

---

September 3, 2010

**CARE ASSIGNS 'CARE IPO GRADE 3' TO THE IPO OF  
ASIAN BUSINESS EXHIBITION & CONFERENCES LTD.**

**Grading Assigned**

<b>Instrument</b>	<b>Amount</b>	<b>Grading<sup>1</sup></b>	<b>Remarks</b>
Initial Public Offer	56 lakh shares of Face value Rs.10 each	<b>'IPO Grade 3'</b>	Initial Grading

**Grading Rationale**

The grading derives strength from the strong presence of ABECL in organizing events & exhibitions, experienced promoters, strong brand image of exhibitions, ownership of Intellectual Property Rights and established, large & diversified clientele. The grading further takes into account the increasing revenue & profitability with higher realization per square meter, low working capital cycle and comfortable current ratio.

The grading is however constrained by the small size of operation, high dependence on a few exhibitions/verticals and dependence on sub-contractors for exhibition set-up. The grading is further constrained by inherent industry risks including high fragmentation & low entry barrier and high correlation of the company's performance to economic scenario.

**Company Profile**

ABECL incorporated on April 10, 2007, is engaged in organizing exhibitions and events ranging from exhibitions, trade fairs to conferences across India. ABECL organises over 19 exhibitions (ACETECH, Property Expo, Asia IT Expo, Printech, Glamour, Glitter, Education Expo, Boutique etc) in 11 verticals (like architecture, design/building materials, lifestyle,

---

<sup>1</sup>Complete definition of the grading assigned is available at [www.careratings.com](http://www.careratings.com) and in other CARE Publications

real estate, IT/telecom, oil & gas, petrochemicals, education, capital goods, etc). ABECL organized 56 events in FY10 (vis-à-vis 64 in FY09) spread across 27 cities in India with 2,709 exhibitors in FY10 (vis-a-vis 1859 in FY09). During FY10, ABECL posted total income of Rs.53.18 crore and PAT of Rs.12.74 crore.

**Analyst Contact**

Name: Ms. Rashmi Narvankar Shah

Direct # 022 6754 3429

Board # 022 6754 3456

Email: rashmi.narvankar@careratings.com

*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.*

**DISCLAIMER**

CARE's IPO grading is a onetime assessment and the analysis draws heavily from the information provided by the issuer as well as information obtained from sources believed by CARE to be accurate and reliable. However, CARE, does not 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. CARE's IPO grading does not take cognizance of the price of the security and it is not a recommendation to buy, sell or hold shares/securities. It is also not a comment on the offer price or the listed price of the scrip. It does not imply that CARE performs an audit function or forensic exercise to detect fraud. It is also not a forecast of the future market performance and the earnings prospects of the issuer; also it does not indicate compliance/violation of various statutory requirements. CARE shall not be liable for any losses incurred by users from any use of the IPO grading.

CARE is headquartered in Mumbai, with Offices all over India. The office addresses and contact numbers are given below:

**HEAD OFFICE: MUMBAI**

**Mr. D.R. Dogra**

Managing Director

Cell : +91-98204 16002

E-mail : dr.dogra@careratings.com

**Mr. Rajesh Mokashi**

Dy. Managing Director

Cell : +91-98204 16001

E-mail: rajesh.mokashi@careratings.com

**Mr. Ankur Sachdeva**

Head - Business Development

Cell : +91-9819698985

E-mail: ankur.sachdeva@careratings.com

4<sup>th</sup> Floor, Godrej Coliseum, Somaiya Hospital Road, Off Eastern Express Highway,  
Sion (East), **Mumbai 400 022** Tel.: (022) 67543456 Fax: (022) 67543457

**Website: www.careratings.com**

**OFFICES**

<p>Mr.Mehul Pandya Regional Manager 32 TITANIUM Pralhadnagar Corporate Road, Satellite, <b>Ahmedabad - 380 015.</b> Tel – 079 4026 5656 Mobile - 98242 56265 E-mail: mehul.pandya@careratings.com</p>	<p>Mr.Sundara Vathanan Regional Manager Unit No. 8, I floor, Commander's PlaceNo. 6, Raja Ram Mohan Roy Road, Richmond Circle, <b>Bangalore - 560 025.</b> Tel – 080 2211 7140 Mobile – 98803 60878 E-mail: sundara.vathanan@careratings.com</p>
<p>Mr. Pradeep Kumar Regional Manager Unit No. O-509/C, Spencer Plaza, 5th Floor, No. 769, Anna Salai, <b>Chennai 600 002</b> Tel: 044 2849 7812/2849 0811 Mobile – 98407 54521 E-mail :Pradeep.kumar@careratings.com</p>	<p>Mr. Ashwini Jani Regional Manager 401, Ashoka Scintilla 3-6-520, Himayat Nagar <b>Hyderabad - 500 029</b> Tel – 040 40102030 Mobile – 91766 47599 E-mail: ashwini.jani@careratings.com</p>
<p>Mr. Sukanta Nag Regional Manager 3<sup>rd</sup> Floor, Prasad Chambers (Shagun Mall Building) 10A, Shakespeare Sarani <b>Kolkata - 700 071.</b> Tel – 033 2283 1800/1803 Mobile – 98311 70075 E- mail: sukanta.nag@careratings.com</p>	<p>Ms.Swati Agrawal Regional Manager 710 Surya Kiran, 19 K.G. Road, <b>New Delhi - 110 001.</b> Tel – 011 2331 8701/2371 6199 Mobile – 98117 45677 E-mail :swati.agrawal@careratings.com</p>