

## MIRA INFORM REPORT

Report No. :	522618
Report Date :	27.07.2018

### IDENTIFICATION DETAILS

Name :	HIONDA ELECTRONICS CO LTD
Registered Office :	20 Oyamazuka Oiwacho Toyohashi City Aichi-Pref 441-3131
Country :	Japan
Financials (as on) :	30.09.2017
Date of Incorporation :	June, 1960
Com. Reg. No.:	1803-01-007094 (Aichi-Toyohashi)
Legal Form :	Limited Company (Kabushiki Kaisha)
Line of Business :	Manufacturer of Fish Finder Machines & Equipment For Ships, Ultrasound Machines, Other.
No. of Employees :	140

### RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23<sup>rd</sup> January 2017)

MIRA's Rating :	A+
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Credit Rating	Explanation	Rating Comments
A+	Low Risk	Business dealings permissible with low risk of default

Maximum Credit Limit :	Yen 226.3 Million
Status :	Excellent
Payment Behaviour :	Regular
Litigation :	Clear

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**NOTES:**

Any query related to this report can be made on e-mail: [infodept@mirainform.com](mailto:infodept@mirainform.com) while quoting report number, name and date.

**ECGC Country Risk Classification List**

Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
Japan	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

**JAPAN - ECONOMIC OVERVIEW**

Over the past 70 years, government-industry cooperation, a strong work ethic, mastery of high technology, and a comparatively small defense allocation (slightly less than 1% of GDP) have helped Japan develop an advanced economy. Two notable characteristics of the post-World War II economy were the close interlocking structures of manufacturers, suppliers, and distributors, known as keiretsu, and the guarantee of lifetime employment for a substantial portion of the urban labor force. Both features have significantly eroded under the dual pressures of global competition and domestic demographic change.

Measured on a purchasing power parity basis that adjusts for price differences, Japan in 2017 stood as the fourth-largest economy in the world after first-place China, which surpassed Japan in 2001, and third-place India, which edged out Japan in 2012. For three postwar decades, overall real economic growth was impressive - averaging 10% in the 1960s, 5% in the 1970s, and 4% in the 1980s. Growth slowed markedly in the 1990s, averaging just 1.7%, largely because of the aftereffects of inefficient investment and the collapse of an asset price bubble in the late 1980s, which resulted in several years of economic stagnation as firms sought to reduce excess debt, capital, and labor. Modest economic growth continued after 2000, but the economy has fallen into recession four times since 2008.

Japan enjoyed an uptick in growth since 2013, supported by Prime Minister Shinzo ABE's "Three Arrows" economic revitalization agenda - dubbed "Abenomics" - of monetary easing, "flexible" fiscal policy, and structural reform. Led by the Bank of Japan's aggressive monetary easing, Japan is making modest progress in ending deflation, but demographic decline - a low birthrate and an aging, shrinking population - poses a major long-term challenge for the economy. The government currently faces the quandary of balancing its efforts to stimulate growth and institute economic reforms with the need to address its sizable public debt, which stands at 235% of GDP. To help raise government revenue, Japan adopted legislation in 2012 to gradually raise the consumption tax rate. However, the first such increase, in April 2014, led to a sharp contraction, so Prime Minister ABE has twice postponed the next increase, which is now scheduled for October 2019. Structural reforms to unlock productivity are seen as central to strengthening the economy in the long-run.

Scarce in critical natural resources, Japan has long been dependent on imported energy and raw materials. After the complete shutdown of Japan's nuclear reactors following the earthquake and tsunami disaster in 2011, Japan's industrial sector has become even more dependent than before on imported fossil fuels. However, ABE's government is seeking to restart nuclear power plants that meet strict new safety standards and is emphasizing nuclear energy's importance as a base-load electricity source. In August 2015, Japan successfully restarted one nuclear reactor at the Sendai Nuclear Power Plant in Kagoshima prefecture, and several other reactors around the country have since resumed operations; however, opposition from local governments has delayed several more restarts that remain pending. Reforms of the electricity and gas sectors, including full liberalization of Japan's energy market in April 2016 and gas market in April 2017, constitute an important part of Prime Minister Abe's economic program.

Under the Abe Administration, Japan's government sought to open the country's economy to greater foreign competition and create new export opportunities for Japanese businesses, including by joining 11 trading partners in the Trans-Pacific Partnership (TPP). Japan became the first country to ratify the TPP in December 2016, but the United States signaled its withdrawal from the agreement in January 2017. In November 2017 the remaining 11 countries agreed on the core elements of a modified agreement, which they renamed the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Japan also reached agreement with the European Union on an Economic Partnership Agreement in July 2017, and is likely seek to ratify both agreements in the Diet this year.

Source : CIA

## **COMPANY NAME AND ADDRESS**

HIONDA ELECTRONICS CO LTD

REGD NAME: Honda Denshi KK

MAIN OFFICE: 20 Oyamazuka Oiwacho Toyohashi City Aichi-Pref 441-3131 JAPAN  
Tel: 0532-41-2511 Fax: 0532-41-2093

URL: <http://www.honda-el.co.jp>  
E-Mail address: (Thru the URL)

## **ACTIVITIES**

Mfg of fish finder machines & equipment for ships, ultrasound machines, other

## **BRANCHES**

Tokyo, Osaka, other (Tot 4)

## **OVERSEAS**

Bangkok (Representative office)

## **FACTORIES**

At the caption address

## **OFFICERS**

YOSUKE HONDA, PRES  
Shigeo Yamamoto, mgn dir  
Noriaki Mitsuben dir

Ryusuke Suganuma, v pres  
Haruhisa Toyoda, mgn dir  
Hiroyuki Yamamoto, dir

Yen Amount: In million Yen, unless otherwise stated

## **SUMMARY**

FINANCES	FAIR	A/SALES	Yen 5,173 M
PAYMENTS	REGULAR	CAPITAL	Yen 100 M
TREND	STEADY	WORTH	Yen 4,029 M
STARTED	1960	EMPLOYES	140

## **COMMENT**

MFR OF FISH FINDER, ULTRASOUND MACHINES, OTHER.

FINANCIAL SITUATION CONSIDERED FAIR AND GOOD FOR ORDINARY BUSINESS ENGAGEMENTS.

MAX CREDIT LIMIT: ESTIMATED AT YEN 226.3 MILLION, ON 30 DAYS NORMAL TERMS.

## **HIGHLIGHTS**

The subject company is a specialized mfr of fish finder machines & equipment for vessels, ultrasound machines, other. Clients include electronics makers, wholesalers, other.

## **FINANCIAL INFORMATION**

The sales volume for Sept/2017 fiscal term amounted to Yen 5,173 million, an 8% up from Yen 4,799 million in the previous term. The recurring profit was posted at Yen 564 million and the net profit at Yen 461 million, respectively, compared with Yen 285 million recurring profit and Yen 186 million net profit, respectively, a year ago.

For the current term ending Sept 2018 the recurring profit is projected at Yen 570 million and net profit at Yen 485 million, respectively, on a 5% rise in turnover, to Yen 5,430 million.

The financial situation is considered FAIR and good for ORDINARY business engagements.

## **REGISTRATION**

<b>Date Registered:</b>	Jun 1960
<b>Regd No.:</b>	1803-01-007094 (Aichi-Toyohashi9
<b>Legal Status:</b>	Limited Company (Kabushiki Kaisha)
<b>Authorized:</b>	800,000 shares
<b>Issued:</b>	200,000 shares

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**Sum:** Yen 100 million  
**Major shareholders (%):** Yosuke Honda (85), Tokyo Keiki Co (15)  
**No. of shareholders:** 2

Nothing detrimental is known as to the commercial morality of executives.

## **OPERATION**

**Activities:** Manufactures fish finding machines & equipment for vessels, ultrasound machines, equipment, other (--100)

**Clients:** [Mfrs, wholesalers] Velvo Clear, Beki Seller, Yamaha, Yanmar, Higashi Pro Corp, Nisso Boeki, Tokyo Electron, Kurita Ind, other  
No. of accounts: 350  
Domestic areas of activities: Nationwide

**Suppliers:** [Mfrs, wholesalers] Okamoto Wireless, Hirakawa Hutec, Japan Electric Waves, Panasonic Corp, other

**Payment record:** Regular

**Location:** Business area in Toyohashi City. Office premises at the caption address are owned and maintained satisfactory.

### **Bank References:**

Mizuho Bank (Toyohashi)  
MUFG (Toyohashi)  
Relations: Satisfactory

## **FINANCES**

(In Million Yen)

Terms Ending:	30/09/2018	30/09/2017	30/09/2016	30/09/2015
Annual Sales	5,430	5,173	4,799	4,844
Recur. Profit	570	564	285	493
Net Profit	485	461	186	338
Total Assets		5,640	5,129	5,252
Net Worth		4,029	3,579	3,452
Capital, Paid-Up		100	100	100
Div.Ttl in Million (¥)		0.00	19.30	17.37
<b>&lt;Analytical Data&gt;</b>	(%)	(%)	(%)	(%)
S.Growth Rate	4.97	7.79	-0.93	5.97

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***HIONDA ELECTRONICS CO LTD - 522618***

***PAGE NO. : 7***

Current Ratio		..	..	..
N.Worth Ratio		71.44	69.78	65.73
N.Profit/Sales	8.93	8.91	3.88	6.98

**Notes:** Forecast (or estimated) figures for the 30/09/2018 fiscal term.

**FOREIGN EXCHANGE RATES**

Currency	Unit	Indian Rupees
US Dollar	1	INR 68.80
UK Pound	1	INR 90.58
Euro	1	INR 80.45
Yen	1	INR 0.62

**Note:** Above are approximate rates obtained from sources believed to be correct

**INFORMATION DETAILS**

<b>Analysis Done by :</b>	NIS
<b>Report Prepared by :</b>	NIT

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**RATING EXPLANATIONS**

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)