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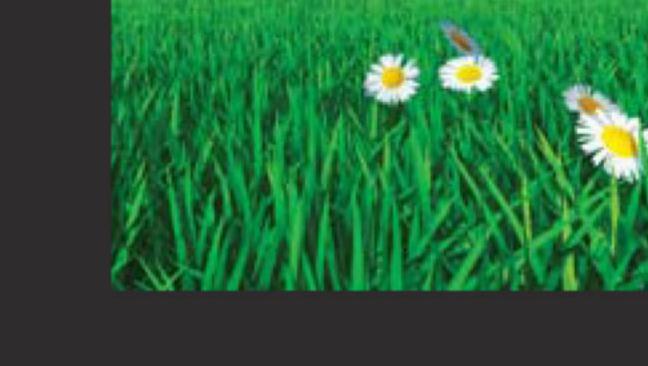
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Introduction

Toyota, which started with a humble power loom in 19th Century, is one of the most respected companies in the automotive sector today. With its emergence as a diversified, multinational corporate leader, Toyota has established a common set of values, beliefs, principles and business methods that act as the lifeline of the company. Collectively, they are known as the "The Toyota Way". Riding on the stupendous growth stories in North America and Europe, Toyota drove into the Indian market towards the end of last century, and as the saying goes, the rest is history.

Kirloskar Group which has carved a name for itself in the history of Indian Industry, the group's core philosophy of developing indigenous technology and industry was one of the key drivers for the alliance between Kirloskar Group and Toyota Motor Corporation (TMC). The joint venture led to Toyota Kirloskar Motor Private Limited (TKM) in India on October 1997.

Adopting the "Growing Together" philosophy of its parent company (TMC) TKM has established a unique and long-term business growth partnership along with its dedicated dealers and suppliers to not only create employment opportunities but also innovated itself in the Indian automotive industry. TKM is located at Bidadi Industrial Estate, about 30 kilometers from the city of Bangalore.