

July 23, 2010

**CARE REVISES THE RATINGS ASSIGNED TO BANK FACILITIES OF  
LAQSHYA MEDIA PRIVATE LTD**

Facilities/Instruments	Amount (Rs. crore)	Ratings <sup>1</sup>	Remarks
Long-term Bank Facilities	72.47	<b>CARE D</b> <b>[Single D]</b>	Revised from CARE C [Single C]
Short-term Bank Facilities	17.00	<b>PR5</b> <b>[PR Five]</b>	Revised from PR4 [PR Four]
<b>Total Facilities</b>	<b>89.47</b>		

**Rating Rationale**

The revision in the ratings was on account of the ongoing delays in servicing of debt obligations of Laqshya Media Private Limited (LMPL). The delays were caused by liquidity pressure resulting from delay in realization of receivables.

**Company Profile**

Incorporated in 1997, Laqshya Media Pvt Ltd (LMPL) is engaged in Out of Home (OOH) media advertisement business which includes ads that can be viewed outdoors or indoors in retail, commercial and transit environments. LMPL faced liquidity pressures due to decline in revenues, stemming from lower corporate ad spends in outdoor media, compounded by late realizations from its debtors. Lack of further equity infusions from Private Equity (PE) players as anticipated also aggravated the liquidity position leading to continued delay on its term debt obligations as well as interest on working capital facility. LMPL posted net sales of Rs.78.70 crore and incurred a net loss of Rs.20.44 crore during FY10 (Provisional).

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*CARE has classified instruments rated by it on the basis of complexity. This classification is available at [www.careratings.com](http://www.careratings.com). Investors/market intermediaries /regulators or others are welcome to write to [care@careratings.com](mailto:care@careratings.com) for any clarifications.*

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<sup>1</sup>Complete definitions of the ratings assigned are available at [www.careratings.com](http://www.careratings.com) and in other CARE publications".

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