

4th SURVEILLANCE CREDIT RATING REPORT NOVEL COMMUNICATION

Ref. no.: FR/2023/32351



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SME Rating	WCRSME	Outlook	Date of Declaration	Date of Expiration
	WCRSME3	Stable	04 July 2023	03 July 2024

WCRSME3 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

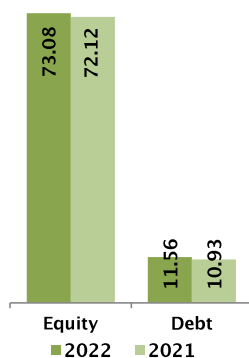
Name of the Bank	Mode of Investment	Sanctioned Amount	Outstanding Amount	Outstanding Date
Islami Bank Bangladesh Limited	Bai-Murabaha/LC/MPI/Bills	7.50	1.77	30.06.2023

Key Snapshot:

Tk. In Million

Particulars	2022	2021
Revenue	57.59	54.59
EBIT	5.77	5.37
Net Profit	3.96	3.25
Total Assets	84.64	83.05
Total Equity	73.08	72.12
Debt	11.56	10.93
Net Profit Margin (%)	6.9	6.0
CCC (Days)	153	160
ICR (X)	9.60	4.11

Capital Structure
(BDT. in million)



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

RATING RATIONALE

WCRCL has reaffirmed ‘WCRSME3’ (pronounced as WASO Credit Rating Small and Medium Enterprise Three) rating under the SME Rating to **Novel Communication** (hereinafter referred to as ‘NC’ or ‘The Enterprise’) based on its financial and other relevant qualitative and quantitative information up-to the date of the rating declaration.

The above rating has been assigned based on the fundamentals of the enterprise which has long business experiences of the proprietor, good Business network, maintained insurance coverage, owned business premises. However, the above factors are constrained to some extent by no disclosure in the financial statement, tight liquidity position with long cash conversion cycle, manual accounting process, price volatility of trading products.

The SME rating implies that the enterprise is adjudged to above average credit quality to other Small and medium enterprise.

WCRCL also viewed the enterprise with “Stable” outlook and believes that NC 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.