



The Pakistan Credit Rating Agency Limited

Rating Report

Jadeed Feeds Industries (Pvt.) Limited

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Rating History

Dissemination Date	Long Term Rating	Short Term Rating	Outlook	Action	Rating Watch
24-Feb-2023	A-	A2	Stable	Maintain	-
25-Feb-2022	A-	A2	Stable	Maintain	-
25-Mar-2021	A-	A2	Stable	Initial	-

Rating Rationale and Key Rating Drivers

Pakistan has the capacity to produce ~10mln MT of feed annually. The industry generates an estimated annual turnover of ~PKR 350bln to PKR 450bln from local sales to poultry farms. Currently, an uptick in poultry prices has improved the dynamics of poultry and poultry feed segments. The cost of soybean oilseed and maize has seen a surge of ~50% during FY22. However, during 6MFY23, oilseed cost remain on a declining trend. While rupee depreciation made exports expensive for the local crusher; hence, meal cost also posted an inflationary trend. Despite increase in the feed and poultry product prices, industry's margins remain stretched. However, the industry is able to manage its working capital cycle in a stable manner. Going forward, cashflows and liquidity are expected to remain stable. The FY22 floods have damaged livestock and crops. Overall, ~31% of livestock holders have lost animal/poultry due to floods and ~54% of affected households reportedly lost poultry feed. Consequently, livestock holders are facing a severe shortage of fodder/feed for livestock. This is expected to lead an increase in feed prices in FY23.

The ratings reflect Jadeed Feed's association with Jadeed Group, a leading and integrated player in the poultry supply chain. The Group has a significant presence along the poultry supply chain as it imports and breeds grandparent poultry stock (Ross 308). The Company's current business line comprises three main products: poultry feed variants, poultry breeding stock, and day-old chicks. The Company's topline is dominated by poultry feed sales followed by poultry breeder stock and day old chick sales. Topline remains strong supported by increased prices. However, increased cost has impacted the margins. Inventory management system and related efficiencies are expected to keep the Company's working capital costs low. The financial risk profile is demonstrated by an adequate cash cycle to fund working capital needs, Coverages and capital structure remain strong. The Sponsors need to execute a formal shareholding agreement to provide clarity on succession. Moreover, changes in governance framework would be beneficial.

The ratings are dependent on the management's ability to prudently manage liquidity and working capital requirements. The management's ability to build profitable volumes and adherence to strong financial discipline remains critical for the ratings. Significant deterioration in coverages and/or margins will have a negative impact on the ratings. Envisioned improvement in business and financial profile along with effective breeder stock and day-old chick sales.

Disclosure

Name of Rated Entity	Jadeed Feeds Industries (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 Poultry Feed(Jan-23)
Rating Analysts	Faiqa Qamar faiqa.qamar@pacra.com +92-42-35869504

Profile

Legal Structure Jadeed Feeds Industries (Pvt.) Limited ('Jadeed Feeds' or 'the Company') was incorporated in Jun-08 as a Private Limited Company as per the Company Act, 2017.

Background Mr. Javaid, along with his brothers, setup poultry business in 1980's. In 2005, the assets split and S.B. Feeds was renamed as Jadeed Farms. In 2008, the Group setup its first feed mill with a manufacturing capacity of 60MT per hour. In 2017, the Group setup its edible oil mill, as its backward integration plan. Lately, the Group increased its combined feed manufacturing capacity to 240MT per hour and merged Jadeed Farms and Jadeed GP Farms into Jadeed Feeds.

Operations The Company is primarily involved in manufacturing and selling variants of poultry feed, along with breeding grandparent stock (Ross -308) and selling poultry breeding stock and day-old chicks. The Company's feed mills have a combined capacity of 576,000MT per annum. Utilization levels posted a stable trend ~41%. Breeding farms, located across Pakistan, are fully utilized. The Company's hatcheries, located in Kot Momin, have a utilization level of ~67% during FY22.

Ownership

Ownership Structure The Company's major ownership resides with Mr. Jan Mohammad Javaid (~81%). The remaining stake resides with his two sons Mr. Muhammad Sohaib Javaid (~7%) and Mr. Muhammad Safwan Javaid (~7%), and wife, Mrs. Shazia Javaid (~5%).

Stability Ownership of the business is seen as stable as the major ownership vests with Mr. Javaid. Moreover, succession plan has been formally documented.

Business Acumen Jadeed Group has experienced multiple business cycles and have maintained their league since 2005. The Group is among the few players that imports and breeds Grand Parent stock and is among the highest GP chick producers in Pakistan.

Financial Strength The Group has substantial financial strength with a consolidated asset base of PKR ~36bln and an equity base of ~PKR 11bln as of FY22. Group's turnover and PAT stood at ~PKR 70bln and PKR 2bln, respectively, during FY22.

Governance

Board Structure The Company's BoD comprises three Executive Directors from the sponsoring family. However, independent oversight and diversity is required for a streamlined governance structure.

Members' Profile The BoD members are very well equipped with relevant business knowledge. Mr. Javaid has ~41 years of experience in poultry and allied chain; while, Mr. Sohaib and Mr. Safwan also have above a decade of experience and are actively managing operations.

Board Effectiveness The BoD is assisted by Board Audit Committee, comprising 5 members. The Committee is headed by Mr. Safwan and meets on quarterly basis. Minutes of the BoD and Committee meetings are adequately maintained.

Financial Transparency External auditors Muniff Ziauddin and Co. Chartered Accountants have expressed an unqualified opinion on the financial statements of the Company for year ended Jun-22. The firm has been QCR rated and is in category A of SBP's panel.

Management

Organizational Structure The Company operates through three functions: Production, Finance, Marketing and Sales. All functional managers' report to the CEO, who makes pertinent decisions.

Management Team The Company's management comprises of experienced professionals. Mr. Javaid, Group's CEO, has significant experience and expertise in the poultry and feeds industry. The group CFO, Mr. Aamir Shahzad Mughal is an FCA and has an overall experience of 25 years.

Effectiveness Management's effectiveness and efficiency is ensured through the presence of Sales and Management committee setup at Group level. The Committee, comprising 5 members, is headed by the CEO. The Committee meets on need basis to manage and monitor pertinent business matters in timely manner.

MIS Customized software, installed by Sidat Hyder, is used at group. Standardized reports are generated as per requirement

Control Environment Internal Audit Function has been setup at Group level which ensures operational efficiency and implementation of policies and procedures of the Company.

Business Risk

Industry Dynamics Pakistan has the capacity to produce ~10mln MT of feed annually. The industry generates an estimated annual turnover of ~PKR 350bln to PKR 450bln from local sales to poultry farms. Currently, an uptick in poultry prices has improved the dynamics of poultry and poultry feed segments. The cost of soybean oilseed and maize has seen a surge of ~50% during FY22. However, during 6MFY23, oilseed cost remain on a declining trend. While rupee depreciation made exports expensive for the local crusher; hence, meal cost also posted an inflationary trend. Despite increase in the feed and poultry product prices, industry's margins remain stretched. However, the industry is able to manage its working capital cycle in a stable manner. Going forward, cashflows and liquidity are expected to remain stable. The FY22 floods have damaged livestock and crops. Overall, ~31% of livestock holders have lost animal/poultry due to floods and ~54% of affected households reportedly lost poultry feed. Consequently, livestock holders are facing a severe shortage of fodder/feed for livestock. This is expected to lead an increase in feed prices in FY23.

Relative Position Jadeed Feeds hold a market share of ~14% on revenue basis and ~5% on production basis. The Company is the only player in the industry that imports and breeds grandparent poultry stock (Ross - 308).

Revenues The Company generates revenue by selling variants of poultry feed (~57%), followed by birds and day-old chicks (~42%) and egg setting income (~1%). The Company's topline posted growth of ~41% and reported at ~PKR 53bln during FY22 (FY21: ~PKR 37bln) owing to significant increase in feed and poultry product prices. In 2QFY23, topline grew by ~57% and stood at PKR 35bln (2QFY22: ~PKR 22bln) due to a significant increase in poultry product prices. Going forward, the revenues are expected to remain stable.

Margins During FY22, the Company's gross margin's posted a slight dip (FY22: ~9%, FY21: ~9.5%) due to the increase import cost of soybean seed. Moreover, pass on of the increased raw material cost is a timely process. Similarly, operational margins posted a nominal dip (FY22: ~ 6.2%, FY21: ~6.5%). Net margins stood at ~2.8% (FY21: ~3.3%) due to the trickle-down effect. During 2QFY23, gross margin declined to ~9.6% (2QFY22: ~10%) due to an increase in import cost. However, a gradual pass of cost is expected to normalize the impact. Operational margin followed a similar trend (2QFY23: ~6.4%, 2QFY23 ~7.7%). Net profit margin also posted a dip (2QFY23: ~3.2%, 2QFY22: ~6.2%). Going forwards, margins are expected to shrink.

Sustainability The Company aims to optimize utilization of its production capacity along with keeping costs under control, going forward.

Financial Risk

Working Capital Inventory days improved (FY22: 49 days, FY21: 61 days) due to efficient selling of stock. Receivable days also improved (FY22: 16 days, FY21: 20 days) indicating timely payments received against receipts. Payable days remain minimal at ~15 days in FY22 (FY21: ~24 days). As a result, net working capital improved (FY22: 49 days, FY21: 57 days). In 2QFY23, net working capital improved to 48 days (2QFY22: 60 days) due to efficient stock off-load. The Company has limited room to borrow against trade assets, only. Going forward, net working cycle is expected to remain stable.

Coverages Free cash flows increased (FY22: ~PKR 3.6bln, FY21: ~PKR 2.8bln) due to improved profits. The Company's finance cost increased owing to high-interest rates. As a result, interest cover deteriorated (FY22: 3.5x, FY21: 4.3x). Similarly, core and total interest cover stood at 2.2x, each, as of FY22. In 2QFY23, free cash flows increased (2QFY23: ~PKR 2.4bln, 2QFY22: ~PKR 1.8bln) due to high profitability. Finance cost also increased due to high-interest rates. Resultantly, the interest cover reduced to 2.4x (2QFY22: 4.9x). Core and total interest also reduce to 2.1x (2QFY22: 2.8x). Coverages are expected to remain stretched, going forward.

Capitalization Total debt of the Company stood at ~PKR 12bln as of FY22 (FY21: ~PKR 6bln) with an equity base of ~PKR 8bln (FY21: ~PKR 7bln). The equity is supported by better profits. Thus, the leverage ratio becomes adequate (FY22: ~60%, FY21: ~47%). In 2QFY23, total debt stood at ~PKR 13bln (2QFY22: PKR 11bln) with an equity base of ~PKR 10bln (2QFY22: ~PKR 9bln). Thus, the total leverage stood at ~58% (2QFY22: 57%). Going forward, leveraging is expected to stretch further.



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Financial Summary

PKR mln

Jadeed Feeds Industries (Pvt.) Limited Poultry Feed	Dec-22 6M	Jun-22 12M	Dec-21 6M	Jun-21 12M	Dec-20 6M	Jun-20 12M
A BALANCE SHEET						
1 Non-Current Assets	12,151	11,212	9,772	7,564	7,226	7,414
2 Investments	1	1	1	1	1	1
3 Related Party Exposure	1,001	1,001	1,012	1,012	395	373
4 Current Assets	15,628	13,349	12,965	9,072	11,766	10,760
a Inventories	9,101	8,088	9,930	6,103	7,315	6,551
b Trade Receivables	3,278	2,955	1,486	1,617	2,772	2,538
5 Total Assets	28,781	25,563	23,750	17,649	19,388	18,547
6 Current Liabilities	4,320	3,105	2,646	2,765	2,793	3,429
a Trade Payables	2,936	2,138	2,259	2,280	2,100	2,747
7 Borrowings	13,849	12,981	11,837	6,670	9,231	8,372
8 Related Party Exposure	-	-	-	-	-	-
9 Non-Current Liabilities	849	848	557	557	335	335
10 Net Assets	9,762	8,629	8,710	7,656	7,028	6,411
11 Shareholders' Equity	9,762	8,629	8,616	7,656	7,028	6,411
B INCOME STATEMENT						
1 Sales	35,019	53,297	22,247	37,878	16,833	27,279
a Cost of Good Sold	(31,672)	(48,509)	(20,017)	(34,292)	(15,256)	(24,222)
2 Gross Profit	3,347	4,788	2,230	3,586	1,577	3,057
a Operating Expenses	(1,112)	(1,483)	(522)	(1,121)	(586)	(959)
3 Operating Profit	2,235	3,305	1,709	2,465	991	2,098
a Non Operating Income or (Expense)	(58)	(25)	60	(14)	(13)	8
4 Profit or (Loss) before Interest and Tax	2,177	3,280	1,769	2,451	978	2,106
a Total Finance Cost	(1,044)	(1,055)	(381)	(681)	(361)	(1,179)
b Taxation	-	(710)	-	(525)	-	(388)
6 Net Income Or (Loss)	1,133	1,515	1,388	1,245	617	539
C CASH FLOW STATEMENT						
a Free Cash Flows from Operations (FCFO)	2,448	3,698	1,804	2,854	1,005	2,981
b Net Cash from Operating Activities before Working Capital Changes	1,560	2,805	1,404	2,053	1,005	1,906
c Changes in Working Capital	(855)	(4,258)	(4,077)	2,061	(1,740)	(1,688)
1 Net Cash provided by Operating Activities	705	(1,453)	(2,673)	4,114	(734)	218
2 Net Cash (Used in) or Available From Investing Activities	(1,987)	(4,482)	(2,624)	(2,109)	(200)	(1,816)
3 Net Cash (Used in) or Available From Financing Activities	1,225	5,905	5,167	(1,957)	859	1,697
4 Net Cash generated or (Used) during the period	(57)	(30)	(130)	47	(75)	99
D RATIO ANALYSIS						
1 Performance						
a Sales Growth (for the period)	31.4%	40.7%	17.5%	38.9%	23.4%	17.8%
b Gross Profit Margin	9.6%	9.0%	10.0%	9.5%	9.4%	11.2%
c Net Profit Margin	3.2%	2.8%	6.2%	3.3%	3.7%	2.0%
d Cash Conversion Efficiency (FCFO adjusted for Working Capital/Sales)	4.5%	-1.1%	-10.2%	13.0%	-4.4%	4.7%
e Return on Equity (Net Profit Margin * Asset Turnover * (Total Assets/Sl.	24.6%	18.6%	34.1%	17.7%	18.4%	11.9%
2 Working Capital Management						
a Gross Working Capital (Average Days)	61	64	78	81	104	108
b Net Working Capital (Average Days)	48	49	60	57	78	68
c Current Ratio (Current Assets / Current Liabilities)	3.6	4.3	4.9	3.3	4.2	3.1
3 Coverages						
a EBITDA / Finance Cost	2.7	4.3	4.9	4.6	2.8	2.8
b FCFO / Finance Cost+CMLTB+Excess STB	2.1	2.2	2.8	1.9	1.8	1.8
c Debt Payback (Total Borrowings+Excess STB) / (FCFO-Finance Cost)	1.1	1.3	1.1	0.6	1.3	0.6
4 Capital Structure						
a Total Borrowings / (Total Borrowings+Shareholders' Equity)	58.7%	60.1%	57.9%	46.6%	56.8%	56.6%
b Interest or Markup Payable (Days)	74.4	92.9	50.8	57.4	117.5	70.6
c Entity Average Borrowing Rate	16.9%	10.3%	8.1%	8.0%	8.0%	14.7%

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.

Scale	Long-term Rating Definition
AAA	Highest credit quality. Lowest expectation of credit risk. Indicate exceptionally strong capacity for timely payment of financial commitments
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.
AA-	
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.
A-	
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.
BBB-	
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.
BB-	
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.
B-	
CCC	
CC	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.
C	
D	Obligations are currently in default.

Scale	Short-term Rating 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 conditions.
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 surveil 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

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- (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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- (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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