

Ref No : ACRL38561/24
Company Name : New Era Limited (NEL)
Assigned Ticker : NewEraLtdBana
Activity : Cosmetics, Manufacturing
Incorporated On : 29 Sep 2011
Head Office : House-52, Block-C, Road-11, Bir Uttam Khademul Bashar Road,
Banani, Dhaka-1213, Bangladesh

Rating Type : SME / Entity
Rating Validity : 08 Sep 2025
Nature of Rating : Surveillance
Outlook : Stable
Analyst(s) : ACRL Analyst Team
Committee(s) : ACRL Rating Committees

Rating Summary

Credit Rating	Current	Previous
SME	AQME-3	AQME-3
Publishing Date	09 Sep 2024	17 Aug 2023

Rating Explanation

Rating	Explanation
AQME-3	ARGUS Quantitative Medium Enterprise-3 is a High rating grade assigned to medium enterprises by ARGUS Credit Rating Services Ltd (ACRL)'s quantitative ME ratings model. When assigned, this rating indicates the obligor, relative to other medium enterprises, has strong capacity to meet its financial obligations but may be vulnerable to adverse economic conditions.

Rating Validity: This validity assumes no additional loan over that disclosed in FY23 [Ending June 30] audited/management certified balance sheet and that management has disclosed all material & adverse to financials since FY21.



Junaid Alam
CRO & Head of Operations
ARGUS Credit Rating Services Ltd.