# INITIAL CREDIT RATING REPORT NUTRI MARKETING LTD.



Ref. no.: FR/2023/30433

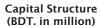
#### **Report Contents:**

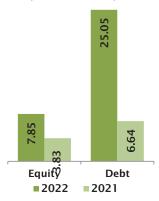
Particulars	Page
Rating Rationale	1
Entity Profile	2
Business Management	2
Market Review	2
Business Analysis	3
Financial Position Analysis	3
Banking Relationship	4
Risk Factor Analysis	5
Rating Observation	5

#### **Key Snapshot:**

Tk. in million

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Particulars	2022	2021	
Revenue	98.51	43.22	
EBIT	8.30	3.61	
Net Profit	7.41	3.58	
Total Assets	32.89	10.47	
Total Equity	7.85	3.83	
Debt	25.05	6.64	
Net Profit Margin (%)	7.5	8.3	
ICR (X)	9.76	n/a	





## Analysts:

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	g	WCRSE/WCRME	Outlook	Date of Declaration	Date of Expiration
	SME Rating	WCRSE 3	Stable	28 March 2023	27 March 2024

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

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

### **RATING RATIONALE**

WCRCL has assigned 'WCRSE 3' (pronounced as WASO Credit Rating Small Enterprise Three) rating under the SME Rating to Nutri Marketing Ltd. (hereinafter referred as "NML" or "The Enterprise") based on its financial and other relevant qualitative and quantitative information upto the date of the rating issuance.

The above rating has been assigned based on the fundamentals of the enterprise which includes:

- Experienced and skilled management
- Satisfactory banking relationship
- Good mortgage security coverage against loan
- Good business network
- Regular loan repayment history
- Long experience track of the proprietor
- Good interest coverage position
- Low levered capital structure

However, the above rating has been moderated to some extent due to some factors like:

- No insurance coverage
- Low disclosure of financial statements
- Low management information system (MIS) and Manual accounting system

The SME rating implies that the enterprise is adjudged to above average level of credit worthiness in relation to other small enterprises.

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