Beauty Care Limited (hereinafter referred as "PBCL" or "The company") based on its financial and other relevant qualitative and quantitative information up-to the date of the rating issuance. The above rating have been assigned based on the fundamentals of the Company which includes poor disclosure of financial statements to review and analyze the true financial attributes, involved in highly competitive market, marginal coverage position. However, the above factors are constrained to some extent by poor disclosure of financial statements to review and analyze the true financial attributes, involved in highly competitive market, moderately levered capital structure.

The SME rating implies that the Company is adjudged above average level of credit worthiness in relation to other SEs/MEs.

WCRCL also viewed the Company with "Stable" outlook and believes that PBCL will be able to maintain its good fundamentals in the foreseeable future.



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