

## Rating Rationale

09 June 2026

### PVP Ventures Limited

**Brickwork Ratings reaffirms the ratings of BB+ (Stable) for the Non-Convertible Debentures of Rs 150 Crs. of PVP Ventures Limited and revises the outlook to Negative**

### Particulars

Instrument	Previous Amount (₹ Cr)	Present Amount (₹ Cr)	Previous Rating (16 Sep 2026)	Present Rating
NCD	150.00	<b>150.00</b>	BWR BB+ (Stable) (Affirmation)	<b>BWR BB+ (Negative) (Reaffirmation)</b>
<b>Total</b>	150.00	<b>150.00</b>	<b>Rupees One Hundred Fifty Crores Only</b>	

\*Please refer to BWR website [www.brickworkratings.com/](http://www.brickworkratings.com/) for definition of the ratings

\*\* Details of NCD is provided in Annexure-I&II

*BWR has relied upon audited financials up to FY25 and unaudited /Limited review results of FY26, financial and cash flow projections provided by the company*

### DETAILED RATIONALE FOR RATING ACTION / OUTLOOK

BWR has reaffirmed the ratings at BWR BB+ and changed the outlook to Negative. BWR notes that the company has a strategic partnership with various developers. PVP Ventures Limited has tied up with reputed developers like Casa Builders Private Limited, Rainbow Foundations Limited and Brigade Enterprises Limited for executing various projects.

The Ratings factors in early stage construction and demand risk of the project and dependence on the JDA partner. The project is launched in Q3 FY2025. The ratings are supported by the favourable location and a reasonably demonstrated execution track record of the JDA partner as well as strong cash flow coverage and escrow mechanism, together with an initial moratorium period which affords flexibility to service the NCD. Additionally, BWR notes that the company has concluded the OTS of the previously rated NCDs and is in pursuit of new business lines and is in the process of streamlining its intercompany transactions with other group companies.

**Outlook-Negative:** The Negative outlook is assigned to the long-term ratings of PVP Ventures Limited, as there is no clarity on the sales velocity of Project Mercury.

## KEY COVENANTS OF THE INSTRUMENT/FACILITY RATED

Terms	Details
Security Name (Name of the debt securities/non-convertible redeemable preference shares, which includes (Coupon/dividend, Issuer Name and maturity year)	18% PVP2029
Issuer	PVP Ventures Limited
Type of Instrument	Debentures
Nature of Instrument (secured or unsecured)	Secured
Seniority (Senior or subordinate)	Senior
Eligible Investors	Eligible Investors as defined in the NCS Master Circular who are specifically approached by the Issuer.
Listing (name of stock Exchange(s) where it will be listed)	National Stock Exchange
Issue Size	15000 Debentures of Face Value of INR 1,00,000/- each comprising of 9,500 Series A Debentures and 5,500 Series B Debentures
Details of the utilisation of the Proceeds	Series A Debentures: 95 crores Investment and/or acquisition towards HDT Business; Series B Debentures: 55 crores Investment towards development of Project Casagrand Mercury – Phase 3 by way of reimbursement to Company of expenses incurred towards Transaction Costs (to be paid on actuals and on furnishing invoices and receipts) and for Project Land acquisition (including value appreciation of Project Land), expenses incurred towards development of Project Casagrand Mercury – Phase 3 and purchase of assets with prior approval of Series B Debenture Holder subject to creation of security interest for the Secured Obligations in favour of the Debenture Trustee acting for the Debenture Holders;
Coupon/Dividend Rate	18% per annum, Quarterly
Coupon Type (fixed, floating or other structure)	Fixed
Tenor	31.03.2029, 48 months from the Deemed Date of Allotment
Moratorium	Notwithstanding anything contained in this Deed, the Coupon of Series A Debentures shall be serviced within 12 months from the Allotment Date, subject to Series A Debenture Holders' Entitlement. Notwithstanding anything contained in this Deed, the Coupon of Series A Debentures shall be serviced within 12 months from the Allotment Date, subject to Series A Debenture Holders' Entitlement. Notwithstanding anything contained in this Deed, the Coupon of Series B Debentures shall be serviced within 12 months from the Allotment Date, subject to Series B Debenture Holders' Entitlement..
Redemption Amount	Redeemed at Rs. 226.92 Crores (Principal payment of Rs. 150 crs plus interest payment of Rs. 72.98 crs plus

	redemption premium of Rs.3.94 crs)
Redemption Premium / Discount	1% or part thereof applicable at time of redemption or sale or purchase of Series A & B Debentures.
Issue Price	Face Value of INR 1,00,000
Face Value	INR 100000( One Lac) each
Minimum Application and in multiples thereafter	INR. 1,00,000 and multiples of 1 Debenture thereafter
Financial covenants and Additional covenants	The Gearing Ratio shall at all times be less than or equal to 50% till the relevant Mandatory Redemption Date.

## KEY RATING DRIVERS

### Rating strengths:-

**Demonstrated monetising track record of strategically located land parcel; strong JDA partner for future projects:** PVP Ventures Limited has an established track record of decades in the Chennai region through Joint Development agreements (JDAs) and has monetised its land bank through delivery of 23 Lsf of residential real estate projects in the past, along with Real estate developers. The 70-acre land parcel is located strategically and has a well-developed surrounding infrastructure, which also has a completed project named North Town, where 2000 families are already living and Project Rainbow, which is 100% complete. PVP has entered into a JDA with CASA Builders Private Limited to monetise 12 acres of land and further plans to execute a JV with Brigade on the remaining land parcel

**Debt secured through ring-fenced and escrowed cash flow from new project Mercury:** Mercury Project is a part of JDA with Casa Builder Private Limited. The company has an upcoming project, Mercury, along with co-developer Casa Builder Private Limited, which is a Joint Development Agreement between PVP Ventures and Casa Builder Private Limited in the ratio of 40 to 60%, respectively. The project in total has a total saleable area of 31,29,552 square feet(1678 units) and a total cash flow potential of Rs 560 Crs for PVP Ventures Limited. The company is expected to have an escrow mechanism in place for debt servicing of the proposed NCD repayment of Rs 150 Crs, wherein the cash flow of the Mercury project is expected to be escrowed with the investor, LIC. The Company is expected to have an average DSCR of 2.75 as repayment will take place until FY29, and the repayment schedule as per the debenture trustee deed is structured over four years until FY 29 with one year of moratorium for coupon and Installments are expected to be repaid from Q1FY 27 onwards. The company has launched the project in Q3FY26. The company is expected to have average cash coverage ratio of 1.41x for FY 26-30. Additional comfort is derived from cash flows of the Rainbow project, which has unsold inventory of 283 units both for PVP Ventures Limited and Rainbow Foundations Limited, and advances of Rs 45 Crs are realised from sold inventory of 185 units as on 31 May 2025, with no major operational cost for PVP Ventures Limited and total cash flow potential of Rs 107 Crs for PVP Ventures Limited.

### Rating weakness:-

**Project execution and market risk in the upcoming and recently launched projects:** The project Mercury is although launched recently with a developer share, it is still in the nascent stage of execution and is expected to be completed in Nov 2029 as per RERA timelines, exposing it to project execution/completion and time overrun risk along with sale/marketing risk. Any decline in demand may adversely impact its cash flow position, considering the project life cycle. Also, since the company has launched the project Rainbow in June 2023,

and the project is completed by Oct 2025 as per RERA timelines, leading to sale /marketing risk for the same. BWR also notes that, as per the key terms of the Joint Development Agreement PVP Ventures Limited is dependent on Casa Builders Private Limited to sell its inventory position, exposing it to competition in the industry in the close vicinity.

**Expected increase in leverage levels; debt-funded investments expected to remain high in the near term:** The company's debt levels are expected to increase moderately and are expected to be in the range of 0.37x on average in FY 26-27, primarily to fund the Investments/acquisitions and for reimbursement to the company for expenses incurred toward transaction costs and for project land acquisition for project Mercury. However, this risk is mitigated since the company is expected to realise healthy cash flow from operations in the medium term from project Mercury and project Rainbow, which is expected to result in repayment of debt in FY 27-29. However, any reduction in sales velocity could exert pressure on its debt protection metrics. Moreover, since the company has extended loans and advances to group companies (NCCPL) to the tune of Rs 240 Crs (as on 31 March 2025) for the acquisition of land, which are currently provided as security to SEBI, the company's gearing position (analysed ) is not meaningful until FY26.

**Cyclicality in the real estate sector:** The real estate sector is marked by volatile prices and a highly fragmented market structure because of many regional players. In addition, being a cyclical industry, the real estate sector is highly dependent on macroeconomic factors that render the company's sales vulnerable to any downturn in demand. Any new specific approvals on environment, social, and regulatory are expected to hit the project as the project duration is four years. However, the real estate industry is already covered under the RERA Act, and the act has been in place since 2016 onwards. The company has already obtained RERA approvals for the project and does not see major regulatory challenges.

**ANALYTICAL APPROACH AND APPLICABLE RATING CRITERIA:** BWR has applied a standalone approach as the project cash flows from this project are ringfenced.

#### **RATING SENSITIVITIES**

**Positive factors:** A positive rating action may result if the company is significantly able to improve its sales and collections in the medium term post-launch, while maintaining Gearing (analysed) < 1 over the medium term

**Negative factors:** A Negative rating action may result if the company is not able to generate significant sales in the medium term post-launch, and/or considerable debt-funded investments in new projects or acquisitions, resulting in weakening of Gearing (analysed) and liquidity position, on a sustained basis.

**LIQUIDITY INDICATORS(Adequate):** PVP has cash and cash equivalents of Rs 0.48 Crs. in FY26 at the standalone level. The company has repayment obligations of Rs 50 Crs against the estimated cash accruals of Rs 129.34 Crs in FY27. The company availed Rs 150 Crs of NCD's, which are expected to be repaid in FY27-29; however, coupon interest is paid and expected to be repaid after a moratorium period of one year from availment in Q4FY 26, and quarterly thereafter and principal repayment is expected to start from Q1FY 27 onwards

**COMPANY’s / FIRM’s PROFILE**

PVP Ventures Limited (“PVPL”), formerly SSI Limited, is headquartered in Chennai with business interests in real estate, media & entertainment and special situations. The company was incorporated in 1990 and has been listed since 1995 (as SSI till 2008 ).In 2008, PVPL acquired SSI Ltd., which had a 70-acre land parcel in the heart of Chennai, popularly known as “Binny Mills”. The group company, New Cyberabad City Projects Private Limited, also owns 135 acres of prime land in Shamshabad, Hyderabad. In 2009, PVPL signed a joint development agreement (“JDA”) with Unitech and Arihant Housing (“Developers”) on a revenue-sharing basis to build an integrated township called “Northtown” in the 70 acre land parcel in Chennai. and would be investing/has invested in healthcare services, diagnostics, imaging, pathology, tele radiology, senior living and treatment clinics business directly and/or through subsidiary and group entities.

**KEY FINANCIAL INDICATORS (Standalone)**

Key Parameters		FY 2024	FY25	FY 26
Result Type	Units	Audited	Audited	Audited
Operating Revenue	Rs.Crs	0.00	16.90	32.92
EBITDA	Rs.Crs	-10.75	-5.52	16.10
PAT	Rs.Crs	32.39	-3.90	0.91
Tangible Net Worth	Rs.Crs	213.47	209.20	398.93
Tangible Networth Analysed *	Times	NM	NM	NM
Total Debt/ Tangible Net Worth	Times	0.15	0.15	0.07
Total Debt/Tangible Networth (Analysed)	Times	NM	NM**	NM
Current Ratio	Times	1.17	1.17	1.55

\*This is as per the BWR calculation by reducing the intercompany transactions

\*\*NM -Not meaningful

**NON-COOPERATION WITH PREVIOUS CREDIT RATING AGENCY (IF ANY):**  
*NA*

**ESG:** Not applicable

**RATING HISTORY FOR THE PREVIOUS THREE YEARS [including withdrawal & suspended]**

Sl. No.	Instrument	Current Rating			Rating History		
		Type	Amount (Rs Crs)	Rating	2025	2024	2023
1	NCD	Long Term	150.00	BWR BB+ (Negative) (Reaffirmation) (08 June 2026)	Withdrawn (06 Feb 2025) BWR BB+ (Stable) Assignment of Provisional BWR BB+ (Stable) (03 April 2025) BWR BB+ (Stable) (Affirmation) (16 Sep 2025)	BWR D Continues in ISSUER NOT COOPERATING* (29 Oct 2024) (Reaffirmation)	BWR D Continues in ISSUER NOT COOPERATING* (03 Nov 2023) (Reaffirmation)
<b>Total</b>			150.00	<b>(Rupees One Hundred Fifty Crores Only)</b>			

\*Issuer did not cooperate based on the best available information

**ANY OTHER INFORMATION: NA**

**Hyperlink/Reference to Applicable Criteria**

- [General Criteria](#)
- [Approach to Financial Ratios](#)
- [Rating Criteria- Residential Real Estate](#)

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**PVP Ventures Limited**

**ANNEXURE I**

**Details of Bank Loan Facility rated by BWR : NA**

**ANNEXURE II**

**INSTRUMENT (NCD/Bonds/CP/FDs) DETAILS:**

Instrument	Issue Date	Amount Rs. Crs.	Coupon Rate	Maturity Date	ISIN Particulars	Complexity
NCD	09 april 2025-	150.00	18.00%	31 March 2029	INE362A07054	Complaex
NCD	09 april 2025-	150.00	18.00%	31 March 2029	INE362A07047	complex
<b>Total</b>		<b>150.00</b>	<b>(Rupees One Hundred Fifty Crores Only)</b>			

\*For more information, visit [www.brickworkratings.com/download/ComplexityLevels.pdf](http://www.brickworkratings.com/download/ComplexityLevels.pdf)

**ANNEXURE III**

**List of entities consolidated: NA**

**ANNEXURE IV**

**List of instruments and regulators**

As required by SEBI CRA Circular dated Feb 10, 2026, a list of activities or instruments falling under the purview of various FSRs, along with the names of respective FSRs, is being disclosed below

Instrument/Activity	Regulator
Listed/Proposed to be listed bonds/debentures/preference share (all securities)	SEBI
Unlisted/Proposed to be unlisted Bonds/Debentures/ Preference share (all securities)	MCA
Listed PTCs / Securitisation Notes (originated by entities regulated by RBI) <sup>1</sup>	SEBI
Listed PTCs / Securitisation Notes (originated by entities not regulated by RBI)- <sup>1</sup>	SEBI
Unlisted PTCs / Securitisation Notes (originated by entities regulated by RBI)- <sup>1</sup>	RBI
Listed Commercial Paper and NCDs with original maturity less than 1 year	RBI
Unlisted Commercial Paper and NCDs with original maturity less than 1 year	RBI
Loan Facilities (Fund/Non-Fund Based) from Bank/NBFCs/NHB/FIs - <sup>2</sup>	RBI
External Commercial Borrowings and other similar borrowings	RBI
Certificates of Deposit	RBI
Fixed Deposits raised by NBFC's, Banks, HFCs, Fis	RBI
Fixed Deposits raised by corporates other than NBFCs, Banks, HFCs, Fis	MCA
Inter Corporate Deposits/Loans extended by Corporates	MCA
Borrowing programme - <sup>3</sup>	-
Issuer Ratings <sup>4</sup>	-
Credit Ratings for Capital Protection Oriented Schemes (by Mutal Funds and AIFs)	SEBI
Credit quality ratings (CQRs) for Mutual Fund Schemes and Schemes of AIFs	SEBI

Listed Security Receipts	SEBI
Unlisted Security Receipts	RBI
Independent Credit Evaluation (ICE)	RBI
Expected Loss Ratings (for Loan Facilities (Fund/Non-Fund Based) from Bank/NBFCs/NHB/Fis)	RBI
Expected Loss Ratings (Listed/Proposed to be listed bonds/debentures/preference share (all securities))	SEBI
Expected Loss Ratings (Unlisted/Proposed to be unlisted Bonds/Debentures/Preference share (all securities))	MCA
Unlisted PTCs / Securitisation Notes (originated by entities not regulated by RBI) <sup>-1</sup>	Investor-side Regulator such as IRDAI, PFRDA <sup>5</sup>
Monitoring Agency	SEBI
Research activities, incidental to rating, such as research for Economy, Industries and Companies <sup>6</sup>	NA

- Includes securitisation transactions involving assignee payout, acquirer's payout.
- Includes bank facilities such as liquidity facility, second loss facility that are part of securitisation transactions.
- The rated instrument may involve issuance of different instruments such as debt securities (listed or otherwise), bank loans, commercial paper (listed or otherwise), etc. The regulator of the instrument may accordingly be SEBI, RBI or MCA and can only be determined upon issuance. In PRs subsequent to issuance(s), BWR shall separately capture the rated quantum details along with names of respective regulators.
- There is no instrument being rated and hence, Regulator of the Instrument is not applicable.
- These ratings were assigned during the regulatory regime prior to the introduction of the SEBI CRA Circular dated Feb 10, 2026, and accordingly, investor-side regulators have been included.
- Permitted by SEBI vide SEBI Master Circular for CRAs

**Grievance Management:** For any grievances relating to the rating of instruments regulated by SEBI, please contact [sebigrievance@brickworkratings.com](mailto:sebigrievance@brickworkratings.com). Kindly note that for activities or instruments falling under the purview of FSRs other than SEBI, the grievance/dispute redressal mechanisms and investor protection mechanisms provided by SEBI shall not be available

**For any grievances relating to the rating of instruments regulated by other FSR (Financial Sector Regulators),** please contact [grievance@brickworkratings.com](mailto:grievance@brickworkratings.com)

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