

## MIRA INFORM REPORT

<b>Report No. :</b>	535983
<b>Report Date :</b>	25.10.2018

### IDENTIFICATION DETAILS

<b>Name :</b>	ANY EL CO., LTD.
<b>Registered Office :</b>	361, Simin-daero, Dongan-gu, Anyang-si, Gyeonggi-do, Korea, Rm.402, Ace Pyeongchon Tower, 14057
<b>Country :</b>	South Korea
<b>Date of Incorporation :</b>	01.04.2013
<b>Com. Reg. No.:</b>	138-81-83227
<b>Legal Form :</b>	Co., Ltd by shares
<b>Line of Business :</b>	Manufacture, Wholesales and Retails of Electrical Measuring, Testing and Analysis Instruments, LED & LCD Panel, and Electronics Components [Circuit Breakers, Protection Relay, Current Transformer, Voltage Transformer]
<b>No. of Employees :</b>	6

**RATING & COMMENTS**

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

**MIRA's Rating :**

B

Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

<b>Maximum Credit Limit :</b>	USD 6,597.000
<b>Status :</b>	Moderate
<b>Payment Behaviour :</b>	Unknown
<b>Litigation :</b>	Clear

**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 (30.06.2018)	Current Rating (30.09.2018)
South Korea	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

### **SOUTH KOREA - ECONOMIC OVERVIEW**

After emerging from the 1950-53 war with North Korea, South Korea emerged as one of the 20th century's most remarkable economic success stories, becoming a developed, globally connected, high-technology society within decades. In the 1960s, GDP per capita was comparable with levels in the poorest countries in the world. In 2004, South Korea's GDP surpassed one trillion dollars.

Beginning in the 1960s under President PARK Chung-hee, the government promoted the import of raw materials and technology, encouraged saving and investment over consumption, kept wages low, and directed resources to export-oriented industries that remain important to the economy to this day. Growth surged under these policies, and frequently reached double-digits in the 1960s and 1970s. Growth gradually moderated in the 1990s as the economy matured, but remained strong enough to propel South Korea into the ranks of the advanced economies of the OECD by 1997. These policies also led to the emergence of family-owned chaebol conglomerates such as Daewoo, Hyundai, and Samsung, which retained their dominant positions even as the government loosened its grip on the economy amid the political changes of the 1980s and 1990s.

The Asian financial crisis of 1997-98 hit South Korea's companies hard because of their excessive reliance on short-term borrowing, and GDP ultimately plunged by 7% in 1998. South Korea tackled difficult economic reforms following the crisis, including restructuring some chaebols, increasing labor market flexibility, and opening up to more foreign investment and imports. These steps lead to a relatively rapid economic recovery. South Korea also began expanding its network of free trade agreements to help bolster exports, and has since implemented 16 free trade agreements covering 58 countries—including the United State and China—that collectively cover more than three-quarters of global GDP.

In 2017, the election of President MOON Jae-in brought a surge in consumer confidence, in part, because of his successful efforts to increase wages and government spending. These factors combined with an uptick in export growth to drive real GDP growth to more than 3%, despite disruptions in South Korea's trade with China over the deployment of a US missile defense system in South Korea.

In 2018 and beyond, South Korea will contend with gradually slowing economic growth - in the 2-3% range - not uncommon for advanced economies. This could be partially offset by efforts to address challenges arising from its rapidly aging population, inflexible labor market, continued dominance of the chaebols, and heavy reliance on exports rather than domestic consumption. Socioeconomic problems also persist, and include rising inequality, poverty among the elderly, high youth unemployment, long working hours, low worker productivity, and corruption.

Source : CIA

## **NOTE**

In absence of financials, no credit limit could be recommended.

## **BASIC INFORMATION**

Company Name	ANY EL CO., LTD.
Registered Address	361, Simin-daero, Dongan-gu, Anyang-si, Gyeonggi-do, Korea
Building	Rm.402, Ace Pyeongchon Tower
Zip Code	14057
Tel	+82-31-387-0441
Fax	+82-31-387-0444
E-mail	anyel@daum.net;anyel88@naver.com
Website	www.anyel.co.kr
Trading Address	Rm.402, Ace Pyeongchon Tower, 361, Simin-daero, Dongan-gu, Anyang-si, Gyeonggi-do, Korea (Old Address System : Rm.402, Ace Pyeongchon Tower, 883, Gwanyang-dong, Dongan-gu, Anyang-si, Gyeonggi-do, Korea)
Tel	+82-31-387-0441
Fax	+82-31-387-0444
Type	Export/Import
Industry	Manufacture, Wholesales and Retails of Electrical Measuring, Testing and Analysis Instruments, LED & LCD Panel, and Electronics Components
Main Business	Circuit Breakers, Protection Relay, Current Transformer, Voltage Transformer
Sub Business	
Established (mm/dd/yyyy)	04/01/2013

## **DETAILED PRODUCTS**

<b>Activity</b>	<b>Detailed Products (UNSPSC)</b>
Sell	Power supply transformers(39121002)
Sell	Switches and controls and relays and accessories(39121500)
Sell	Electronic and communication measuring and testing instruments(41113700)
Sell	Electrical measuring and testing equipment(41113600)
Sell	Circuit breakers(39121601)
Sell	Power relays(39121514)

## **CEO'S**

Name	Kim Jong-Yeol
Date of Birth	12/24/1970
Title	President & CEO
Nationality	Korean

## **PROFILES**

Capital (KRW)	50,000,000
Employees	6
Formation	Co., Ltd by shares
Bank Details	N/A
Corporate Registered No.	134111-0236039
Business Registered No.	138-81-83227
Permit & Licenses	N/A
Shareholder Position	N/A
Company History	04/01/2013 Incorporated as the present name 09/09/2013 Moved to the present HQ address from Rm.1406, Gunsol Tower, 187, Simin-daero, Dongan-gu, Anyang-si, Gyeonggi-do, Korea(Old Address System : Rm.1406, Gunsol Tower, 1112-1, Bisan-dong, Dongan-gu, Anyang-si, Gyeonggi-do, Korea)

## **DETAILED INFORMATION**

### **Management**

<b>Job Description</b>	<b>Name</b>	<b>Nationality</b>	<b>Date of Birth</b>	<b>Inauguration Date</b>
President & CEO	Kim Jong-Yeol	Korean	12/24/1970	03/23/2016
Director	Lee Hee-Koo	Korean	04/12/1957	03/23/2016
Auditor	Kim Jong-Il	Korean	01/10/1975	03/23/2016

## **FINANCIALS**

The financials are not available, and the Subject Company does not have any obligations to release its financials to the public.

### **Financial Description**

Authorized Capital(KRW)	200,000,000
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Paid-Up Capital(KRW)	50,000,000
Total Issued Shares	10,000

## **PRODUCTS, TECHNOLOGIES, SERVICES DESCRIPTION**

Main Products & Services	Generator Control & Protection System Power Transmission/Distribution Switchgear Protection and Control System Alarm Annunciating System Alarm Annunciating System
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## **TRADE PARTNERS & COMPETITORS**

Suppliers	SELCO BETONVEJ 10 DK-4000 ROSKILDE DENMARK TEL:+45-70261122 FAX:+45-70262522
Competitors	WOOJIN, INC. 292, OSAN-RI, DONGTAN-MYEON, HWASEONG-SI, GYEONGGI-DO, KOREA TEL:+82-31-379-3114 FAX:+82-31-379-3131  HISCO INC. 15-5, YANGPYEONG-DONG 4-GA, YEONGDEUNGPO-GU, SEOUL, KOREA TEL:+82-2-2677-6041 FAX:+82-2-2672-1873  YOUNG HEUNG INSTRUMENTS CO., LTD. A-139, ANSEONG MACHINE TOOLS COMPLEX, 410-13, SINDORIM-DONG, GURO-GU, SEOUL, KOREA TEL:+82-2-2671-3956 FAX:+82-2-2671-6490

## **SALES BY REGION (ACTIVITY & MARKETS)**

The Subject imports from Denmark.

## **COURT ACTION**

Not Available.

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## **NEWS CLIPPING**

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**FOREIGN EXCHANGE RATES**

Currency	Unit	Indian Rupees
US Dollar	1	INR 73.26
UK Pound	1	INR 95.05
Euro	1	INR 83.99
KRW	1	INR 0.064

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

**INFORMATION DETAILS**

<b>Analysis Done by :</b>	VIVR
<b>Report Prepared by :</b>	SYL

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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)