



**Ref No** : ACRSL13433/16  
**Company Name** : Asiatic Marketing Communications Limited (AMCL)  
**Assigned Ticker** : ASIATICMARKETING  
**Activity** : Marketing Communication.  
**Incorporated On** : 23 Jan 1994  
**Head Office** : Asiatic Centre, House- 63, Road-7/B, Block-H, Banani Dhaka-1213, Bangladesh

**Rating Type** : SME / Entity  
**Rating Validity** : 10 Nov 2017  
**Analyst(s)** : ACRSL Analyst Team  
**Committee(s)** : ACRSL Rating Committees


**Rating Summary**

Credit Rating	Current	Previous
SME	AQME-3	N/A
Publishing Date	10 Nov 2016	N/A

**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 (ACRSL)'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 FY15[Ending December 31] audited/management certified balance sheet and that management has disclosed all material & adverse to financials since FY15.

  
**TAMIM MARZAN HUDA**  
 Chief Operating Officer  
 ARGUS Credit Rating Services Ltd.