









August 20, 2019

## Indian Terrain Fashions Limited: [ICRA]A-(Stable)/[ICRA]A2+ rating assigned

### Summary of rating action

Instrument*	Current Rated Amount(Rs. crore)	Rating Action
Short Term - Fund Based Limits	30.00	[ICRA]A2+; assigned
Short Term - Non-Fund Based Limits	13.50	[ICRA]A2+; assigned
Long-term/short-term - Unallocated Limits	16.50	[ICRA]A-(Stable)/[ICRA]A2+; assigned
<b>Total</b>	<b>60.00</b>	

\*Instrument details are provided in [Annexure-1](#)

### Rationale

The assigned ratings factor in the established presence of Indian Terrain Fashions Limited (ITFL) in the branded men's wear segment in South India with its flagship Indian Terrain brand enjoying healthy recall, a strong multi-channel distribution network with an expanding retail footprint across India and a comfortable financial risk profile, characterised by comfortable credit metrics and an adequate liquidity position. ITFL's operating performance has been steady over the years, with its revenues witnessing a compounded annual growth of around 15% over the past five years. The same is despite the modest performance witnessed in FY2019 when volumes were primarily constrained because of the temporary business disruption due to transition towards distribution model in the multi-brand outlets (MBO) channel. ITFL's revenue growth in the recent fiscals has been driven by growing points of sale across the channels and increasing sales from the recently launched boys wear segment. Its planned expansion towards improving penetration in North and Central India and steady growth prospects in the domestic branded premium men's wear segment are likely to drive an annual growth of around 10% over the medium term. ITFL's operating margins have remained steady over the years at around 12% on the back of intense competition and related high marketing spend. The operating margins are likely to moderate by around 50-100 bps in the coming quarters because of the expected increase in promotional expenses considering its expansion in non-South markets. This proposed showroom expansion is also likely to reduce its revenue concentration from South India from the current levels of around 50% in the coming fiscals. These strengths are partly offset by the intense competition in the branded apparel business from several established brands, and the inherent high working capital intensity in the business.

ITFL's working capital cycle is characterised by high receivables position, with its debtor days increasing to around 205 at the end of FY2020 on the back of an extended credit enjoyed by its channel partners. Nevertheless, the same is likely to improve over the coming quarters, supported by better collection from the MBO channel with the recent shift to the distribution model from a direct sales model. ITFL's receivables cycle is likely to reduce to around 180 days by March 2020 and would be a key rating sensitivity. Despite the high working capital funding requirements, the ratings are supported by ITFL's comfortable financial risk profile, driven by its steady earnings from operations and limited capital expenditure requirements because of its asset light model of operations. ITFL's credit metrics have remained at adequate levels, with its key ratios including adjusted debt<sup>1</sup> to operating profits and interest coverage expected to

<sup>1</sup> Total debt adjusted for cash and liquid investments held and for vendor bills discounted  
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improve to around 0.3 times and 6 times, respectively for FY2020. Its liquidity position is also expected to remain comfortable, supported by cash equivalents held to the tune of around Rs. 35 crore as on March 31, 2019 and the proposed enhancement of fund-based limits. Thus, ITFL's ability to support a steady growth in revenues and earnings amid intense competition, apart from improving its working capital cycle, would remain key rating sensitivities.

**Intense competition limits operating margins** – Branded men’s wear segment is characterised by intense competition, with continuous expansion undertaken by a number of established brands across regions, as reflected in the modest retail segment growth in the recent past. The same mandates continued high marketing spend for retailers, limiting operating margins of market players. ITFL’s proposed entry into new markets and an expected increase in sales promotion expenses are likely to limit its margin expansion over the medium term. The company has high dependence on the menswear segment, while revenues from the boys wear segment stood relatively low at around 10%. However, an established presence and favourable growth prospects for the branded apparel industry are likely to aid in volume growth over the medium term. Also, the ongoing efforts to improve penetration in North and Central India are likely to reduce revenue concentration from the southern markets over the coming fiscals.

## Liquidity position

ITFL’s liquidity position is comfortable, supported by steady internal accruals and cash reserves held, despite the incremental funding requirements towards working capital witnessed in the recent fiscals. The company had cash equivalents (free cash reserves and liquid investments) of around Rs. 35 crore as on March 31, 2019. The average utilisation of fund-based limits stood at around 80% for the 12-month period ending June 2019. The high working capital intensive nature of operations and an increase in receivables position had constrained the company’s free cash flows in FY2019, resulting in cash equivalents reducing from Rs. 50 crore as on March 31, 2018. Nevertheless, ITFL’s liquidity position is expected to remain comfortable on the back of steady earnings from operations, low capital expenditure envisaged, improvement in receivables cycle and a proposed enhancement of fund-based facilities.

## Analytical approach

Analytical Approach	Comments
Applicable Rating Methodologies	<a href="#">Corporate Credit Rating Methodology</a> <a href="#">Rating methodology for Entities in the Indian Textiles Industry – Apparels</a>
Parent/Group Support	Not Applicable
Consolidation / Standalone	For arriving at the ratings, ICRA has considered the standalone financial profile of Indian Terrain Fashions Limited

## About the company

ITFL was incorporated in 2009 and is involved in retailing of readymade garments for men and boys. The apparel retail operations were commenced in 2000 under Celebrity Fashions Limited (CFL), which was demerged into a separate company with effect from April 1, 2010. ITFL primarily caters to the mid-premium and premium segments, marketing a wide range of products including shirts, trousers, T-shirts, jackets, denims and sweaters under the flagship Indian Terrain brand. ITFL went public in 2011 and is listed on the Bombay Stock Exchange and the National Stock Exchange. The company was started by Mr. Venkatesh Rajagopal, who has over three decades of experience in manufacturing and retailing of apparels. The promoters as on date hold 29.7% stake in ITFL, of which 67.8% has been pledged as collateral towards the bank facilities enjoyed by the company. The operations are currently managed by Mr. Charath Narsimhan, Managing Director of ITFL.

### Key financial indicators (audited)

	FY2018	FY2019
Operating Income (Rs. crore)	401.5	422.4
PAT (Rs. crore)	25.4	25.7
OPBDIT/OI (%)	11.9%	12.0%
RoCE (%)	19.9%	19.0%
Total Debt/TNW (times)	0.2	0.1
Total Debt/OPBDITA (times)	0.8	0.7
Interest coverage (times)	6.8	6.0

### Status of non-cooperation with previous CRA: Not applicable

### Any other information: None

### Rating history for last three years

Current Rating (FY2020)					Chronology of Rating History for the Past 3 Years		
Instrument	Type	Amount Rated (Rs. crore)	Amount Outstanding (Rs. crore)	Date & Rating August 2019	Date & Rating in FY2019	Date & Rating in FY2018	Date & Rating in FY2017
1 Fund-Based	Short Term	30.00	-	[ICRA]A2+	-	-	-
2 Non-Fund Based	Short Term	13.50	-	[ICRA]A2+	-	-	-
3 Unallocated Limits	Long-term/Short Term	16.50	-	[ICRA]A-(Stable)/[ICRA]A2+	-	-	-

### Complexity level of the rated instrument

ICRA has classified various instruments based on their complexity as "Simple", "Complex" and "Highly Complex". The classification of instruments according to their complexity levels is available on the website [www.icra.in](http://www.icra.in)



### Annexure-1: Instrument Details

ISIN No	Instrument Name	Date of Issuance / Sanction	Coupon Rate	Maturity Date	Amount Rated (Rs. crore)	Current Rating and Outlook
NA	Fund-Based – Working Capital Facilities	-	-	-	30.00	[ICRA]A2+
NA	Non-Fund Based – Working Capital Facilities	-	-	-	13.50	[ICRA]A2+
NA	Unallocated – Long-term / Short-term Limits	-	-	-	16.50	[ICRA]A-(Stable)/[ICRA]A2+

Source: ITFL

### Annexure-2: List of entities considered for consolidated analysis

Not applicable

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# Rating Rationale

September 20, 2019 | Mumbai

## Indian Terrain Fashions Limited

### Rating Action

Total Bank Loan Facilities Rated	Rs.79.55 Crore
Long Term Rating	CRISIL BBB+/Stable (Withdrawn)
Short Term Rating	CRISIL A2 (Withdrawn)

### Detailed Rationale

CRISIL has **withdrawn** the rating on the bank facilities of Indian Terrain Fashions Limited (ITFL) on the request of the company and in line with CRISIL's withdrawal policy.

### About the Company

Incorporated in September 2009, ITFL retails ready-made garments for men and boys, such as shirts, trousers, T-shirts, jackets, and sweaters under the Indian Terrain brand. The domestic retail division of Celebrity Fashions Ltd was demerged into ITFL with effect from April 1, 2010. The company has about 151 exclusive brand outlets, with a mix of company and franchise operated. Managing director, Mr Charath Narsimhan manages the operations.

ITFL is listed on the Bombay Stock Exchange and National Stock Exchange.

### Key Financial Indicators

Particulars	Unit	2019	2018
Revenue	Rs crore	422.37	401.8
Profit after tax (PAT)	Rs crore	25.7	25.4
PAT margin	%	6.1	6.3
Adjusted debt/Adjusted networkth	Times	0.14	0.19
Interest coverage	Times	6.36	6.85

**Any other information:** Not applicable

### Note on complexity levels of the rated instrument:

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### Annexure - Details of Instrument(s)

ISIN	Name of Instrument	Date of Allotment	Coupon Rate (%)	Maturity Date	Issue Size (Rs Cr)	Rating Assigned with Outlook
NA	Cash Credit	NA	NA	NA	37.5	Withdrawn
NA	Letter of Credit	NA	NA	NA	13.5	Withdrawn
NA	Proposed Long Term Bank Loan Facility	NA	NA	NA	25	Withdrawn
NA	Proposed Short Term Bank Loan Facility	NA	NA	NA	3.55	Withdrawn

### Annexure - Rating History for last 3 Years

	Current			2019 (History)		2018		2017		2016		Start of 2016
Instrument	Type	Outstanding Amount	Rating	Date	Rating	Date	Rating	Date	Rating	Date	Rating	Rating
Fund-based Bank Facilities	LT/ST	66.05	Withdrawn/Withdrawn			30-08-18	CRISIL BBB+/Stable/CRISIL A2	22-08-17	CRISIL BBB/Stable/CRISIL A3+	26-05-16	CRISIL BBB/Stable	CRISIL BBB-/Stable/CRISIL A3
Non Fund-based Bank Facilities	LT/ST	13.50	Withdrawn			30-08-18	CRISIL A2	22-08-17	CRISIL A3+	26-05-16	CRISIL BBB/Stable/CRISIL A3+	CRISIL BBB-/Stable/CRISIL A3

**Annexure - Details of various bank facilities**

Current facilities			Previous facilities		
Facility	Amount (Rs.Crore)	Rating	Facility	Amount (Rs.Crore)	Rating
Cash Credit	37.5	Withdrawn	Cash Credit	37.5	CRISIL BBB+/Stable
Letter of Credit	13.5	Withdrawn	Letter of Credit	13.5	CRISIL A2
Proposed Long Term Bank Loan Facility	25	Withdrawn	Proposed Long Term Bank Loan Facility	25	CRISIL BBB+/Stable
Proposed Short Term Bank Loan Facility	3.55	Withdrawn	Proposed Short Term Bank Loan Facility	3.55	CRISIL A2
<b>Total</b>	<b>79.55</b>	<b>--</b>	<b>Total</b>	<b>79.55</b>	<b>--</b>

**Links to related criteria**
[CRISILs Approach to Financial Ratios](#)
[CRISILs Bank Loan Ratings - process, scale and default recognition](#)
[Rating Criteria for Retailing Industry](#)
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