

30<sup>th</sup> December 2024

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai- 400001

**National Stock Exchange of India Limited**  
Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1,  
G Block, Bandra - Kurla Complex,  
Bandra (E), Mumbai - 400 051

**Scrip code: 511742**

**Symbol: UGROCAP**

**Sub: Credit Rating - Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform that India Ratings & Research Pvt. Ltd, credit rating agency, has issued a press release, dated 30<sup>th</sup> December 2024 in relation to the credit rating assigned/upgraded to the below mentioned instruments of the Company:

<b>Instrument</b>	<b>Previous Amount (Rs. in million)</b>	<b>Previous rating</b>	<b>Current Amount (Rs. in million)</b>	<b>Current Rating</b>
Non-Convertible Debentures	8,500	IND A+/Stable (Affirmed)	12,750	IND A+/Stable (Affirmed)
Non-Convertible Debentures	2,500	IND A+/Stable (Affirmed)		
Non-Convertible Debentures	2000	IND A+/Stable (Assigned)		
Bank Loans	18,500	IND A+/Stable (Affirmed)	26,000	IND A+/Stable (Affirmed)
Bank Loans	7,500	IND A+/Stable (Affirmed)		
Sub-Debt	500	IND A+/Stable (Affirmed)	500	IND A+/Stable (Affirmed)
Commercial Papers	2,000	IND A1+ (Affirmed)	3,000	IND A1+ (Affirmed)
Commercial Papers	1,000	IND A1+ (Assigned)		
Bank Loans	-	-	5,000	IND A+/Stable (Assigned)
Non-Convertible Debentures	-	-	4,000	IND A+/Stable (Assigned)

The press release issued by India Ratings & Research is enclosed herewith.

This is for your information and records.

Thanking you,  
**For UGRO Capital Limited**

**Satish Kumar**  
Company Secretary and Compliance Officer  
Encl: a/a

**UGRO CAPITAL LIMITED**

**Registered Office Address:** Equinox Business Park, Tower 3, 4th Floor, LBS Road, Kurla (West), Mumbai - 400070  
**CIN:** L67120MH1993PLC070739

**Telephone:** +91 22 41821600 | **E-mail:** [info@ugrocapital.com](mailto:info@ugrocapital.com) | **Website:** [www.ugrocapital.com](http://www.ugrocapital.com)

**India Ratings Affirm UGRO Capital's NCDs at 'IND A+'/Stable and CP at 'IND A1+'; Rates Additional NCDs and Bank Loan**

Dec 30, 2024 | Non Banking Financial Company (NBFC)

India Ratings and Research (Ind-Ra) has taken the following rating actions on UGRO Capital Limited's (UGRO) debt instruments:

**Details of Instruments**

Instrument Type	Date of Issuance	Coupon Rate	Maturity Date	Size of Issue (million)	Rating Assigned along with Outlook/Watch	Rating Action
Commercial paper	-		-	INR3,000	IND A1+	Affirmed
Subordinated debt#	-		-	INR500	IND A+/Stable	Affirmed
Bank loan	-		-	INR26,000	IND A+/Stable	Affirmed
Non-convertible debenture#	-		-	INR12,750 (reduced from 13000)	IND A+/Stable	Affirmed
Bank loan	-		-	INR5,000	IND A+/Stable	Assigned
Non-convertible debenture#	-		-	INR4,000	IND A+/Stable	Assigned

#Details in the annexure

**Analytical Approach**

Ind-Ra continues to take a standalone view of UGRO to arrive at the ratings.

**Detailed Rationale of the Rating Action**

The affirmation reflects the continued growth in UGRO's franchise in FY24 along with the raising of capital, providing visibility on future growth plans. The ratings also reflect the diversified funding, with a healthy share of funding from banks and development financial institutions in the overall borrowing mix, the wide product offerings for micro, small and medium enterprises (MSMEs), and its geographic and end-segment diversification. Ind-Ra has also factored in UGRO's adequate liquidity and capital base, with a modest leverage ratio, its plan to keep augmenting capital buffers to support the growing franchise, and the presence of marquee investors. The ratings also reflect UGRO's moderate-but-expanding scale and profitability during FY24, which are likely to improve further over FY25-FY26 as the operational leverage has started playing out. The ratings also factor in the moderate seasoning in the book, as nearly 61% of the assets under management (AUM) were generated over the 12 months ended September 2024.

**List of Key Rating Drivers**

**Strengths**

- Strong growth in franchise
- Adequate capital buffers
- Focused on funding MSMEs; geographically and sectorally diversified exposure across MSME value chain
- Enablers in place to drive franchise expansion
- Targeting strong off-balance growth

- Diversified funding mix and lender base

## Weaknesses

- Limited track record; asset quality seasoning needs to be established
- Moderate profitability, but improvement likely once operational leverage picks up

## Detailed Description of Key Rating Drivers

**Strong Growth in Franchise:** UGRO'S AUM grew multi-fold to INR101.6 billion at end-2QFY25 from INR13.2 billion at end-FY21, largely driven by its off-book AUM, which grew to INR44.9 billion from just INR0.11 billion over the same period. The on-book AUM too grew by a strong CAGR of nearly 52% during the same period. UGRO has 12 co-lending and co-origination partnerships, of which six are public sector banks. It also has a partnership with fintech companies, which act as business correspondent partners for the company. The company also witnessed strong build-up in its capacity between FY21-2QFY25, with the branch count rising to 210 from 25. Of this, only 23 are prime branches, while 187 are micro branches. The company plans to increase its branch count to 250, with emphasis on increasing micro branches.

**Adequate Capital Buffers:** UGRO has a demonstrated track record of capital raising. In 1QFY24, the company raised INR3.4 billion. In addition, UGRO has approved capital raise of INR12.7 billion through compulsory convertible debt (CCD) and warrant issuance of INR2.58 billion and INR10.07 billion, respectively. While INR5.10 billion of the total capital raise of INR12.7 billion was exercised in 1QFY25, the rest will come in over 18 months from the issuance date. UGRO has built adequate capital buffers, with capital base of INR14.38 billion at FYE24 (FYE23: INR9.8 billion; FY22: INR9.7 billion; FY21: INR9.5 billion), and a capital adequacy ratio of 20.75% (20.2%; 33.61%; 65.15%). Furthermore, the leverage ratio (debt/equity) declined to 2.7x at end-1HFY25 (FY24: 3.2x; FY23: 3.2x)). It will reduce further in FY25, once the recent capital raise becomes part of the equity base. The agency believes the current capital would be adequate to support growth over the next six-to-eight quarters. That said, UGRO targets to keep its leverage within 4.0x and cap its unsecured business loan exposure at 30% (excluding the exposure that is backed by Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)). The agency believes that this is required as the borrowing segment that it caters to is highly susceptible to economic slowdowns and has been associated with high credit costs in the past.

**Focused on funding MSMEs; Geographically and Sectorally Diversified Exposure across MSME Value Chain:** UGRO is a non-banking financial company focused on providing funding across the MSME segment – secured against property as collateral, funding for purchase of machinery, supply chain financing and unsecured business loans. The average ticket size of the products ranges between INR0.5 million - 9.5 million, with the upper cap being INR50 million for secured products and INR5 million for unsecured business loans. Since coming into existence in 2019, the entity has built an AUM of INR101 billion despite being impacted by the pandemic for a large part of this period. Furthermore, the entity operates out of 210 branches (23 prime and rest for micro enterprises), which are present across nine Indian states, while its customers are spread across 31 states and union territories, with none of the states accounting for more than 15% of the AUM. Furthermore, the AUM is diversified across ten key sectors, with the largest end-segment constituting 24% of the AUM. The agency opines the product, geography and end-segment diversification bodes well for UGRO, given the volatility that the customer segment is known to face through economic cycles.

UGRO has re-calibrated its strategy, and now the focus is to grow high-yielding products. It plans to expand its micro loans reach by adding more micro branches. In supply chain financing, the focus is now on running down the old book, which had exposure mainly to wholesaler distributor/dealers, and UGRO intends to target retailers henceforth. The entity has undertaken this shift mainly to improve its margins. The company also want to grow the share of the unsecured business segment, but this exposure will be backed by CGTMSE; at FYE24, 25% of the unsecured business segment was covered with CGTMSE, and UGRO intends to roll it out to the entire segment. Ind-Ra opines that the focus on improving profitability is a step in the right direction for UGRO, but the asset quality trend of this new portfolio will be a key monitorable.

**Enablers in Place to Drive Franchise Expansion:** UGRO has invested in technology infrastructure, data analytics, human resources and systems and processes to expand its franchisee over the near-to-medium term. It follows a blend of

physical and digital framework for sourcing, underwriting, disbursements and collections. UGRO uses a high-tech model, wherein customers are sourced through its branch network, direct sales agents, anchors for dealer financing, original equipment manufacturers, co-origination partners and digital channel. The company has developed a platform for lending and monitoring, which has a fully automated workflow and requires limited manual intervention. On the underwriting side, the company uses a data science-based credit decisioning model, which underwrites loan proposals using bureau data, banking data and goods and services tax data.

To further accelerate its digital journey, UGRO recently announced the acquisition of MyShubhLife (MSL), an embedded finance fintech platform. The company believes this acquisition will enable it to target the high-yielding retailer financing segment. UGRO expects to build an AUM of INR15 billion and generate profit after tax of INR1 billion over the next three years through the MSL platform.

**Targeting Strong Off-Balance Sheet Growth:** UGRO has been targeting strong growth in capital-light off-balance sheet products by increasing its lending under the co-lending and direct assignment and co-origination segments. The combined share of these segments in the AUM grew sharply to 44% in 2QFY25 from 16% in FY22, even as the AUM grew over 3.0x to INR101 billion over the same period. Along with being less strenuous on the capital buffers, off-book growth has also been providing a steady source of income for UGRO. Ind-Ra opines banks, particularly public sector banks, have become more amenable to taking on assets on their balance sheet under the co-lending route as it helps them build a granular book, while operational contours are left to the partner to manage. Furthermore, through this route, banks are able to lend directly to small-ticket customers under these arrangements rather than lending directly to non-banking financial companies. The effectiveness of the model, however, is yet to be established, given the low seasoning and credit costs, which need to stabilise over a larger scale. This remains a key monitorable.

**Diversified Funding Mix and Lender Base:** UGRO has mobilised funds from 60 financiers, including some of the largest public sector and private sector banks. Term loans from banks, small finance banks, non-banking financial companies and financial institutions accounted for 36.6%, 3.2%, 7.8% and 9.3%, respectively, of the total borrowings at end-September 2024, with working capital loans constituting another 2.2%. NCDs and market-linked debentures constituted 27.6% and 2.0%, respectively, of the total borrowings, CPs formed 3.0%, and external commercial borrowings accounted for 7.1%. Given the scale at which UGRO operates, the number of lending relations is adequate, and the liability mix is diversified. UGRO's focus on co-lending with 12 partners also acts as an additional source of fund-raising. Also, with huge funding requirements to support its growth, UGRO consolidated its lender mix to 60 at end-2QFY25 (FY24: 57; FY23: 66); this has helped it to deepen relationships with its existing lenders.

**Limited Track Record: Asset Quality Seasoning Needs to be Established:** UGRO began operations in 2018 and it has built an AUM of INR101.6 billion since then. While UGRO's portfolio has been witnessing strong growth, the franchise size remains at a medium level. Also, the seasoning in the portfolio is low, as nearly 61% of AUM was generated in the 12 months ended September 2024.

The gross stage 3 for UGRO stood at 2.1% in 2QFY25 (FY24: 2.0%; FY23: 1.6%), with credit costs of 2.9% (on on-book AUM). However, on a one-year lagged basis, the gross NPA remained elevated at 5.1% in 2QFY25. Also, the gross stage 3 provisions coverage was 47% in 2QFY25 (FY24: 48%; FY23: 49%), with total provisions at 1.0% of the AUM. In terms of the restructured portfolio too, the book remains small, with an outstanding restructured book accounting for 0.2% of the AUM at end-2QFY25, of which most is secured. However, given the limited seasoning of its business verticals, Ind-Ra believes control over softer bucket migration needs to be actively monitored with the rising scale; this will be a key monitorable for the agency.

**Moderate Profitability, but Improvement Likely Once Operational Leverage Picks up:** UGRO has been profitable since its first year of operations, although its profitability during FY20-FY21 was aided by tax write-backs. The entity has been reporting a positive profit before tax, though it has been at modest levels due to high operating costs. The cost-to-income ratio moderated but remained elevated at 53.3% at end-2QFY25 (FY24: 53.8%; FY23: 63.3%; FY22: 71.8%, FY21: 70.8%). The operating cost-to-average-asset ratio too was high at 5.2%-6.8% over FY21-FY24, thus putting pressure on the profitability. Additionally, its plan to focus on granular portfolio and increase its branch count, mostly micro-branch, to 250 from current count of 210 will keep its opex at elevated levels over next few quarters. The investments towards

increasing capacity, if executed well, will provide a big fillip to the ROA (2QFY25: 2.0%; FY24: 2.3%; FY23:1.1%; FY22: 0.6%, FY21: 1.9%). However, Ind-Ra opines UGRO will only be fully able to capitalise on its investment if it can keep its credit costs in check across multiple cycles and product lines.

## Liquidity

**Adequate:** At end-2QFY25, UGRO had a total liquidity of around INR6.9billion, combining unencumbered cash, liquid investments, and unutilised bank lines, which are sufficient to meet its debt obligations for three months, without considering any inflows from collections. According to the behavioural asset-liability management statement at end-September 2024, the company was in a surplus position in all time buckets, with a cumulative surplus (excess of short-term assets over short-term liabilities in the up-to-one-year bucket) of 12.7% of the total assets. Furthermore, on a steady-state basis, UGRO aims to keep on-balance sheet liquidity sufficient for three months' debt re-payment, considering nil collection. At end-September 2025, UGRO had an AUM of about INR101 billion, of which assets worth INR56.5 billion were on-balance sheet assets. Furthermore, it can raise money through securitisation transaction. The company has co-lending partners to fund borrowers for its offerings. UGRO expects the institutional co-lending model to generate significant opportunities for off-balance sheet assets with regards to liquidity and funding requirements on an ongoing basis.

## Rating Sensitivities

**Positive:** A significant expansion of the franchisee while improving the profitability towards 3.5% ROA while maintaining the asset quality, increasing geographical diversification, improving cost of funds and bringing it in line with peer group and maintaining adequate liquidity could lead to a positive rating action.

**Negative:** Funding challenges, dilution in the liquidity profile, deterioration in the asset quality eroding operating buffers and the leverage exceeding 4.5x on a sustained basis, will result in a negative rating action.

## ESG Issues

**ESG Factors Minimally Relevant to Rating:** Unless otherwise disclosed in this section, the ESG issues are credit neutral or have only a minimal credit impact on UGRO, due to either their nature or the way in which they are being managed by the entity. For more information on Ind-Ra's ESG Relevance Disclosures, please click [here](#). For answers to frequently asked questions regarding ESG Relevance Disclosures and their impact on ratings, please click [here](#).

## About the Company

UGRO (erstwhile Chokhani Securities Limited) was acquired in 2018 by Shachindra Nath (Vice Chairman and Managing Director). UGRO focuses on lending to MSMEs by offering them multiple products with varying tenors and ticket sizes. The company operates through 210 branches (23 prime and 187 micro), with a wide geographic presence. The AUM of the entity (own and managed) stood at INR101.6 billion at end-2QFY25, with the off-book volumes constituting 44% of the overall AUM (split almost evenly between co-lending & direct assignment and co-origination). UGRO is a publicly listed entity on both the National Stock Exchange of India Limited and BSE Limited.

## Key Financial Indicators

Particulars	1HFY25	FY24	FY23
Total assets (INR billion)	75.1	62.8	43.1
Total equity (INR billion)	19.6	14.38	9.8
Net profit (INR billion)	0.66	1.2	0.4
Return on average assets (%)	2.0	2.3	1.4
Equity/assets (%)	26.1	22.9	22.9
Capital adequacy ratio (%)	24.5	20.8	20.2

Gross Stage 3 (%)	2.1	2.0	1.6
Source: Ind-Ra, UGRO			

## Status of Non-Cooperation with previous rating agency

Not applicable

## Rating History

Instrument Type	Current Rating/Outlook			Historical Rating/Outlook							
	Rating Type	Rated Limits (million)	Rating	6 September 2024	30 July 2024	7 March 2024	8 January 2024	15 September 2023	24 July 2023	28 April 2023	24 February 2023
Bank loans	Long-term	INR31000	IND A+/Stable	IND A+/Stable	IND A+/Stable	IND A/Stable	IND A/Stable	IND A/Stable	IND A/Stable	IND A/Stable	IND A/Stable
Non-convertible debentures	Long-term	INR16750	IND A+/Stable	IND A+/Stable	IND A+/Stable	IND A/Stable	IND A/Stable	IND A/Stable	IND A/Stable	IND A/Stable	NA
Subordinate	Long-term	INR500	IND A+/Stable	IND A+/Stable	IND A+/Stable	IND A/Stable	-	-	-	-	-
Commercial paper	Short-term	INR 3,000	IND A1+	IND A1+	IND A1+	IND A1	IND A1	IND A1	IND A1	IND A1	NA

## Bank wise Facilities Details

### Complexity Level of the Instruments

Instrument Type	Complexity Indicator
Bank loan	Low
Commercial paper	Low
Non-convertible debenture	Low
Subordinated debt	Medium

For details on the complexity level of the instruments, please visit <https://www.indiaratings.co.in/complexity-indicators>.

## Annexure

NCD

ISIN	Date of Issue	Coupon (%)	Maturity Date	Rated Amount (million)	Rating/Outlook
INE583D07364	6 June 2023	10.25	6 December 2024	INR250	WD (Paid in Full)
INE583D07372	18 September 2023	8.56	18 March 2025	INR500	IND A+/Stable
INE583D07398	10 November 2023	1.0	10 May 2025	INR300	IND A+/Stable
INE583D07406	12 December 2023	10.38	12 December 2027	INR2496	IND A+/Stable
INE583D08040	24 January 2024	10.25	18 April 2026	INR500	IND A+/Stable
INE583D07455	27 February 2024	11.00	27 May 2026	INR 464.2	IND A+/Stable
INE583D07463	27 February 2024	10.50	27 May 2026	INR 341.5	IND A+/Stable
INE583D07448	27 February 2024	10.35	27 February 2026	INR 258.5	IND A+/Stable
INE583D07430	27 February 2024	10.75	27 August 2025	INR 664.6	IND A+/Stable
INE583D07414	27 February 2024	10.25	27 August 2025	INR 271.2	IND A+/Stable
INE583D07497	11 July 2024	Variable-Other	11 Jan2027	INR 750	IND A+/Stable
INE583D07489	3 July 2024	9.3	5 January 2026	INR 500	IND A+/Stable
INE583D07471	25 June 2024	10.25	25 June 2027	INR 350	IND A+/Stable
INE583D07505	24 October 2024	10.15	24 April 2026	INR 965.24	IND A+/Stable
INE583D07521	24 October 2024	10.25	24 October 2026	INR 690.82	IND A+/Stable
INE583D07513	24 October 2024	10.40	24 April 2027	343.94	IND A+/Stable
			Limit utilised	INR9396	

			Limit unutilised	INR7354	
			Total	INR16750	

Source: NSDL, Ugro Capital

Sub-Debt

ISIN	Date of Issue	Coupon (%)	Maturity Date	Rated Amount (million)	Rating/Outlook
INE583D08057	15 March 2024	12.5	15 September 2029	INR350	IND A+/Stable
			Limit unutilised	INR150	
			Total	INR500	

Source: NSDL, Ugro Capital

## Contact

### Primary Analyst

Vivek Singh

Analyst

India Ratings and Research Pvt Ltd

Wockhardt Towers, 4th Floor, West Wing, Bandra Kurla Complex, Bandra East, Mumbai - 400051

+91 22 40001756

For queries, please contact: [infogrp@indiaratings.co.in](mailto:infogrp@indiaratings.co.in)

### Secondary Analyst

Karan Gupta

Director

+91 22 40001744

### Media Relation

Ameya Bodkhe

Marketing Manager

+91 22 40356121

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Ind-Ra currently maintains coverage of corporate issuers, financial institutions (including banks and insurance companies), finance and leasing companies, managed funds, urban local bodies and project finance companies.

Headquartered in Mumbai, Ind-Ra has seven branch offices located in Ahmedabad, Bengaluru, Chennai, Delhi, Hyderabad, Kolkata and Pune. Ind-Ra is recognised by the Securities and Exchange Board of India, the Reserve Bank of India and National Housing Bank.

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## APPLICABLE CRITERIA AND POLICIES

### Non-Bank Finance Companies Criteria

## **Evaluating Corporate Governance**

### **Financial Institutions Rating Criteria**

#### **The Rating Process**

#### **DISCLAIMER**

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