

Economic
Performance



Economic Performance

The Indian automobile industry demonstrated its resilience in the face of a global downturn in 2010 by racking up sales of over 1.95 million cars. During the same period, TKM has introduced new models like the Fortuner and the Land Cruiser and achieved an all time high sales of 63,824 numbers, representing a growth of 36 percent. TKM now has an impressive array of vehicles all of

which symbolize the Toyota touchstone of refined quality and high dependability. TKM has also clearly announced its green vision with its widely acclaimed Toyota Greenathon campaign and the introduction of the world renowned Prius, the only mass produced hybrid vehicle.

TKM has targeted the growth of its market share to 10 percent by

2015. This will be achieved through the launch of its small car Etios, another first for TKM and Toyota. This prestigious project has been executed with an outlay of Rs 3,200 crore and was recently introduced in the market. With this, TKM will be a force to reckon with in the demanding Indian auto market.

Rs. in Mil

| Key Financial Data | 2009-2010 | 2008-2009 | 2007-2008 | 2006-2007 | 2005-2006 |
|----------------------|-----------|-----------|-----------|-----------|-----------|
| Net Profit after Tax | 3,093 | 1,226 | 2,073 | 1,057 | 534 |
| Sales Revenue | 56,037 | 37,603 | 41,016 | 37,344 | 33,352 |
| Capital Expenditure | 1,176 | 1,921 | 544 | 638 | 412 |
| Total Assets | 15,768 | 14,663 | 12,847 | 12,447 | 11,842 |

| Product / Services | Production / Outputs* | | | Share of Turnover (%) | | | Market Share [in respective segments] (%) | | |
|--------------------|-----------------------|--------|-------|-----------------------|-------|-------|---|-------|-------|
| | 07-08 | 08-09 | 09-10 | 07-08 | 08-09 | 09-10 | 07-08 | 08-09 | 09-10 |
| 1. INNOVA | | | | | | | 35 | 34 | 32 |
| 2. COROLLA | 53,774 | 46,251 | 63269 | 78 | 77 | 84 | 15 | 27 | 23 |
| 3. FORTUNER | | | | | | | - | - | 54 |
| 4. CAMRY | | | | | | | 24 | 9 | 6 |
| 5. PRADO | 1,295 | 492 | 504 | 5 | 3 | 3 | 6 | 4 | 25 |
| 6. LAND CRUISER | | | | | | | - | - | 2 |
| 7. Traded Parts | 176190 | 134412 | | 17 | 19 | 14 | | | |