The Pakistan Credit Rating Agency Limited

Rating Report

Interwood Mobel (Pvt.) Limited

Report Contents

Rating History

Dissemination Date	Long Term Rating	Short Term Rating	Outlook	Action	Rating Watch
30-Dec-2022	A-	A2	Stable	Maintain	-
04-Aug-2022	A-	A2	Stable	Upgrade	-
04-Aug-2021	BBB+	A2	Stable	Maintain	-
07-Aug-2020	BBB+	A2	Stable	Maintain	-
09-Aug-2019	BBB+	A2	Stable	Maintain	-
12-Feb-2019	BBB+	A2	Stable	Initial	-

Rating Rationale and Key Rating Drivers

Interwood Mobel (Private) Limited ('Interwood Mobel' or 'the Company') is engaged in the manufacturing & sale of complete range of home, offices, kitchens, doors, wardrobes, flooring, accessories and bespoke furniture. The ratings reflect Company's strong brand equity and long-established presence in the furniture & fixture industry of Pakistan. High competition subsists in the domestic market on back of unstructured & unregulated players. Key opportunities are generically available to the furniture manufacturers & dealers in terms of growing urbanization, supportive regulatory structure, rapid changes in furniture trends, disposable income of consumers, and robust online buying. Demand in the furniture market is intact, however raw material has been depleted over the years due to deforestation. Interwood Mobel procures safe and good quality imported wood to secure reliability and durability of its furniture. From wood seasoning and processing, to robotic painting, polishing, crafting and finishing, the Company's factory is a marvel of innovation and technology to achieve mass production capability, operational efficiency and reduce overheads. The Company has mitigated risks associated with contractual jobs by focusing on the retail market. It has been successful in evolving its business portfolio and enjoys a healthy mix between retail and corporate sales. The assigned ratings take into account the Company's state-of-the-art facilities, national footprint, brand's value, and mega-scale projects. Further, it draws direct comfort from forecasted revenue, growth and margins as depicted in Company's financial projections. During FY22, the Company witnessed topline growth of ~14% owing to volumetric growth and better prices. Further, segment mix and diversified product line bode well for the Company to gain a competitive edge. Interwood Mobel enjoys upright margins on back of targeting mid-to-high end customers. Financial risk profile of the Company is considered adequate with steady coverages, working capital cycle and cash flows. The Company's capital structure is leveraged; encompassed STBs. Further, implementation of good governance structure is required to ensure compliance at all levels and smooth running of operations.

The ratings are dependent on the Company's ability to maintain its leading position in the industry while improving top-line and margins amid changing business environment. Meanwhile, better financial profile through effective working capital management, maintaining strong coverages and sufficient cushion to borrow at trade level will be critical for ratings.

Disclosure	
Name of Rated Entity	Interwood Mobel (Pvt.) Limited
Type of Relationship	Solicited
Purpose of the Rating	Entity Rating
Applicable Criteria	Methodology | Corporate Rating(Jun-22),Methodology | Correlation Between Long-term & Short-term Rating Scales(Jun-22),Methodology | Rating Modifiers(Jun-22)
Related Research	Sector Study | Furniture & Fixtures(Feb-22)
Rating Analysts	Iqra Toqeer | iqra.toqeer@pacra.com | +92-42-35869504

Profile

Legal Structure Interwood Mobel (Private) Limited ('Interwood Mobel' or 'the Company') is a private limited company.

Background The Company was founded by Mr. Farooq Ahmed Malik and commenced operations in 1974 with a small workshop in Lahore. Over the years, the Company has been able to expand operations by investing in state-of-the-art machinery and automation of production lines. Initially, the Company's key area of focus had been accepting and executing contractual jobs. However, post 2002, the Company has developed its business profile by tapping the retail market.

Operations The Company is involved in the manufacture and sale of furniture & allied items. The Company's head office and production facility are consolidated in one location at Sultan Mehmood Road, Lahore. The Company has nine, company operated, retail outlets concentrated in Karachi (2), Lahore (2), Islamabad (2), Peshawar (1), Rawalpindi (1) and Gujranwala (1). Additionally, it has established presence in other major cities through dealer networks.

Ownership

Ownership Structure Major shareholding of the Company (~99.9%) lies with Farooq Family. Mr. Farooq Ahmed, the founder and his wife Ms. Ghazala Farooq own ~17% & ~16%, respectively. Meanwhile, their sons Mr. Omar Farooq and Mr, Ali Farooq own ~33% each. Remaining shareholding (~0.1%) is held by other close relatives of the family.

Stability Ownership structure of the Company is seen as stable as no changes are expected in the near future.

Business Acumen Sponsors are considered to have strong business acumen, giving consideration to industry knowledge of more than forty years with noteworthy positioning in the industry.

Financial Strength Since Interwood Mobel is a standalone company, financial strength is gauged by the financial profile of sponsors and their willingness to support the business, which is considered to be adequate.

Governance

Board Structure Board of Directors comprises four members which includes the Chairman and three executive directors. Moreover, it is completely dominated by the sponsoring family, indicating lack of independent oversight.

Members' Profile Members have strong profiles with technical expertise and specialize in production & retail, in addition to furniture manufacturing.

Board Effectiveness The Board has an Audit Committee in place which comprises four members and meets bi-annually.

Financial Transparency M/s Crowe Hussain Chaudhury & Co., Chartered Accountants, the external auditors of the Company hold QCR rating of ICAP and fall in category 'A' of SBP. The auditors have expressed an unqualified audit opinion on the Company's financial statements for the period ended June 30th, 2022.

Management

Organizational Structure Organizational structure of the Company is defined based on eight departments, including operations, sales and marketing, accounts and internal audit, among others. With the exception of the internal audit department, each departmental head reports to the Chief Executive Officer. Functions of supply chain, pre-production, production, plant maintenance and information technology come under the purview of general manager operations.

Management Team Management comprises of experienced individuals, representing a good skill mix. Mr. Omar Farooq, the Chief Executive Officer, holds a BSc in furniture design and manufacturing, he has been associated with the Company for the past 25 years. He is ably supported by a professional management team.

Effectiveness In order to ensure efficient operations, the Company has in place three management committees, namely, Procurement Committee, Supply Chain Committee and Human Resources Committee. All three committees are headed by the Chief Executive and comprise relevant department heads.

MIS The Company deployed SAP Business One as its Enterprise Resource and Planning system in 2017. The system improves the flow of information and facilitates the generation of reports required by management.

Control Environment The Company has a strong control environment in place through its internal audit department. The scope of the department entails carrying out various tests and activities for identifying vulnerabilities and rectifying them. Activities are conducted on a monthly basis at the Company's factory and showrooms spread across Pakistan.

Business Risk

Industry Dynamics The furniture industry of Pakistan is largely unstructured and comprises of a multitude of small-to-medium sized players. As a result, there is a high level of competition with unregulated players. The organized segment of the industry consists of players targeting high-end customers. They are Interwood Mobel, Habitt Furniture, National Furniture, Gourmet Furniture and Chenone. The industry reflects encouraging prospects on the back of growth in the urban middle class and increasing personal disposable income in major cities. This will slowly but steadily improve the consumption pattern relating to non-essential items and luxury goods. The industry mainly caters local market with small proportion of export sales. In FY21, exports stood at PKR 824mln (USD 5.2mln). However, local imports in FY21 stood at PKR 15,447mln (USD 96mln). During 7MFY22, the exports nearly doubled and stood at PKR 864mln as compared to PKR 295mln in 7MFY21. Pakistan's exports furniture destinations are towards USA, followed by Middle Eastern countries, UK, Canada, etc. According to highlights shared by Statista, in the Furniture segment, the number of users is expected to amount to 22.3m users by 2027. With a projected market volume of US$123,500.00m in 2022, most revenue is generated in the United States, reflecting export avenues for Pakistan.

Relative Position Interwood Mobel holds a strong position in the market due to its unparalleled production plant and manufacturing capability. Although it has no direct competition, it faces area and product specific competition from numerous small to medium sized players.

Revenues The Company earns its revenues from six main product categories, which include office furniture, home furniture, kitchens, wardrobes, doors and others. The revenue stream is fairly concentrated with office and home furniture accounting for majority of sales. During FY22, the Company's top-line clocked at PKR 4,166mln (FY21: 3,646mln). Increase of ~14.3% YoY basis on account of contract-based projects with provincial educational institutes and others.

Margins In FY22, Interwood Mobel's gross margin increased and stood at 36.3% (FY21: ~33.0%) partly as a result of more sales, better prices and BMR activities occurred last year. Meanwhile, operating margin also increased and stood at ~18.6% (FY21: ~12.1%). During FY22, the Company's finance cost increased to PKR 477mln (FY21: PKR 438mln) on back of high interest rates. However, the Company's net profit margin recorded at ~5.0% (FY21: ~ negative 3.8%) while net profit clocked at PKR 210mln (FY21: ~negative PKR 137mln).

Sustainability The Company is focusing on spacious model of its retail outlet, in this regard two small retail outlets in Lahore have been closed and one sizeable outlet has been opened in Gujranwala with the area of ~25,000 Square ft. Going forward, the Company will continue its planned capital expenditure in order to improve manufacturing efficiency. Moreover, the Company also intends to improve its e-commerce capabilities to cater to the growing online market.

Financial Risk

Working Capital The Company's working capital is predominantly a function of its inventories as sufficient stock levels of various products must be maintained to cater to customer demand. The Company's inventory days increased in FY22 to 293 days (FY21: 263 days). Meanwhile, the Company benefits from advance payments from customers due to which trade receivable days stood at 51 days (FY21: 46 days). Therefore, gross working capital days stood at 344 days (FY21: 309 days). The Company's trade payable days increased to 53 days in FY22 (FY21: 57 days) and thus, net working capital days clocked at 291 days (FY21: 252 days). The Company's short term trade leverage declined to 13.8% (FY21: 16.3%), showing adequate room to borrow against working capital requirements.

Coverages During FY22, the Company's FCFO clocked at PKR 1,094mln (FY21: PKR 981mln). Meanwhile, finance cost increased to PKR 477mln (FY21: PKR 438mln) on back of increase in short-term debt and high borrowing cost. During FY22, the Company's interest coverage ratio remains stagnant at 2.4x (FY21: 2.4x) and the debt coverage ratio slightly improved to 1.0x (FY21: 0.8x).

Capitalization During FY22, leveraging ratio of the Company stood at ~46.4% (FY21: 45.4%) despite the increase in total borrowings (FY22: 4,206mln, FY21: PKR 3,886mln) on account of better profitability. Meanwhile, short-term borrowings constituted approx. ~60% of total borrowings (FY21: ~49%) as short-term borrowings increased to PKR 2,539mln in FY22 (FY21: PKR 1,911mln).

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Financial Summary
PKR mln

Interwood Mobel (Private) Limited	Jun-22	Jun-21	Jun-20	Jun-19
Furniture & Fixture	12M	12M	12M	12M
A BALANCE SHEET				
1 Non-Current Assets	7,304	7,467	7,455	4,063
2 Investments	-	-	-	203
3 Related Party Exposure	156	157	73	108
4 Current Assets	5,078	4,054	3,469	3,120
a Inventories	*3,764*	*2,929*	*2,334*	*2,127*
b Trade Receivables	*645*	*511*	*406*	*256*
5 Total Assets	12,538	11,677	10,996	7,494
6 Current Liabilities	1,782	1,348	1,224	1,986
a Trade Payables	*590*	*627*	*521*	*570*
7 Borrowings	4,206	3,886	3,244	2,326
8 Related Party Exposure	233	303	324	286
9 Non-Current Liabilities	1,192	1,105	1,033	344
10 Net Assets	5,125	5,035	5,172	2,552
11 Shareholders' Equity	5,125	5,035	5,172	2,552
B INCOME STATEMENT				
1 Sales	4,166	3,646	3,112	3,064
a Cost of Good Sold	*(2,655)*	*(2,442)*	*(1,910)*	*(1,981)*
2 Gross Profit	1,511	1,204	1,202	1,082
a Operating Expenses	(737)	(764)	(626)	(656)
3 Operating Profit	774	440	577	426
a Non Operating Income or (Expense)	*9*	*(9)*	*20*	*(57)*
4 Profit or (Loss) before Interest and Tax	783	430	597	369
a Total Finance Cost	*(477)*	*(438)*	*(459)*	*(228)*
b Taxation	*(96)*	*(129)*	*159*	*(53)*
6 Net Income Or (Loss)	210	(137)	296	89
C CASH FLOW STATEMENT				
a Free Cash Flows from Operations (FCFO)	*1,094*	*981*	*848*	*461*
b Net Cash from Operating Activities before Working Capital Changes	*651*	*629*	*485*	*242*
c Changes in Working Capital	*(692)*	*(636)*	*(1,035)*	*266*
1 Net Cash provided by Operating Activities	(41)	(7)	(550)	508
2 Net Cash (Used in) or Available From Investing Activities	(253)	(384)	(56)	(663)
3 Net Cash (Used in) or Available From Financing Activities	288	448	582	180
4 Net Cash generated or (Used) during the period	(6)	57	(24)	26
D RATIO ANALYSIS				
1 Performance				
a Sales Growth (for the period)	14.3%	17.2%	1.6%	5.1%
b Gross Profit Margin	36.3%	33.0%	38.6%	35.3%
c Net Profit Margin	5.0%	-3.8%	9.5%	2.9%
d Cash Conversion Efficiency (FCFO adjusted for Working Capital/Sales)	9.7%	9.5%	-6.0%	23.7%
*e Return on Equity [Net Profit Margin * Asset Turnover * (Total Assets/Sh*	4.1%	-2.7%	7.7%	3.6%
2 Working Capital Management				
a Gross Working Capital (Average Days)	344	309	300	282
b Net Working Capital (Average Days)	291	252	237	224
c Current Ratio (Current Assets / Current Liabilities)	2.8	3.0	2.8	1.6
3 Coverages				
a EBITDA / Finance Cost	2.6	2.4	2.2	3.1
b FCFO / Finance Cost+CMLTB+Excess STB	1.0	0.8	1.1	1.0
c Debt Payback (Total Borrowings+Excess STB) / (FCFO-Finance Cost)	3.0	3.9	5.4	6.6
4 Capital Structure				
a Total Borrowings / (Total Borrowings+Shareholders' Equity)	46.4%	45.4%	40.8%	50.5%
b Interest or Markup Payable (Days)	91.7	100.5	69.7	49.1
c Entity Average Borrowing Rate	10.5%	10.5%	13.9%	8.3%

Credit Rating

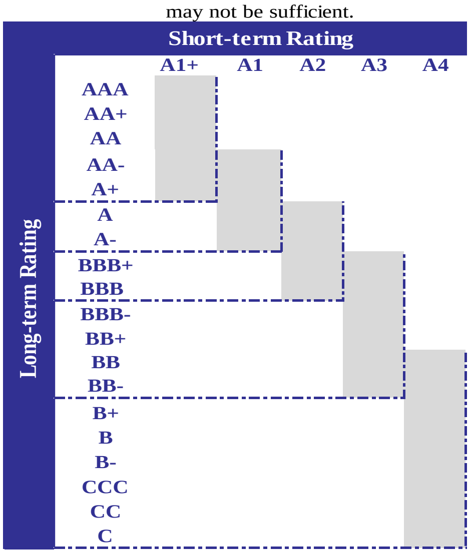
Credit rating reflects forward-looking opinion on credit worthiness of underlying entity or instrument; more specifically it covers relative ability to honor financial obligations. The primary factor being captured on the rating scale is relative likelihood of default.

Long-term Rating

Scale	Definition
AAA	**Highest credit quality.** Lowest expectation of credit risk. Indicate exceptionally strong capacity for timely payment of financial commitments
AA+ AA AA-	**Very high credit quality.** Very low expectation of credit risk. Indicate very strong capacity for timely payment of financial commitments. This capacity is not significantly vulnerable to foreseeable events.
A+ A A-	**High credit quality.** Low expectation of credit risk. The capacity for timely payment of financial commitments is considered strong. This capacity may, nevertheless, be vulnerable to changes in circumstances or in economic conditions.
BBB+ BBB BBB-	**Good credit quality.** Currently a low expectation of credit risk. The capacity for timely payment of financial commitments is considered adequate, but adverse changes in circumstances and in economic conditions are more likely to impair this capacity.
BB+ BB BB-	**Moderate risk.** Possibility of credit risk developing. There is a possibility of credit risk developing, particularly as a result of adverse economic or business changes over time; however, business or financial alternatives may be available to allow financial commitments to be met.
B+ B B-	**High credit risk.** A limited margin of safety remains against credit risk. Financial commitments are currently being met; however, capacity for continued payment is contingent upon a sustained, favorable business and economic environment.
CCC CC C	**Very high credit risk.** Substantial credit risk "CCC" Default is a real possibility. Capacity for meeting financial commitments is solely reliant upon sustained, favorable business or economic developments. "CC" Rating indicates that default of some kind appears probable. "C" Ratings signal imminent default.
D	Obligations are currently in default.

Short-term Rating

Scale	Definition
A1+	The highest capacity for timely repayment.
A1	A strong capacity for timely repayment.
A2	A satisfactory capacity for timely repayment. This may be susceptible to adverse changes in business, economic, or financial conditions.
A3	An adequate capacity for timely repayment. Such capacity is susceptible to adverse changes in business, economic, or financial
A4	The capacity for timely repayment is more susceptible to adverse changes in business, economic, or financial conditions. Liquidity may not be sufficient.



**The correlation shown is indicative and, in certain cases, may not hold.*

Outlook (Stable, Positive, Negative, Developing) Indicates the potential and direction of a rating over the intermediate term in response to trends in economic and/or fundamental business/financial conditions. It is not necessarily a precursor to a rating change. 'Stable' outlook means a rating is not likely to change. 'Positive' means it may be raised. 'Negative' means it may be lowered. Where the trends have conflicting elements, the outlook may be described as 'Developing'.

Rating Watch Alerts to the possibility of a rating change subsequent to, or, in anticipation of some material identifiable event with indeterminable rating implications. But it does not mean that a rating change is inevitable. A watch should be resolved within foreseeable future, but may continue if underlying circumstances are not settled. Rating watch may accompany rating outlook of the respective opinion.

Suspension It is not possible to update an opinion due to lack of requisite information. Opinion should be resumed in foreseeable future. However, if this does not happen within six (6) months, the rating should be considered withdrawn.

Withdrawn A rating is withdrawn on a) termination of rating mandate, b) the debt instrument is redeemed, c) the rating remains suspended for six months, d) the entity/issuer defaults., or/and e) PACRA finds it impractical to surveill the opinion due to lack of requisite information.

Harmonization A change in rating due to revision in applicable methodology or underlying scale.

Surveillance. Surveillance on a publicly disseminated rating opinion is carried out on an ongoing basis till it is formally suspended or withdrawn. A comprehensive surveillance of rating opinion is carried out at least once every six months. However, a rating opinion may be reviewed in the intervening period if it is necessitated by any material happening.

Note. This scale is applicable to the following methodology(s):

a) Broker Entity Rating
b) Corporate Rating
c) Debt Instrument Rating
d) Financial Institution Rating
e) Holding Company Rating
f) Independent Power Producer Rating
g) Microfinance Institution Rating
h) Non-Banking Finance Companies Rating

Regulatory and Supplementary Disclosure

(Credit Rating Companies Regulations,2016)

Rating Team Statements

(1) Rating is just an opinion about the creditworthiness of the entity and does not constitute recommendation to buy, hold or sell any security of the entity rated or to buy, hold or sell the security rated, as the case may be | Chapter III; 14-3-(x)

2) **Conflict of Interest**

i. The Rating Team or any of their family members have no interest in this rating | Chapter III; 12-2-(j)
ii. PACRA, the analysts involved in the rating process and members of its rating committee, and their family members, do not have any conflict of interest relating to the rating done by them | Chapter III; 12-2-(e) & (k)
iii. The analyst is not a substantial shareholder of the customer being rated by PACRA [Annexure F; d-(ii)] Explanation: for the purpose of above clause, the term "family members" shall include only those family members who are dependent on the analyst and members of the rating committee

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(4) PACRA does not disclose or discuss with outside parties or make improper use of the non-public information which has come to its knowledge during business relationship with the customer | Chapter III; 10-7-(d)
(5) PACRA does not make proposals or recommendations regarding the activities of rated entities that could impact a credit rating of entity subject to rating | Chapter III; 10-7-(k)

Conduct of Business

(6) PACRA fulfills its obligations in a fair, efficient, transparent and ethical manner and renders high standards of services in performing its functions and obligations; | Chapter III; 11-A-(a)
(7) PACRA uses due care in preparation of this Rating Report. Our information has been obtained from sources we consider to be reliable but its accuracy or completeness is not guaranteed. PACRA does not, in every instance, independently verifies or validates information received in the rating process or in preparing this Rating Report | Clause 11-(A)(p).
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(9) PACRA ensures before commencement of the rating process that an analyst or employee has not had a recent employment or other significant business or personal relationship with the rated entity that may cause or may be perceived as causing a conflict of interest; | Chapter III; 11-A-(r)
(10) PACRA maintains principal of integrity in seeking rating business | Chapter III; 11-A-(u)
(11) PACRA promptly investigates, in the event of a misconduct or a breach of the policies, procedures and controls, and takes appropriate steps to rectify any weaknesses to prevent any recurrence along with suitable punitive action against the responsible employee(s) | Chapter III; 11-B-(m)

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(12) PACRA receives compensation from the entity being rated or any third party for the rating services it offers. The receipt of this compensation has no influence on PACRA´s opinions or other analytical processes. In all instances, PACRA is committed to preserving the objectivity, integrity and independence of its ratings. Our relationship is governed by two distinct mandates i) rating mandate - signed with the entity being rated or issuer of the debt instrument, and fee mandate - signed with the payer, which can be different from the entity
(13) PACRA does not provide consultancy/advisory services or other services to any of its customers or to any of its customers' associated companies and associated undertakings that is being rated or has been rated by it during the preceding three years unless it has adequate mechanism in place ensuring that provision of such services does not lead to a conflict of interest situation with its rating activities; | Chapter III; 12-2-(d)
(14) PACRA discloses that no shareholder directly or indirectly holding 10% or more of the share capital of PACRA also holds directly or indirectly 10% or more of the share capital of the entity which is subject to rating or the entity which issued the instrument subject to rating by PACRA; | Reference Chapter III; 12-2-(f)
(15) PACRA ensures that the rating assigned to an entity or instrument is not be affected by the existence of a business relationship between PACRA and the entity or any other party, or the non-existence of such a relationship | Chapter III; 12-2-(i)
(16) PACRA ensures that the analysts or any of their family members shall not buy or sell or engage in any transaction in any security which falls in the analyst's area of primary analytical responsibility. This clause shall, however, not be applicable on investment in securities through collective investment schemes. | Chapter III; 12-2-(l)
(17) PACRA has established policies and procedure governing investments and trading in securities by its employees and for monitoring the same to prevent insider trading, market manipulation or any other market abuse | Chapter III; 11-B-(g)

Monitoring and review

(18) PACRA monitors all the outstanding ratings continuously and any potential change therein due to any event associated with the issuer, the security arrangement, the industry etc., is disseminated to the market, immediately and in effective manner, after appropriate consultation with the entity/issuer; | Chapter III | 18-(a)
(19) PACRA reviews all the outstanding ratings on semi-annual basis or as and when required by any creditor or upon the occurrence of such an event which requires to do so; | Chapter III | 18-(b)
(20) PACRA initiates immediate review of the outstanding rating upon becoming aware of any information that may reasonably be expected to result in downgrading of the rating; | Chapter III | 18-(c)
(21) PACRA engages with the issuer and the debt securities trustee, to remain updated on all information pertaining to the rating of the entity/instrument; | Chapter III | 18-(d)

Probability of Default

(22) PACRA´s Rating Scale reflects the expectation of credit risk. The highest rating has the lowest relative likelihood of default (i.e, probability). PACRA´s transition studies capture the historical performance behavior of a specific rating notch. Transition behavior of the assigned rating can be obtained from PACRA´s Transition Study available at our website. (www.pacra.com). However, actual transition of rating may not follow the pattern observed in the past | Chapter III | 14-(f-VII)

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