

CREDIT RATING REPORT

SOUTHERN IMAGE LIMITED (4th SURVEILLANCE)



Ref. no.: FR/2023/031692

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SME Rating	WCRSE/WCRME	Outlook	Date of Declaration	Date of Expiration
	WCRSE 3	Stable	12 June 2023	11 June 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 reaffirmed **WCRSE 3** (Pronounced WASO Credit Rating Small Enterprise Three) rating under the SME Rating to **Southern Image Limited** (hereinafter referred to as 'SIL' 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 has been assigned based on experienced directors and skilled management, comfortable credibility position, insurance coverage, and having sister concern. However, the above factors are constrained to some extent by revenue has declined remarkably from previous year which has ended up the company with low operating profit and net loss, the declined revenue put pressure on debt repayment capacity as a result rating might down grade in the coming period, moderate levered position, and insufficient disclosure of financial statements.

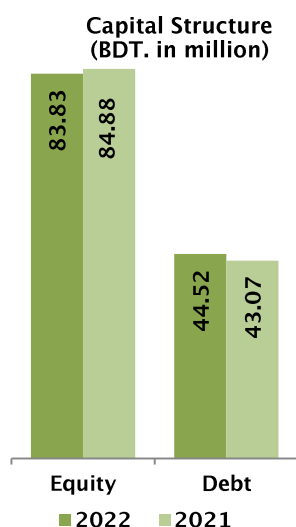
The SME rating implies that the enterprise is adjudged to above average level of credit worthiness in relation to other small enterprises.

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

Key Snapshot:

BDT. in million

Particulars	2022	2021
Revenue	57.09	76.84
EBIT	2.99	8.02
Net Profit	-1.05	3.15
Total Assets	128.35	127.95
Total Equity	83.83	84.88
Debt	44.52	43.07
Net Profit Margin (%)	-1.8%	4.1%
CCC (Days)	207	144
ICR (X)	0.74	1.65



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