

# INITIAL CREDIT RATING REPORT DOHATEC NEW MEDIA



Ref. no.: CRAR-18204/2023

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SME Rating	Rating Notch	Outlook	Date of Declaration	Date of Expiration
	WCRSME4	Stable	25 October 2023	24 October 2024

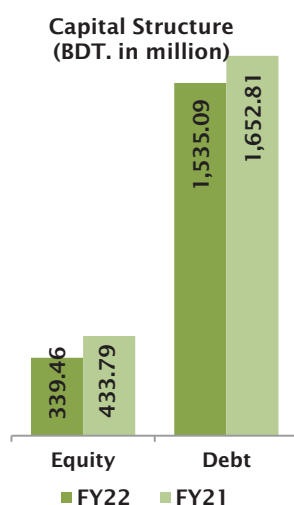
Tk. in million				
Bank Name	Mode of Investment	Sanctioned Amount	Outstanding Amount	Date of Outstanding
IFIC Bank PLC	Term Loan	1098.05	587.52	30.06.2023

Financial Based on-audited financial statements up to 30 June 2022

Methodology: SME rating methodology published on the WCRCL website at [www.wasocreditrating.com](http://www.wasocreditrating.com)

## Key Snapshot:

Tk. in million		
Particulars	FY22	FY21
Revenue	527.72	225.29
EBIT	60.67	-104.06
Net Profit	-94.33	-248.56
Total Assets	1,874.55	2,086.60
Total Equity	339.46	433.79
Total debt	1,535.09	1,652.81
Net Profit Margin (%)	-17.9%	-110.3%
CCC (Days)	2,505	4,337
ICR (X)	0.39	-0.72



## RATING RATIONALE

WCRCL has assigned 'WCRSME4' (pronounced as WASO Credit Rating Small and Medium Enterprise Four) rating under the SME Rating to Dohatec New Media (hereinafter referred as "DNM" or "The Enterprise") 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 the fundamentals of the enterprise which includes:

- Experienced and skilled management
- Satisfactory banking relationship
- Good mortgage security coverage against loan
- Good business network
- Good Net Worth of the Proprietor

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

- Tight liquidity position with long cash conversion cycle
- Highly levered capital structure
- Low interest coverage ratio
- Low disclosure of financial statements
- Low management information system (MIS) and Manual accounting system

The SME rating implies that the enterprise is adjudged to average credit quality.

WCRCL also viewed the enterprise with "Stable" outlook and believes that DNM will be able to maintain its good fundamentals in the foreseeable future. This rating may be revised in case of any extraordinary changes in line with the sponsor's equity investment, debt obligations, management, business operations and/or changes in any macro and micro factors in the economy.

## Analysts:

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