

STUDY OF AWARENESS OF SME RATINGS IN LUDHIANA

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ABSTRACT

The study entitled “**Study of Awareness of SME Ratings in Ludhiana**” is aimed at finding out the awareness level and understanding of credit-rating among SMEs and to study the problems faced by SMEs with respect to credit rating. SMEs are integral part of India’s growth story. SMEs contribute not only to the domestic market but also to exports significantly, thus earning foreign exchange revenue for the country, thereby making the sector emerge as very strong pillar in India both in terms of GDP and in terms of employment. The findings report that most of the SMEs lacked awareness about Credit rating services. Even though there are government schemes available but the awareness for the same is very less. Enterprises hesitate from availing rating services because of compliance problems and the formalities involved.

KEYWORDS: Credit Ratings, Financial Services, SME, SME Rating.

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