

CREDIT RATING REPORT  
KRISHIBID PRINTING AND PUBLICATION LIMITED (SURVEILLANCE)



Ref. no.: FR/2022/026185

**Report Contents:**

Particulars	Page
Rating Rationale	1
Entity Background	2
Brief about Key Sponsors of the Company	2
Group Profile	2
Management Evaluation	4
Business Analysis	5
Financial Strength Analysis	6
Banking Relationship	8
Risk Factor Analysis	8
Rating Observations	9

Entity Rating	Long Term	Short Term	Outlook	Date of Declaration	Date of Expiration
	BBB3	ST-4	Stable	11 October 2022	19 July 2023

BDT. in Million

Bank Name	Mode of Investment	Disbursed Amount	Outstanding as on 30.08.2022	Bank Loan Rating
	HPSM	218.59	216.20	blr BBB3
Shahjalal Islami Bank Limited	Murabaha LC	100.00	102.94	
	Murabaha TR	(80.00)	-	blr ST-4
	BAIM- TR	20.00	21.83	

*Financial Based on-Unaudited financial statements up to 31 December 2021.*

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

**Key Snapshot:**

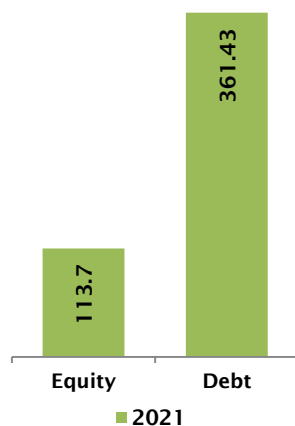
BDT. in million

Particular	2021	2020
Revenue	125.28	316.81
EBIT	28.42	36.62
Net Profit	6.23	18.50
Total Assets	475.13	471.27
Total Equity	113.70	161.39
Debt	361.43	309.88
Net Profit Margin (%)	4.97	5.84
Current Ratio (X)	1.15	1.26
CCC (Days)	542	228

**RATING RATIONALE**

WCRCL has reaffirmed **BBB3** (pronounced as Triple B Three) rating for the Long Term and **ST-4** (pronounced as Short Term Four) rating for Short Term to **Krishibid Printing and Publication Limited** (hereinafter referred as “KPPL” or “The Company”) based on its financial and other relevant qualitative and quantitative information up-to the date of the rating issuance. WCRCL has also assigned **blr BBB3** (pronounced as Bank Loan Rating Triple B Three) rating for the Long Term loan outstanding and **blr ST-4** (pronounced as Bank Loan Rating Short Term Four) rating for short term loan limit.

**Capital Structure (BDT. in million)**



The above ratings have been assigned based on the fundamentals of the company which include long experience of management in this line of business, strong group support- “**Krishibid Group**”, strong buyers based, good distribution channel and good market reputation and strong brand image. However, the above factors are constrained by rating may downward if the company fails to improve its financial performance in next year, sales revenue and profitability were in decreasing position in 2021, highly levered capital structure, tight liquidity position with long cash conversion cycle and low disclosure of financial statements.

The long term rating implies that the entity is subject to medium credit risk. And considered medium grade and as such may possess certain speculative characteristics. The short term rating implies that the entity is regarded as having some speculative characteristics. The obligor currently has the capacity to meet its financial commitment on the obligation; however, it may face uncertainties which could lead to the obligor's inadequate capacity to meet its financial commitment on the obligation.

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WCRCL also viewed the company with “Stable” outlook and believes that KPPL will be able to maintain its good fundamentals in the foreseeable future.