

04 December 2020

C	orporate	Service	Department	The	Listing	Depa	artment
B	SE Limited	L .	-	National Stoc	k Exchange of	f India Ltd	l İ
25	5 th Floor,	Phiroze Jeejee	bhoy Towers,	Exchange Pla	za, Plot no.	C/1, G	Block,
D	alal Street, 1	Mumbai 4000	01	Bandra-Kurla	Complex,	Bandra	(E)
				Mumbai 400 (051		
S	erip: Equity	⁷ 500135. NCD	s 957238	Trading Sym	bol: EPL		

Ref.: EPL Limited

Sub.: Assign of credit rating for proposed issue of Unsecured NCDs of Rs. 50 crores.

We wish to inform you that the rating agency Credit Analysis & Research Limited (CARE) has assigned Credit rating as mentioned below to proposed issue of Unsecured Redeemable Non-Convertible Debentures of Rs. 50 Crores by the Company.

Instrument	Amount (Rs. Crores)			Rating	
Proposed issue of Non-	50.00	(Fifty	Crores	CARE AA ; Stable	
Convertible Debentures	only)			(Double A ; Outlook : stable)	

Letter dated 4 December 2020 received from aforesaid Ratings Agency in enclosed herewith.

The above is pursuant to the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, for your information and record.

Thanking You

Yours faithfully, For EPL-Limited

Suresh Savaliya

Suresh Savaliya Head Legal & Company Secretary

Encl: A/a

Filed Online





No. CARE/HO/RL/2020-21/3373 Mr. Amit Jain Head - Treasury, EPL Limited Top Floor, Times Tower, Kamala City, Lower Parel, Mumbai - 400013

December 04, 2020

Confidential

Dear Sir,

Credit rating for proposed Non-Convertible Debenture issue

Please refer to your request for rating of proposed long term non-convertible debenture (NCD) issue aggregating to Rs.50 crore of your company. The proposed NCDs would have tenure of 2.5 years with repayment in three instalments (first instalment of Rs.10 crore after 18 months, second instalment of Rs. 20 crore after 24 months, and third instalment of Rs. 20 crore after 30 months).

2. The following ratings have been assigned by our Rating Committee:

Instrument	Amount (Rs. crore)	Rating ¹	Rating Action
Proposed Non-Convertible Debenture issue	50 (Rs. Fifty crore only)	CARE AA; Stable (Double A; Outlook Stable)	Assigned

- 3. Please arrange to get the rating revalidated, in case the proposed issue is not made within a period of **six months** from the date of our initial communication of rating to you (that is December 03, 2020).
- 4. In case there is any change in the size or terms of the proposed issue, please get the rating revalidated.

¹Complete definitions of the ratings assigned are available at <u>www.careratings.com</u> and in other CARE publications.

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4th Floor, Godrej Coliseum, Somaiya Hospital Road, Off Eastern Express Highway, Sion (E), Mumbai - 400 022. Tel.: +91-22- 6754 3456 🛛 Fax: +91-22- 022 6754 3457 🖻 www.careratings.com 🗈 CIN-L67190MH1993PLC071691 5. Please inform us the below-mentioned details of issue immediately, but not later than 7 days from the date of placing the instrument:

- 6. Kindly arrange to submit to us a copy of each of the documents pertaining to the NCD issue, including the offer document and the trust deed.
- 7. CARE reserves the right to undertake a surveillance/review of the rating from time to time, based on circumstances warranting such review, subject to at least one such review/surveillance every year.
- 8. The rationale for the rating will be communicated to you separately. A write up (press release) on above ratings is proposed to be issued to the press shortly, a draft of which is enclosed for your perusal as Annexure. We request you to peruse the annexed document and offer your comments if any. We are doing this as a matter of courtesy to our clients and with a view to ensure that no factual inaccuracies have inadvertently crept in. Kindly revert as early as possible. In any case, if we do not hear from you by December 07, 2020, we will proceed on the basis that you don't have any comments to offer.
- 9. CARE reserves the right to revise/reaffirm/withdraw the rating assigned as also revise the outlook, as a result of periodic review/surveillance, based on any event or information which in the opinion of CARE warrants such an action. In the event of failure on the part of the entity to furnish such information, material or clarifications as may be required by CARE so as to enable it to carry out continuous monitoring of the rating of the debt instrument, CARE shall carry out the review on the basis of best available information throughout the life time of such instrument. In such cases the credit rating symbol shall

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4th Floor, Godrej Coliseum, Somaiya Hospital Road, Off Eastern Express Highway, Sion (E), Mumbai - 400 022. Tel.: +91-22- 6754 3456 B Fax: +91-22- 022 6754 3457 B www.careratings.com B CIN-L67190MH1993PLC071691 be accompanied by "ISSUER NOT COOPERATING". CARE shall also be entitled to publicize/disseminate all the afore-mentioned rating actions in any manner considered appropriate by it, without reference to you.

- 10. Our ratings do not factor in any rating related trigger clauses as per the terms of the facility/instrument, which may involve acceleration of payments in case of rating downgrades. However, if any such clauses are introduced and if triggered, the ratings may see volatility and sharp downgrades.
- 11. Users of this rating may kindly refer our website <u>www.careratings.com</u> for latest update on the outstanding rating.
- 12. CARE ratings are **not** recommendations to buy, sell or hold any securities.

If you need any clarification, you are welcome to approach us in this regard. We are indeed, grateful to you for entrusting this assignment to CARE.

Thanking you,

Yours faithfully,

Uttara Ghugardare Analyst <u>uttara.ghugardare@careratings.com</u>

Sharmila Jain Associate Director sharmila.jain@careratings.com

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Encl.: As above

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Our ratings do not factor in any rating related trigger clauses as per the terms of the facility/instrument, which may involve acceleration of payments in case of rating downgrades. However, if any such clauses are introduced and if triggered, the ratings may see volatility and sharp downgrades.



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EPL Limited December 04, 2020

Facilities	Amount (Rs. crore)	Rating ¹	Rating Action
Proposed Non-Convertible Debenture (NCD)	50.00	CARE AA; Stable [Double A; Outlook: Stable]	Assigned

Details of instruments/facilities in Annexure-1

Detailed Rationale& Key Rating Drivers

Rating

The rating assigned to proposed NCD instrument takes into account stable operational performance of EPL despite challenging macro-economic scenario owing to outbreak of COVID-19. EPL's leading market position in laminated tubes resulted in strong operational performance and stable profitability margins. The company is also benefitted from wide spread geographical outreach coupled with established and reputed clientele. The financial risk profile continued to remain strong characterized by low overall gearing and healthy debt protection metrics. Additionally, EPL is also benefitted from deep industry expertise of Blackstone Group for onboarding new customers in personal care as well as oral care segments thereby increasing market penetration across globe.

These strengths are however tempered by limited pricing flexibility in oral care segment, where the profitability is constrained to an extent. The oral care segment contributed 55% of overall revenue in FY20. Moreover, volatility in raw materials prices and foreign exchange fluctuation risk are few of the risk factors affecting EPL's profitability which management addresses through measures like pass through contracts & other forex risk management measures. Further, the ongoing economic slowdown owing to COVID-19 is expected to have an impact on growth in personal care segment.

The management's ability to increase share of non-oral care segment while maintaining its present market share and improve profitability margins would remain key rating sensitivities.

Key rating sensitivities

Positive factors:

- Improvement in PBILDT margins in the range of 22% to 25% on a sustainable basis
- Improvement in ROCE above 20% through improvement in cash flows Negative factors
- Increase in operating cycle above 120 days on a sustained basis
- Decline in PBILDT margin in the range of 15%-17% on a sustainable basis **Detailed description of the key rating drivers**

Key Rating Strengths

Strong promoter group – Blackstone group (post acquisition of the majority stake from the earlier promoter group i.e. Ashok Goel Trust)

On August 22, 2019, the Blackstone group acquired a majority stake in the company. The Blackstone Group have taken control over the board of the company and has accordingly become its promoter.

The Blackstone Group is one of the leading investment firms in the world with an AUM of around USD 511 billion across sectors like private equity, real estate, hedge fund solutions and credit businesses. The Group has an exposure in the packaging industry through acquisition of varied companies such as the USA based Graham Packaging, Owens-Illinois Inc, Ohio and China based packaging firm ShyaHsin. The Group's operating professionals have deep industry expertise which helped EPL in on boarding new customers in AMERICAS and EUROPE region in both oral care and personal care segments. The acquisition of the controlling stake by Blackstone Group has improved financial flexibility of the company owing to superior financial strength of the group.

Additionally, in April, 2020 Mr. Sudhanshu Vats is appointed as MD and CEO of Essel Propack Limited. Mr. Vats has more than 28 years of experience in FMCG and Media industries.

¹Complete definitions of the ratings assigned are available at <u>www.careratings.com</u> and in other CARE publications.

CARE Ratings Limited

1

Established and strong business profile

The Laminated Plastic Tubes produced by EPL are extensively used in the packaging of products across categories such as Beauty & Cosmetics, Pharma & Health, Foods, Home and Oral Care. EPL functions through 20 state of the art facilities in eleven countries, operated through its direct and step down subsidiaries and associates. The company is selling around 8 billion tubes annually. In India, it enjoys huge franchise having pioneered laminated tubes over three decades and is an established player providing innovative packaging solutions. The company has limited competition owing to its huge scale of operations and niche product offering. The company operates in all major geographies resulting in competitive advantage.

It has established strong relationships with reputed multi-national and Indian clients such as P&G, Colgate, Unilever, GSK, Reckitt Benckiser, Johnson & Johnson, Dabur, Emami, Himalaya, Patanjali, etc. Established client base, versatile product mix and long term contracted revenue in Oral Care segment provide comfort of being the preferred supplier of tubes.

Geographically diversified revenue base

EPL's 20 state of the art facilities in eleven countries are classified into four geographical segments viz. Americas (USA, Mexico and Colombia), Europe (UK, Germany, Poland and Russia), AMESA (Africa, Middle East & South Asia with operations in Egypt and India) and EAP-East Asia Pacific (with operations in China and Philippines). Sales remain well diversified across the geographical segments. Such globally diversified presence assists EPL to mitigate the geopolitical and macroeconomic risks emanating from specific region/country.

Sustained strong operational and financial performance

During FY20, the consolidated revenue grew by a low 1.37% y-o-y to Rs. 2,768 crore (as compared to Rs. 2,730 crore in FY19) owing to de-growth in sales in AMESA and EAP segment due to COVID-19 outbreak during the Q4FY20. Post-acquisition, Blackstone Group implemented cost optimization and productivity improvement measures that resulted in improved profitability. The company's PBILDT margins improved to 20.45% in FY20 compared to 19.19% in previous year.

In H1FY21, the company recorded revenue from operations of Rs.1511.80 crore against revenue of Rs.1360.30 crore in H1FY20. Improvement in scale of operations is driven by sales growth in personal care segment. EPL has witnessed strong traction in hand sanitizer and other hygiene products (hand washes) globally. Personal care segment's sales contribution increased to 47% from 45% in previous year.

During FY19, the company designed laminated tubes that are recognized by Association of Plastic Recyclers (APR) namely 'Platina laminates' and 'Green Maple'. The said products are 100% recyclable hence it will help to reduce plastics in packaging. EPL launched both the products during FY20 and witnessed demand from oral, cosmetics, and hair care segments. Additionally, amidst the COVID-19 pandemic, company launched sanitizers in tube forms which are widely accepted across globe. EPL on boarded 50 new customers across globe for the said product. As per management, the revenue from tube based hand sanitizer has compensated for revenue loss from beauty and cosmetics segment to an extent during H1FY21. *Healthy financial risk profile*

EPL's financial risk profile is marked by healthy profitability and strong cash flows resulting in improved capital structure and debt coverage ratios. Overall gearing (consolidated) stood comfortable at 0.51 times as on March 31, 2020 compared to 0.49x as on March 31, 2019. The interest coverage ratio improved to 10.17 times during FY20 compared to 8.55 times during FY19 owing to decline in interest cost. Interest coverage ratio is expected to improve further in FY21 owing to reduction in interest expenses due to refinancing of exiting term loan amounting Rs.208 crore to avail interest cost benefit.

The total outside liabilities to net worth ratio is comfortable at 0.80 times as on March 31, 2020 mainly on account of healthy tangible net worth. Due to strong accruals, debt coverage ratios are also comfortable with total debt to Gross Cash Accruals further improving to 1.75 times as on March 31, 2020 compared to 1.65 times as on March 31, 2019. During FY21, the company plans to set up additional tubing lines in Poland plant (Rs.100 crore) along with regular maintenance capex (Rs.95 crore). The said capex will be funded partially through term loan of Rs.75 crore and balance using internal accruals. However, owing to strong tangible net worth, the overall gearing of the company is expected to remain comfortable over medium term.

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Key Rating Weaknesses

Volatility in raw material prices

The principal raw material consumed is polymer granules which is a derivative of crude oil and is highly sensitive to any volatility in crude oil prices, thereby exposing the operating performance of the company. To mitigate such risk, the long term contracts executed with the company's oral care customers have a raw material cost escalation pass through clause in the contract. Awards for manufacturing non-oral care products are generally short term in nature and accordingly any price variations in the raw material prices are considered while quoting the contract price.

Foreign exchange fluctuation risk

The global nature of operations exposes the company to fluctuations in foreign exchange rates. Appropriate pass through clauses are incorporated in the long term contracts executed in the Oral Care segment wherein prices are reviewed/revised in the event of significant currency movement. The overall exposure is generally managed by creating natural hedge, foreign currency borrowings and by entering into forward foreign exchange contracts etc. Ability of the company to effectively manage its foreign exchange exposure remains critical to the credit profile of the company.

Future prospects

The boom in the global packaging sector hinges on both the growth in the global economy as well as the performance of the diverse range of industries that this sector caters to – pharmaceuticals, food and beverages, cosmetics, and other consumer goods. Additionally, exponentially expanding e-commerce market and rising demand for packaged foods have a direct bearing on the packaging sector. Emerging markets in South America, Eastern Europe, and Asia have demonstrated rapid growth of packaging industry, thanks to the booming consumer goods sector in these regions offering a foray of new opportunities to packaging suppliers globally. The trending demand in convenient and sustainable packaging has galvanized the robust growth in tube packaging market over the last few years. In Pharmaceuticals, use of high barrier, safe laminated tubes with features like tamper evidence, anti - counterfeit & innovative dispensing tubes are replacing age old aluminium tubes. Categories like foods & home are now seeing tubes as replacement to bottles & other traditional packaging for a range of products like condensed milk, wasabi sauce, cheese spread. These ensure huge growth opportunity for the company. The sector has become highly competitive owing to the presence of a large number of manufacturers in the industry. Innovative packaging, flexible packaging, and lower cost high quality printing are the key drivers of tube packaging market.

However, packaging industry especially personal care segment is expected to experience low demand growth on account of COVID-19 outbreak.

Liquidity: Strong

As on September 30, 2020, the company's cash and cash equivalents stood at around Rs.260 crore on a consolidated basis and Rs.90 crore on a standalone basis. The company has an overall gearing of below unity which provides sufficient headroom for debt, if required. The company's liquidity is also supported by a current ratio above unity. The company has made debt repayments of Rs.60 crore in H1FY21. The company's gross cash accruals are sufficient to meet remaining repayment obligations of Rs. 67 crore due in H2FY21. Apart from these repayments, the NCD repayment of Rs. 50 crore due in December 2020 is being refinanced by the proposed NCD issue of same size.

On a standalone basis, the company's fund based working capital limit utilization stands very low at 5% thus providing additional liquidity cushion.

Analytical approach: Consolidated

The consolidated financials have been considered for analytical purposes owing to financial and operational linkages between the company and its subsidiaries. The consolidated financials include the financials of 3 direct subsidiaries, 14 step-down subsidiaries and 1 associate company/joint venture.

Applicable Criteria

Criteria on assigning Outlook and Credit Watch to Credit Ratings CARE's Policy on Default Recognition Criteria for Short Term Instruments Rating Methodology-Consolidation and Factoring Linkages in Ratings Rating Methodology- Manufacturing Companies Financial ratios-Non-Financial Sector Liquidity Analysis of Non-Financial Sector Entities

About the Company

Essel Propack Limited (EPL), founded in 1982, is presently a global manufacturer of Laminated Plastic Tubes and Laminates. Its products are extensively used in the packaging of products across categories such as Beauty & Cosmetics, Pharma & Health, Foods, Home and Oral care. Holding Oral Care market share of 36% in volume terms globally (as per management), Essel Propack is one of the world's largest manufacturer with business in four geographical segments namely Americas (with operations in the USA, Mexico, and Colombia), Europe (with operations in the UK, Germany, Poland and Russia), AMESA (Africa, Middle East & South Asia – with operations in Egypt and India) and EAP (with operations in China and Phillipines). EPL functions through 20 state of the art facilities in eleven countries, selling approx. 8 billion tubes on an annual basis.

Brief Financials (Rs. crore)	FY19(A)	FY20 (A)
Total operating income	2730	2768
PBILDT	524	566
PAT	195	212
Overall gearing (times)	0.49	0.51
Interest coverage (times)	8.55	10.17

A: Audited

Status of non-cooperation with previous CRA: Not Applicable

Any other information: Not Applicable

Rating History for last three years: Please refer Annexure-2

Annexure-1: Details of Instruments/Facilities

Debentures-Non Convertible Debentures (Proposed)		50.00	CARE AA; Stable		
Instrument	Issuance	Rate	Date	(Rs. crore)	Rating Outlook
Name of the	Date of	Coupon	Maturity	Size of the Issue	Rating assigned along with

Annexure-2: Rating History of last three years

		Current Ratings			Rating history				
Sr. No.	Name of the Instrument/Bank Facilities	Туре	Amount Outstanding (Rs. crore)	Rating	Date(s) & Rating(s) assigned in 2020-2021	Date(s) & Rating(s) assigned in 2019-2020	Date(s) & Rating(s) assigned in 2018-2019	Date(s) & Rating(s) assigned in 2017-2018	
1.	Fund-based - LT- Term Loan	LT	150.00	CARE AA; Stable	1)CARE AA; Stable (11-Sep-20)	1)CARE AA; Stable (30-Sep-19) 2)CARE AA (Under Credit watch with Developing Implications) (03-May-19)	1)CARE AA; Stable (24-Aug-18)	1)CARE AA; Stable (17-Aug-17)	
2.	Fund-based/Non- fund-based-Short Term	ST	25.00	CARE A1+	1)CARE A1+ (11-Sep-20)	1)CARE A1+ (30-Sep-19) 2)CARE A1+ (03-May-19)	1)CARE A1+ (24-Aug-18)	1)CARE A1+ (17-Aug-17)	

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		. A.	Current Rating	s		Rating	history	
Sr. No.	Name of the Instrument/Bank Facilities	Туре	Amount Outstanding (Rs. crore)	Rating	Date(s) & Rating(s) assigned in 2020-2021	Date(s) & Rating(s) assigned in 2019-2020	Date(s) & Rating(s) assigned in 2018-2019	Date(s) & Rating(s) assigned in 2017-2018
3.	Fund-based - LT- Cash Credit	LT	120.00	CARE AA; Stable	1)CARE AA; Stable (11-Sep-20)	1)CARE AA; Stable (30-Sep-19) 2)CARE AA (Under Credit watch with Developing Implications) (03-May-19)	1)CARE AA; Stable (24-Aug-18)	1)CARE AA; Stable (17-Aug-17)
4.	Non-fund-based - LT/ ST-BG/LC	LT/ST	-	-	-	1)Withdrawn (30-Sep-19) 2)CARE AA / CARE A1+ (Under Credit watch with Developing Implications) (03-May-19)	1)CARE AA; Stable / CARE A1+ (24-Aug-18)	1)CARE AA; Stable / CARE A1+ (17-Aug-17)
5.	Non-fund-based - LT-BG/LC	LT		-	1)Withdrawn (11-Sep-20)	1)CARE AA; Stable (30-Sep-19) 2)CARE AA (Under Credit watch with Developing Implications) (03-May-19)	1)CARE AA; Stable (24-Aug-18)	1)CARE AA; Stable (17-Aug-17)
6.	Debentures-Non Convertible Debentures	LT		-	-	-	1)Withdrawn (24-Aug-18)	1)CARE AA; Stable (17-Aug-17)
7.	Fund-based-Short Term	ST	5.00	CARE A1+	1)CARE A1+ (11-Sep-20)	1)CARE A1+ (30-Sep-19) 2)CARE A1+ (03-May-19)	1)CARE A1+ (24-Aug-18)	1)CARE A1+ (17-Aug-17)
8.	Fund-based - LT/ ST-Working Capital Limits	LT/ST	47.00	CARE AA; Stable / CARE A1+	1)CARE AA; Stable / CARE A1+ (11-Sep-20)	1)CARE AA; Stable / CARE A1+ (30-Sep-19) 2)CARE AA / CARE A1+ (Under Credit watch with Developing Implications) (03-May-19)	1)CARE AA; Stable / CARE A1+ (24-Aug-18)	1)CARE AA; Stable / CARE A1+ (17-Aug-17)

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			Current Rating	S		Rating	history	
Sr. No.	Name of the Instrument/Bank Facilities	Amount Naci		Rating	Date(s) & Rating(s) assigned in 2020-2021	Date(s) & Rating(s) assigned in 2019-2020	Date(s) & Rating(s) assigned in 2018-2019	Date(s) & Rating(s) assigned in 2017-2018
9.	Debentures-Non Convertible Debentures	LT	50.00	CARE AA; Stable	1)CARE AA; Stable (11-Sep-20)	1)CARE AA; Stable (30-Sep-19) 2)CARE AA (Under Credit watch with Developing Implications) (03-May-19)	1)CARE AA; Stable (24-Aug-18)	1)CARE AA; Stable (13-Dec-17)
10.	Debentures-Non Convertible Debentures	LT	50.00	CARE AA; Stable	-	-	-	-

Annexure-3: List of entities in consolidated financials

Particulars	% holding (direct + Indirect)	Country of Incorporation	
Direct Subsidiary			
Arista Tubes Inc.	100% (100%)	USA	
Lamitube Technologies (Cyprus) Ltd	100% (100%)	Cyprus	
Lamitube Technologies Ltd	100% (100%)	Mauritius	
Step Down Subsidiary			
Essel Propack Misr for Advanced Packaging S.A.E	75% (75%)	Egypt	
Essel Packaging (Guangzhou) Ltd	100% (100%)	China	
Essel Packaging (Jiangsu) Ltd	100% (100%)	China	
EsselPropack Philippines, Inc.	100% (100%)	Philippines	
MTL DE Panama SA Panama	100% (100%)	Panama	
Essel Propack UK Limited	100% (100%)	United kingdom	
Essel Deutschland Gmbh& Co. KG	100% (100%)	Germany	
Essel Deutschland Management GMBH	100% (100%)	Germany	
Essel de Mexico, SA de CV	100% (100%)	Mexico	
Tubopack de Columbia S.A	100% (100%)	Colombia	
Essel de Columbia S.A.S.	100% (100%)	Colombia	
Essel Propack LLC	100% (100%)	Russia	
Essel Propack Polska Sp z.o.o	100% (100%)	Poland	
Essel Propack America, LLC	100% (100%)	USA	
Associate			
P.T. Lamipak Primula	30%	Indonesia	

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Annexure 4: Complexity level of various instruments rated for this Company

Sr. No.	Name of the Instrument	Complexity Level
1.	Debentures-Non Convertible Debentures	Simple

Note on complexity levels of the rated instrument: CARE has classified instruments rated by it on the basis of complexity. This classification is available at www.careratings.com. Investors/market intermediaries/regulators or others are welcome to write to care@careratings.com for any clarifications.

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Our ratings do not factor in any rating related trigger clauses as per the terms of the facility/instrument, which may involve acceleration of payments in case of rating downgrades. However, if any such clauses are introduced and if triggered, the ratings may see volatility and sharp downgrades.

**For detailed Rationale Report and subscription information, please contact us at <u>www.careratings.com</u>