



Ref No.: SEL /Reg. 30 – LODR / Apr-2018 / 01

April 04, 2018

Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex
Bandra (E), Mumbai-400 051.
NSE Symbol: SHEMAROO

Corporate Relationship Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400 023.
Scrip Code : 538685

Dear Sir/Madam,

Re: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019

Sub: Intimation of Credit Rating under Regulation 30 of the SEBI (LODR), Regulations, 2015

Pursuant to Regulation 30 read with Schedule III of SEBI (LODR) Regulations, 2015, we wish to inform you that CARE Ratings have reaffirmed the following ratings to Long term bank facilities availed by the Company:

Facilities	Amount (Rs. in crore)	Ratings
Long term Bank facilities – Term Loan	34.95	CARE A; Stable (Single A; Outlook: Stable)
Long term Bank facilities – Cash Credit	125.00	

The Letter/Press Release of the aforesaid rating agency(ies) are enclosed for your ready reference. The same is also disseminated on the website of the Company i.e. www.shemarooent.com.

This is for your information and records.

Thanking you,
Yours faithfully,

For Shemaroo Entertainment Limited


.....


Dipesh U. Gosar
Company Secretary & Compliance Officer
ICSI Membership No.: A23755

Enclosure: A/a

No. CARE/HO/RL/2018-19/1232
Mr. Hiren Gada
Director
Shemaroo Entertainment Limited
Shemaroo House, 18, Marol Co-op Estate,
Off Andheri Kurla Road,
Andheri (E), Mumbai – 400059

April 02, 2018

Confidential

Dear Sir,

Credit rating for bank facilities

On the basis of recent developments including operational and financial performance of your company for FY17 (audited) and 9MFY18 (provisional), our Rating Committee has reviewed the following ratings:

Facilities	Amount (Rs. crore)	Rating ¹	Remarks
Long term Bank Facilities – Term Loan	34.95 (enhanced from 31.50)	CARE A; Stable (Single A; Outlook:Stable)	Reaffirmed
Long term Bank Facilities – Cash Credit	125.00	CARE A; Stable (Single A; Outlook:Stable)	Reaffirmed
Total	159.95 (Rupees One hundred Fifty Nine Crore and Ninety Five lakhs only)		

2. Refer **Annexure 1** for details of rated facilities.
3. The rationale for the rating will be communicated to you separately. A write-up (press release) on the above rating is proposed to be issued to the press shortly, a draft of which is enclosed for your perusal as **Annexure-2**. 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

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

inaccuracies have inadvertently crept in. Kindly revert as early as possible. In any case, if we do not hear from you by April 04, 2018, we will proceed on the basis that you have no any comments to offer.

4. 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.
5. 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 bank facilities, CARE shall carry out the review on the basis of best available information throughout the life time of such bank facilities. In such cases the credit rating symbol shall 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.
6. CARE ratings do not take into account the sovereign risk, if any, attached to the foreign currency loans, and the ratings are applicable only to the rupee equivalent of these loans.
7. Users of this rating may kindly refer our website www.careratings.com for latest update on the outstanding rating.
8. CARE ratings are **not** recommendations to sanction, renew, disburse or recall the concerned bank facilities.

If you need any clarification, you are welcome to approach us in this regard.

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If you need any clarification, you are welcome to approach us in this regard.

Thanking you,

Yours faithfully,

M. S. Annappanavar

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Senior Manager

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AT Paul

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Encl.: As above

Disclaimer

CARE's ratings are opinions on credit quality and are not recommendations to sanction, renew, disburse or recall the concerned bank facilities or to buy, sell or hold any security. CARE has based its ratings/outlooks on information obtained from sources believed by it to be accurate and reliable. CARE does not, however, guarantee the accuracy, adequacy or completeness of any information and is not responsible for any errors or omissions or for the results obtained from the use of such information. Most entities whose bank facilities/instruments are rated by CARE have paid a credit rating fee, based on the amount and type of bank facilities/instruments.

In case of partnership/proprietary concerns, the rating/outlook assigned by CARE is based on the capital deployed by the partners/proprietor and the financial strength of the firm at present. The rating/outlook may undergo change in case of withdrawal of capital or the unsecured loans brought in by the partners/proprietor in addition to the financial performance and other relevant factors.

Annexure 1
Details of Rated Facilities

Banker / lender	Type of facility	Tenure	Rated Amount (Rs. Crore)	Remarks
State Bank of India	TL	LT	4.50	Repayable in 10 quarterly installments, last installment ending in Q1FY19.
Yes Bank	TL	LT	7.50	50% disbursed amt. repaid by 10th Sept, 2017 and remaining 50% of disbursed amt. repaid by 10th Aug, 2018.
Yes Bank	TL	LT	4.95	100% disbursed amt. to be repaid by 10th Sept, 2019.
Yes Bank	TL	LT	18.00	50% disbursed amt. to be repaid by 30th Sept, 2018 and remaining 50% of disbursed amt. to be repaid by 30th Sept, 2019.
NKGSB Bank	CC	LT	35.00	
State Bank of India	CC	LT	50.00	
Bank of India	CC	LT	40.00	
Total LT			159.95	
Grand Total			159.95	