

Social Performance: Community

Toyota Kirloskar Motor assesses social contribution through regular interaction with local government bodies and the peoples' representatives. We also conducted a survey in the year 2005-06 to understand its impacts on the local community. Stakeholders, i.e., local community, local government and government departments are involved in planning and implementing social development programmes such as the distribution of education materials to local community. This programme is conducted in collaboration with the government education department and the local panchayats, who help in identifying the prospective recipients of these benefits. Involvement in such programmes is not limited to stakeholders and team members. Top management also gets involved in social activities organized by TKM.

Road Safety

India has road network 42.36 lakh Kms of road ways making 2nd largest road network in the world. In spite of focus on road infrastructure by state and central govt, development of road is not in pace with increased vehicle population.

India today has over 102 million registered vehicle on road with two wheel segment accounting for 76% and passenger vehicle for 14%. India's vehicle population underwent the second largest growth rate up to 8.9%.

In India, about 90,000 people are



TSEP activity as covered more than 4,50,000 students till date

killed and over 4.5 lakh people get injured every year in road accidents. As motorization increases, road safety has become a prime concern in Indian Cities, underlining the urgency of road safety measures.

Concern of the vulnerable group should be addressed by priority. Transportation studies have revealed that the vulnerable group constitutes pedestrians, school children, aged people, public transportation and bicyclists. In most cases, accidents occur either due to carelessness or due to lack of road safety awareness. Road safety education is still in its nascent stage in India and through TSEP, TKM aims to sensitise children from a young age.

Toyota Safety Education Programme (TSEP) an interactive learning programme on Road safety specially designed for the children in the age group of 10-15 years.

- Phase 1: 2007-2008: On a Pilot

Basis TSEP launched in Bangalore, covering 20,000 school children.

- Phase II: 2008-2009: TSEP launched on a nationwide in 5 cities - Delhi, Mumbai, Kolkata, Chennai and Bangalore covering 100,000 school children.
- Phase III: 2009-2010: TSEP introduced sustainability module in all 5 cities to sustain this activity, under this teachers are trained on specially designed manual to impart education to school children, covering 100,000 school children.
- Phase IV: 2010-11: TSEP tied up with Traffic Warden Organization, a Volunteer wing of Bangalore Traffic Police to cover additional 150,000 children. TSEP to sustain further introduced the Road Safety Club activity on a pilot basis in Bangalore, covering 5 schools and 2000 school children.



- Phase V: 2011-2012: TSEP is extended its reach to one new city - Hyderabad covering 20,000 school children.

With these, till date we have touched to more than 4,50,000 school children through road safety education. Added to this, we also conduct Road Safety Week in the month of January in collaboration with the Police dept in all locations.

Civic and Community

Sanitation Program: Health and hygiene plays a very important role in one's individual and social lives. Sanitation is one of the basic determinants of quality of life and human development index. Good sanitary practices prevent contamination of water and soil and thereby prevent diseases.

TKM joined hands with Manchanayakanhalli Gram Panchayat in achieving total sanitation of 6 villages in and

around Bidadi plant, constructing 310 individual households' toilets.



Water Tank Construction: With the aim of overcoming the acute water shortage faced by the residents of Ramanagara town, Toyota Kirloskar Motor has constructed two water

tanks with a total capacity of 1.5 million liters.



Help during Natural calamities: Toyota Kirloskar Motor treats helping victims of natural calamities as a responsibility. Team members have played an integral part in assisting those affected by these disasters.

Education and skill development

Education is the process of gaining information about the surrounding world. It gives us the knowledge and develops in us a perspective of looking at life. TKM promotes education and skill development to make people more employable.

Toyota Technical Training Institute (TTTI):

Toyota Technical Training Institute (TTTI), a center of design excellence, inspiration, ambition, creativity and automotive passion, held its 2nd Convocation on July 30, 2011. The institute presented academic degree to the students - second batch - on the successful completion of its 3 year training course (2008-11). A total of 62 students graduated from TTTI and 55 percent of the students received fellowships for academic excellence. The convocation was graced by Dr. D. Veerendra

Heggade, Dharmadhikari, Sri Kshetra Dharmasthala. He toured the facilities at the institute and also spent time interacting with the students. This programmes trains the students to be skilled world

class technicians in auto manufacturing and plant administration thereby increasing their employment prospects.



Convocation graced by Dr. D Veerendra Heggade of Sri Kshetra Dharmasthala

In addition to making quality automobiles, TKM believes in proactively contributing to society by consolidating the knowledge and know how within the organization to develop capable human resources and thus contribute to the development of a prosperous society. TTTI is one of the brightest outcomes of this aspect of the company. The institute was built with a vision to support intelligent students from economically poor backgrounds, coming from various parts of Karnataka and make them employable. The institute is a fully residential school concentrating on theoretical, practical and physical training as part of the students including Fellowships which are provided to deserving students to promote excellence. Furthermore, TKM encourages potential



Visit to the Training Centre

graduates of TTTI to join the company as team members. The courses involve training at TKM plant where students are exposed to the practical experience of the

applying the world renowned Toyota Production System to the various manufacturing processes. All the first batch students got selected in TKM itself.



Convocation ceremony



Felicitation of Dr. D Veerendra Heggade by Mr. Nakagawa, MD



Best in its class training facilities prepare industry-ready technicians

Books and Bags Distribution:

Every year Toyota Kirloskar Motor distributes books and bags to local government school children. As of

2010-11, this programme benefited more than 7000 local school children from 102 schools. This is a

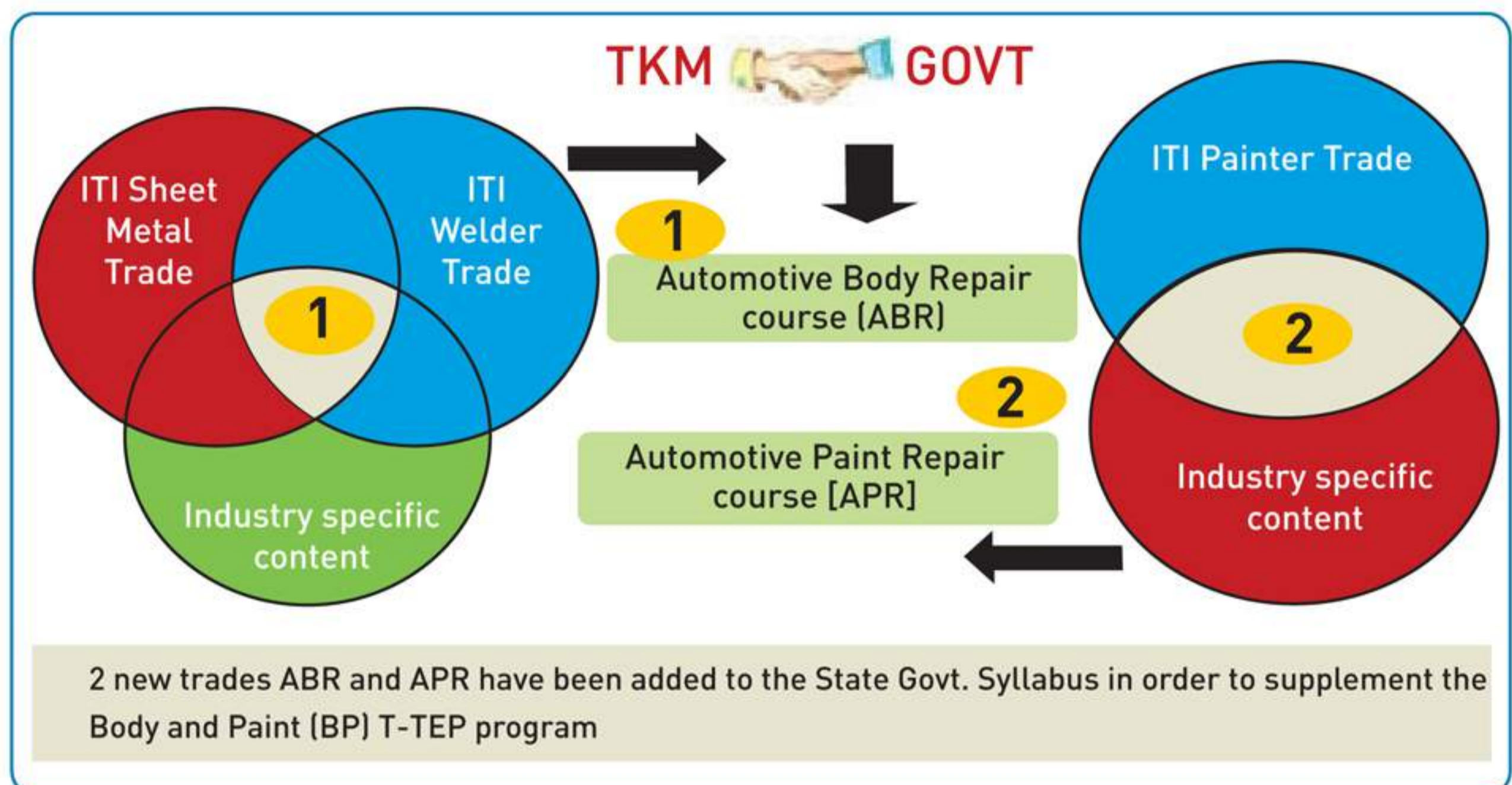
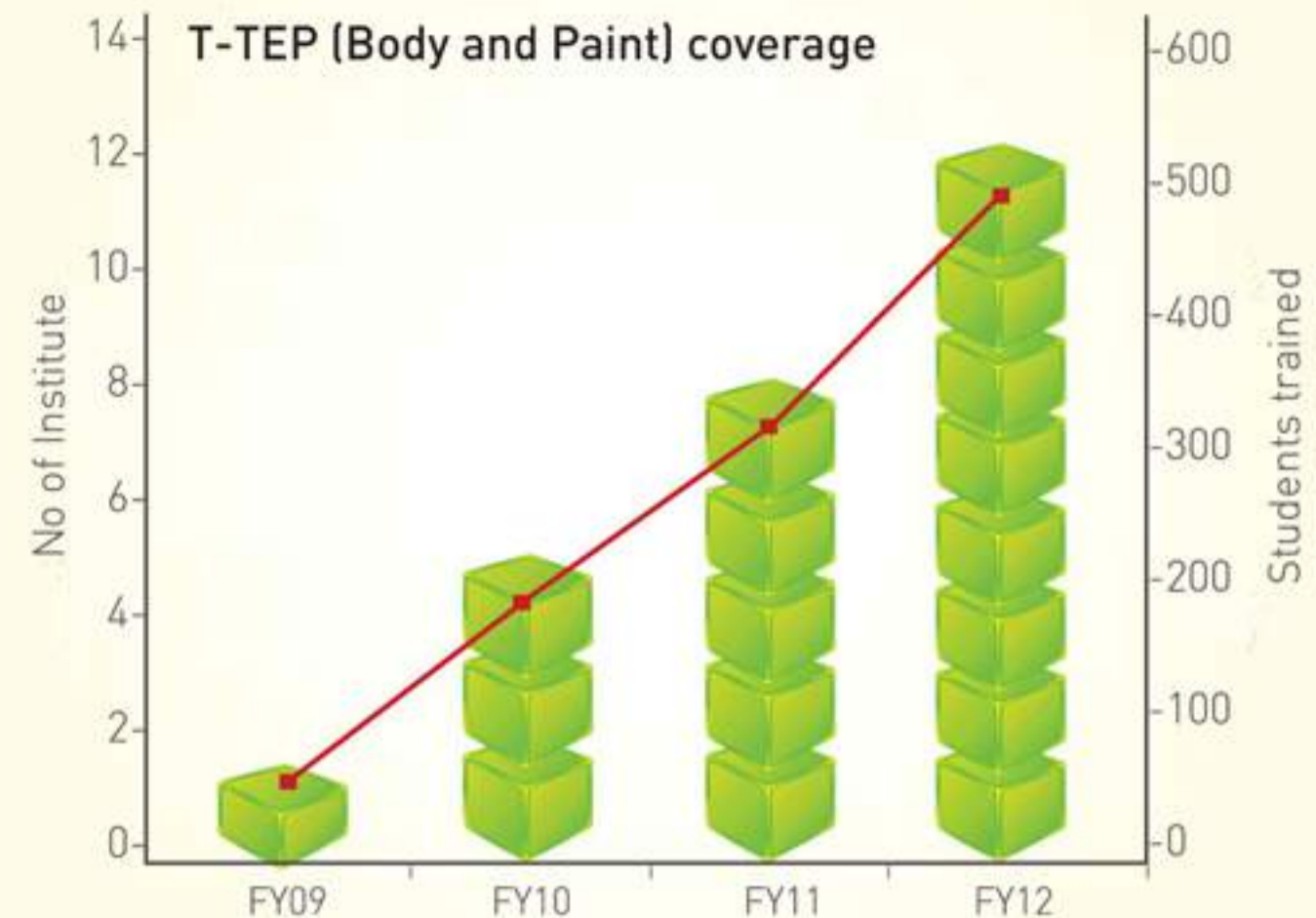
continuous activity, covering 10 additional schools every year.



Books and Bags Distribution ceremony

Toyota Technical Education Programme (TTEP):

TTEP is aimed at imparting advanced skill training on automobile technology to the students of Industrial Training Institutes. Under this programme, 19 ITI's (Industrial Training Institutes) in General category and 5 ITI's in the Body and Paint category across India are being supported by TKM. For the first time in India, a course on body and painting has been introduced by us in these institutes. Nearly 2000 students from these institutes have benefited from this programme. More than 650 students undergo training on the latest automotive technology and service techniques every year. These trained students are also given a job opportunity in Toyota dealerships.



World Class Training to create Skilled Industry- ready technicians



Inauguration of the TTEP institute in 2010-11

Health and Human Services:

Toyota Kirloskar Motor supported two health camps in Byramangala & Shyanmangala. Around 1000 people benefited from this camp. The focus was on eye & general health

checkups for school children, general public's. Toyota Kirloskar Motor supported the camp by providing spectacles and dark goggles to patients. Apart from the

public, 150 government school children were also benefited by this programme.



Health check campaign reaching more than 1000 beneficiaries

Art and culture:

Toyota Classics: Toyota Classics is a live musical concert performed by an international orchestra. The objective of the concert is to contribute to the local culture by bringing the world's leading classical ensembles and orchestras to the people of Asia. TKM hosted Toyota classics in 2008 for first time in India held at NCPA, Mumbai, where the Vienna Operetta Orchestra played live in concert and featured special guest Dr. L Subramaniam - The Paganini of Indian classical music. The proceeds of the concert was donated to, 'Save the Children' India, an organization working towards the empowerment of the disadvantaged children and women and Mehli Mehta Foundation.



Performance by Padmashree Dr. Kadri Gopalnath

For the second time Toyota Classics organized in 2010, held at NCPA in Mumbai and, The Orchestra Citta Di Firenze from ITALY and the Indian artist Padmashree Dr. Kadri Gopalnath performed at the concert.

The proceeds of the concert were donated to Child Rights and You - CRY and Mehli Mehta Music Foundation.



Citta Di Firenze Orchestra performance



Mrs. Geetanjali Kirloskar presenting the cheque

Social Performance: Business Partners

Business Partners

We at Toyota Kirloskar Motor perceive our suppliers and dealers as equal stakeholders in our drive towards sustainability. For TKM, suppliers are the hands that sustain our business continuity where as dealers are the face of TKM. In this section we shall brief you upon the sustainability initiatives taken up along with our business partners during the reporting period.

Suppliers

In our drive to build the perfect automobile, selecting the components that go into it becomes a key criterion for success. At TKM we believe that an innovative, capable, and cost competitive supplier base is critical to the viability of the Indian automotive industry.

Suppliers form a preliminary part of our product building process. We work towards mutual growth and success with our supplier partners.

This is necessary for ensuring the high quality standards maintained in Toyota vehicles. To build a reliable vehicle, the parts that go into making it have to be reliable and it is with this understanding that we deeply involve ourselves with the supplier's production process.

We promote sustainable production practices among our suppliers by providing technical know-how to enhance productivity, and support in areas where suppliers can inculcate best and sustainable practices.



TKM Purchasing Policy

Toyota Kirloskar Motor's fundamental approach to building business relationships has not changed since the foundation of the Toyota Motor Corporation (TMC) 70 years ago. The company's approach is articulated in the Purchasing Mission. A supply based company that gains the respect and trust of society while remaining competitive and long-term provides a stable procurement of the best products at the best prices and in the best time possible.

1. Fair competition based on an open-door policy

Fair competition based on an open door policy supporting TKM's aim of continuously improving the supplier base and preparing a solid foundation for the future.

2. Mutual benefit based on mutual trust.

Mutual benefit based on mutual trust ensuring that the purchasing activities are managed by equal business

partners and result in an even stronger interdependent relationship based on openness and honesty.

3. Contributing to the local economic vitality and being a good corporate citizen.

Toyota aspires to be a good corporate citizen by contributing to local economies and societies thus contributing to the company's vision even in these challenging times.

Environment Initiatives

Green Purchase Guidelines

Comprehensive environmental management means looking beyond the boundaries of our own operations to the wider supply chain. TKM has adopted the 'Green Purchasing Guidelines' policy which includes the environmental criteria in every purchasing decision we make and encourages our suppliers to improve their environmental performance. In addition to meeting

traditional expectations of quality, service and price we give preference to suppliers and products with better social and environmental credentials.

Reduction in the use of Substances of Environmental Concern

Toyota's global standard promotes the elimination of substances of environment concern. Hexavalent

Chromium, Cadmium, Lead and Mercury have been eliminated from almost all parts of the Innova, Corolla and Fortuner at TKM.

Although, there is no requirement or law regarding the end of a vehicle's life in India, we at TKM have proactively taken up in early elimination. This aims at creating a better and safe environment for the future generations to come as the SOC's can be very toxic even in small concentrations.

Green Purchase Guidelines



Acquisition of ISO 14001 Certification:



Toyota Kirloskar Motor undertakes the systematic management of environmental preservation activities and works to continuously improve them. TKM requests that all suppliers create the systems necessary to carry out

environmental preservation activities and constantly improve them. To do this suppliers are requested to acquire the ISO 14001 certification.

Environmental initiatives related to suppliers business activities:

In addition to the initiatives taken by Toyota Motor Corporation (TMC), Toyota Kirloskar Motor (TKM) has set ambitious targets to work on various environmental improvement activities. Suppliers delivering parts, raw materials and supplementary materials should also take an active approach to environmental initiatives as a part of their business activities.

- Compliance with environmental laws and

regulations

- Enhancement of environmental performance

Reduction of CO₂ emissions and the use of packing and wrapping materials in logistics:

The transportation of goods results in the consumption of energy and reducing this consumption of energy becomes a major issue. Thus, TKM undertakes active measures to reduce CO₂ emissions (energy consumption) in logistics. TKM is also working to reduce the use of packaging and wrapping materials. The suppliers involved are also requested to implement environmental measures in their logistic activities.

Supplier Development programs: Towards Sustainable Supplier Base

Toyota basic approach to supplier: SUPPLIER PARTNER

Supplier development programs are designed to give a sense of

Partnership to the supplier, through which we can work along with supplier partners.

We at TKM, work jointly with Supplier to implement Toyota Production System. The scope of

implementation is not constrained to Toyota's Business, but we promote to implement the same to entire scope of supplier operation irrespective of customer.

With this, Toyota's Stable and sustainable supplier base can contribute to the growing Auto Industry.



TKM Top management visit to Supplier facility as a part of TPS implementation review

Toyota Production System [TPS] promotion initiative

TPS is the key to the success of Toyota operations worldwide. Toyota is promoting TPS implementation at suppliers to enhance their productivity and achieve mutual growth. TKM, through its Supplier's Association is jointly working to expand and enhance TPS culture among all Toyota suppliers.

Quality Circle Competition: To bring out the best in the suppliers

Quality Circle Concept: The supplier team solves the identified problem in their respective companies.

Gemba QCC: Judges will visit participating companies to understand their implementations and also guide the QCC team for further improvement.

Regional QCC: All companies assemble to present their presentations. Regional winners are decided and awarded.

Final QCC: Regional winners will compete in the finals. The winners will then be decided and awarded.



Supplier QCC activity reviewed by TKM top management



Supplier Kaizen Festival activity reviewed by TKM top management

Kaizen Festival

Kaizen festival is an exhibition where the suppliers display their best kaizen [process improvements] under one roof. Three of the best kaizens will be awarded during Annual Supplier Meet.

The Supplier Kaizen Festival is organized every year to create a platform to showcase the best practices or innovations that have been carried out by the suppliers. TKM also takes the opportunity to appreciate supplier activities at this event.

Safety promotion among supplier companies:

TKM has been promoting mutually beneficial safe working practices among its supplier groups as a part of the CSR activities. The basic approach is to promote awareness and inculcate safe working conditions among the members to avoid accidents.

Integrated Safety Committee meeting involving Supplier Partners

In March of 2010, Toyota Kirloskar Motor held a kick off meeting to expand its Safety Culture among all

stakeholders. TKM's top management, suppliers, dealer partners and contractors attended it. Later during the reporting period, we held the first Company-wide Safety Committee Meeting (CSCM) involving all suppliers and dealers.

Current activities include basic safety management in terms of model plant establishment, human development of key persons and basic activities for suppliers and dealers.



Integrated Safety Committee Meeting involving Supplier Partners

Special Story: On-Site Suppliers Park

Towards improving the quality and efficiency of sourcing parts, On-site Suppliers (OSS) Concept was introduced to establish suppliers in close proximity to the manufacturing unit. This has been a breakthrough process in eliminating a range of superfluous resource use and improving efficiency. The focus and ambition for OSS is to have more than 80% of the purchasing to take place in and around Toyota Kirloskar Motor.

Primarily suppliers of large, bulky parts as well as suppliers who offer multiple variants of parts are chosen for this undertaking. An added advantage to OSS is that assistance with infrastructure and

amenities were provided by TKM, including land, power, and water. The last key consideration was that these suppliers should be on-site suppliers and not on-site stock suppliers.

Initiating OSS Implementation

Setting up OSS in TKM required intensive activities. Merely inviting suppliers to set up workspaces in TKM was not enough. OSS working methods had to be in line with TKM's production method as a whole, in keeping with the Toyota Way. To do so, this task was entrusted to the Plant Administration Division - the TPS

department - to establish the required work culture.

Some of the activities conducted by the TPS department to ensure smooth establishment of OSS were:

- Understanding the suppliers' setup
- Preparation of a road map to align supplier working methods with the Toyota Production System
- Training suppliers in the Toyota Way
- Implementation of the Toyota Production System at Supplier's facility



Glimpses of OSS Steering committee meeting and visit to the Supplier facility

Training Suppliers in the Toyota Way

It was important for TKM to help potential OSS understand the Toyota Way and the Toyota Production System (TPS). One of the key aspects of the Toyota Production System was to eliminate waste (muda) of

- Over-production
- Operator and machine motion
- Operator and machine waiting (down time)
- Conveyance
- Processing
- Inventory (raw material)
- Correction (rework and scrap)

Eliminating waste is a discernible aspect of Toyota Production System. Similarly, these concepts

will need to receive equal importance from suppliers to facilitate smooth transition to OSS.

To achieve this transition, the thinking way for OSS was Training the Supplier Project Expert (SPE).

SPE development was an important aspect of establishing OSS, a representative from each supplier was identified for training at TKM.



This intensive training was conducted over a period of one year, to help suppliers understand TPS and work on establishing the practices in their on-site facilities.

The Thinking Way for OSS was that the suppliers were no longer six separate entities, but part of the TKM family following their integration into the OSS park.



Establishing TKM practices in existing supplier premises

As a first step, establishing TKM practices in OSS was a challenge, so TPS activities were conducted at the existing supplier plant to ensure that there would be acceptance of changes in the working methods. Showcasing new, efficient working

methods to suppliers allowed them to understand the benefits of working with TPS. It also helped to smoothen the transition from being an off-site to on-site suppliers.

Thus, the Supplier Project Expert (SPE) development platform was established to deliver this essential knowledge to suppliers. These SPEs, in turn, would be required to train their team members among the suppliers, thus driving and

sustaining TPS in the OSS park.

EFC - Supplier meet

Toyota Kirloskar Motor conducts EFC-Supplier meet to create common awareness among EFC suppliers for service parts operation and to establish efficient service parts operation flow for EFC.



Representatives from Suppliers



SOBO Concept explanation through Logistics Game



Suppliers Feedback
[Kojima San from TOKARIKA]

Regional Parts and Manpower Excellence Centre (RPMEC) Establishment at Pune

RPMEC, Pune was established with the aim of customer satisfaction improvement through:

- To establish strong supply chain foundation to enhance customer satisfaction and logistics efficiency
- To support suppliability to west zone dealers by reducing lead time
- To reduce dealer parts stock and support for future volume growth
- Reduction in lead time from 4 to 2 days
- Reduction in stock amount at dealer: 33%

Key Parameters	Before Scenario	Current Scenario
Average L/T for supply	3 ~ 6 Days	1 ~ 3 Days
Despatch Frequency (Dealers)		
Daily Twice	0	09
Daily	34	25
Supply Lead Time (Hrs)		
< 24 Hrs	0	21 (62%)
< 24 ~ > 48 Hrs	16 (47%)	09 (26%)
> 48 Hrs	18 (53%)	04 (18%)
Total	34	34



Inauguration of RPMEC Pune

Social Performance: Business Partners

Dealership

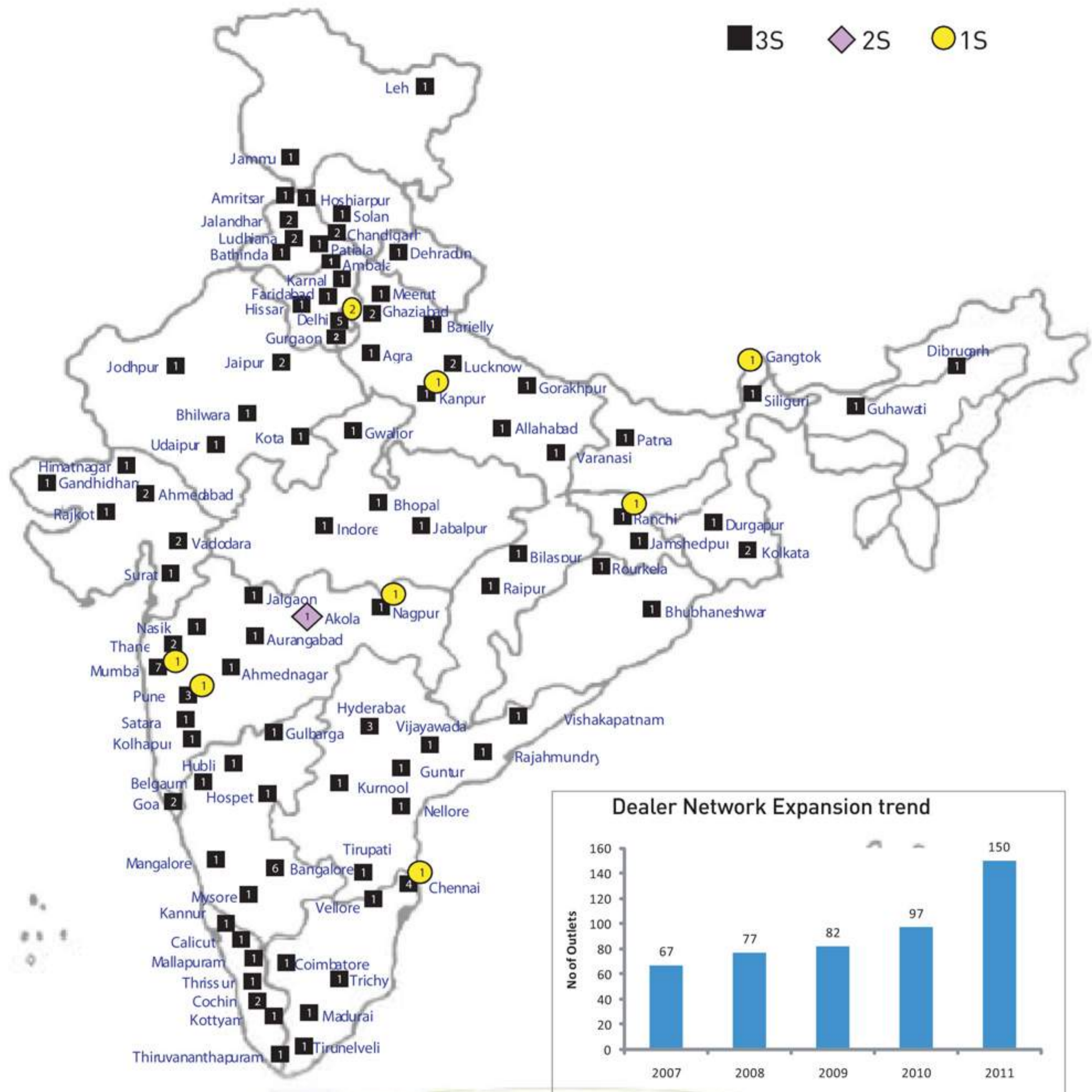
Toyota automobile dealers are the primary point of contact for the company's customers. Toyota Kirloskar Motor ensures that rigorous quality standards and

sustainable work processes are adopted by dealers to reflect the values and beliefs of the company. The company works constantly with dealers to ensure maximum

customer satisfaction by initiating and conducting three-sixty-degree communication and suggestion programs.

Service Network Expansion

To enhance the capacity and provide convenience for customers, thus achieving the highest levels of operational efficiency



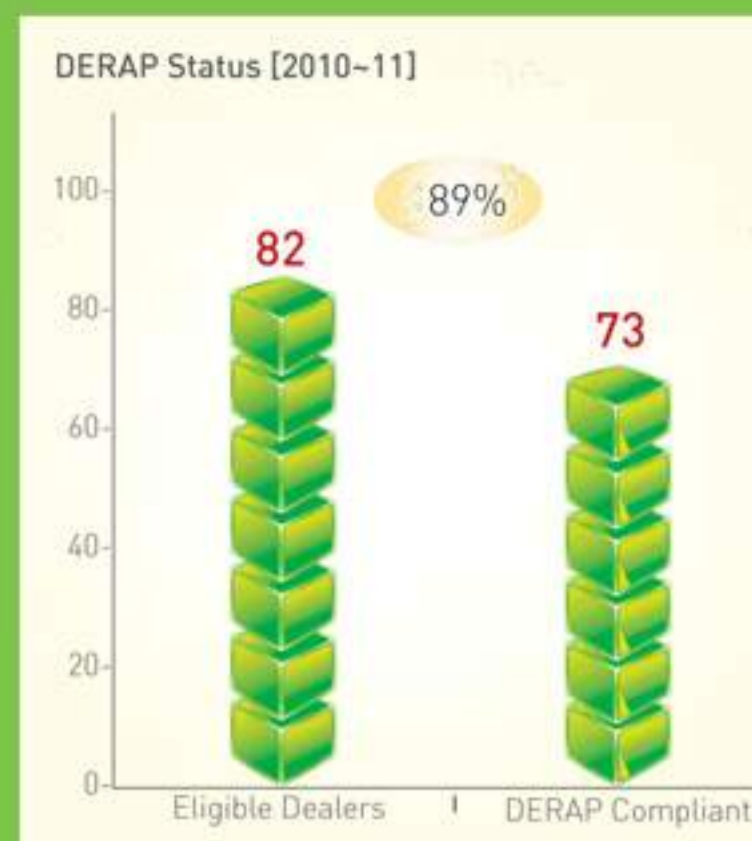
Dealer Environmental Risk Audit Programme (DERAP)

This is a program designed by the Toyota Motor Corporation to ensure efficient environment risk management for dealer workshops. It has five important aspects of environment management i.e.

- Presence of environment promotion staff.
- Declaration of abidance to law
- Proper storage and treatment of hazardous waste

- Proper treatment of drainage water
- Proper recovery of AC gas.

This program is an indication of TKM's perseverance towards influencing stakeholders in making informed sustainable decisions and building policies in alignment with our sustainable goals. We are dedicated towards ensuring 100 percent dealer compliance with this policy.



ISO 14001 Certification at Dealerships:

As a first step, establishing TKM encourages its dealers to implement Environment Management System (EMS) at dealerships. One of the tools used for this is ISO: 14001 certification. Toyota Kirloskar Motor strongly recommends that its dealers go for the certification, as it ensures awareness among all members at all levels at the dealerships. A

standard operating procedure is established at dealerships to visualize ISO certification status, surveillance audit and certification expiry date.

Eligible dealers refer to the dealerships which are sufficiently old enough and stabilised over a period of time.



Training Camp for Polytechnic students at Toyota Dealerships



Introduction and presentation about the company Profile.



Sharing Information to Students we care for environment



Awareness promotion on salient features of Toyota Dealerships



Refresher training programs to dealership technicians on concurrent new technologies



To motivate Technicians at Dealerships, regular training programmes are conducted and followed by setting test.

Encouraging Technicians by rewarding with prizes for qualifying in each test.



Health camps organized by Dealerships for employees and their families, particularly for workshop members, Housekeeping and Pantry workers.



Zonal Star Service Advisor: Selection will be done based on the performance analysis.

Motivation Activity for Employees at Toyota Dealerships



Provide cycles to washing staff



Employees towards health and social well being



Annual get together party for employees and their families



Water Borne Paints

After the successful implementation of WBP at the new Etios Plant, TKM has implemented the similar painting process at few of its dealer locations. This practice

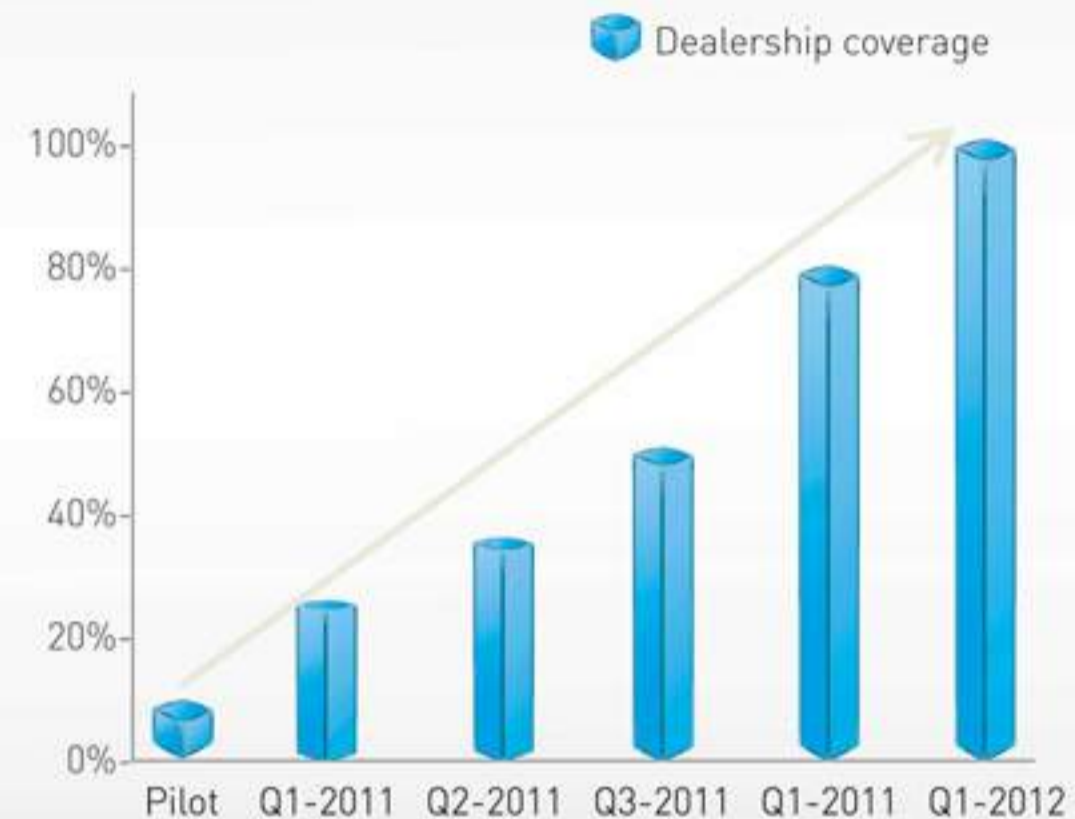
minimizes the effects of VOC's to the environment. The use of water borne paints in Toyota Dealerships will be introduced in multiple phases. Our target is to implement

the use of water borne paints in all Toyota dealerships by the end of the FY 2012.

Total reduction in VOC by converting to Water borne paints.



Implementation of WBP at Toyota Dealerships



Environmentally responsible operations at Toyota Dealerships

A Toyota Kirloskar Motor dealership is set up using a responsible framework as the foundation towards building a sustainable facility. The key practices followed to ensure efficient waste management and hazard reduction are as follows:

- We activate a dealership facility with minimum availability of a 3-stage separator to treat the water used for washing vehicles in the



Wastewater treatment facilities at dealerships

dealership, as the disposed water may contain mud and detergents. Effluent treatment plants and sewage treatment plants are also being established in many dealerships to reuse the water for gardening, sanitation and other activities that can utilize recycled water.

- The waste generated at dealer locations are categorized into non bio-degradable, bio-degradable and



Waste segregation and safe disposal

metal waste. These wastes are collected separately, by category, in specified containers for recycling or appropriate disposal.

- In the paint preparation stalls of the body and paint workshop, a dust collection system is being implemented to make the workshop free of paint particles and thus ensure a cleaner working environment



State-of-the-art body and paint facilities at dealerships

Go green Movement:

The Movements seeks to give a human face to environmental issues; empower people to become active agents of sustainable and equitable development; promote an understanding that communities are pivotal to changing attitudes towards environmental issues; and advocate partnership, which will ensure that all nations and people enjoy a safer and more prosperous future.

Office spaces are constantly

developing and incorporating new technologies to operate businesses and meet growing needs. These technologies, more often than not, run off some form of energy which adversely affects the environment. TKM has adopted the Green Building concept at the new dealership at Sahibabad and upcoming dealership at Noida to reduce these impacts.

The green buildings incorporate the following green features:

- Use of energy efficient and eco-friendly equipment

- Use of recycled and environmental friendly building materials
- Quality indoor air quality for human safety and comfort
- Efficient use of water
- Use of renewable energy
- Effective controls and building management
- Effective use of existing landscape



Distribution of a sapling along with the newly purchased vehicle at Toyota dealerships



Environment commitment display at Toyota dealerships



Under Deck Insulation for Energy Efficiency



Solar Geyser for Energy Efficiency

Environment Month activities:

June 5th of every year is World Environment Day. TKM makes it a point to observe this and take the opportunity to raise awareness throughout the organization about environmental issues.

The Movements seeks to give a human face to environmental issues; empower people to become active agents of sustainable and equitable development; promote an understanding that communities are pivotal to changing attitudes towards environmental issues; and advocate partnership, which will ensure that all nations and people

enjoy a safer and more prosperous future.



Celebration of Forest Day

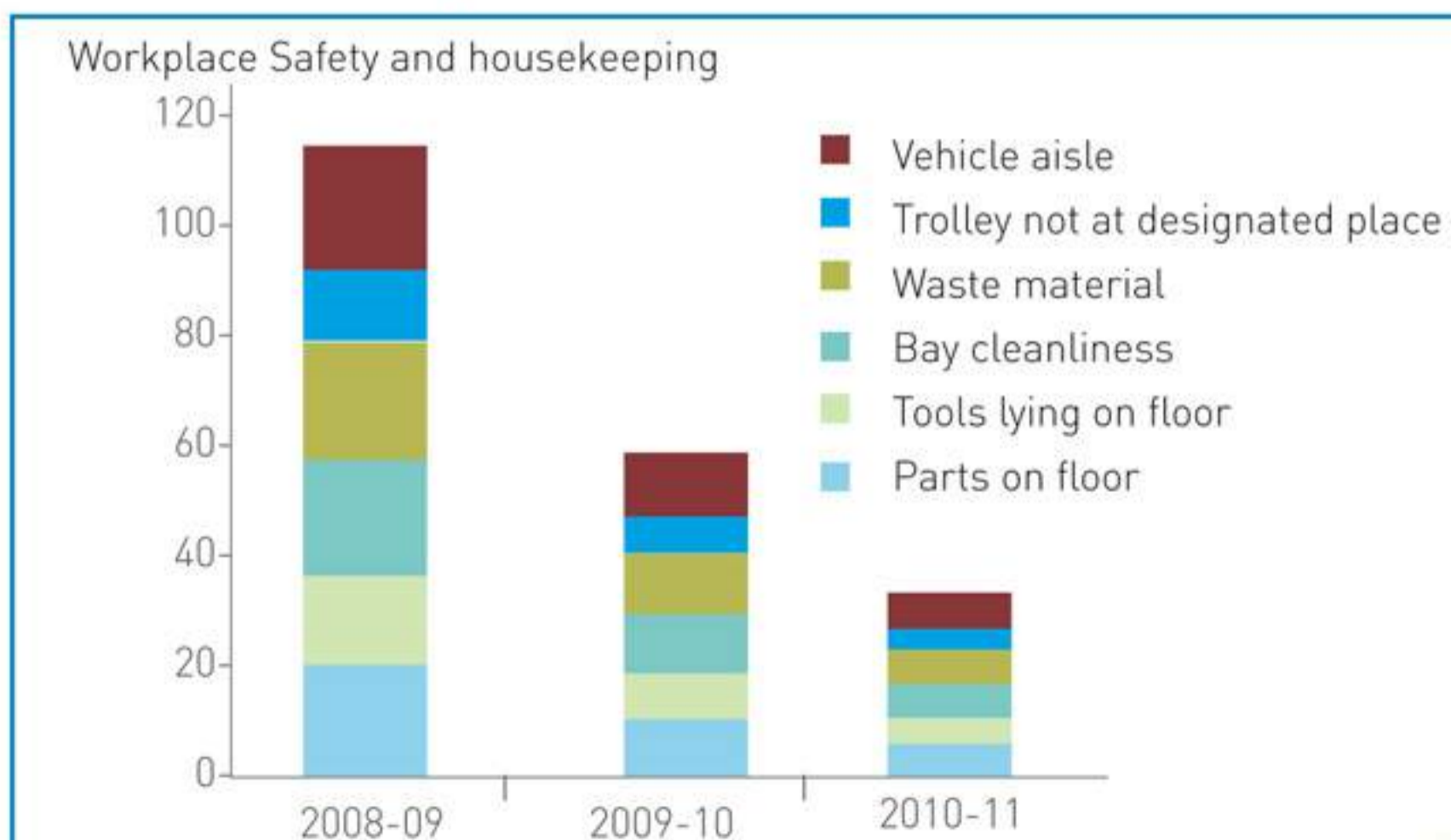


Celebration of Environmental Day on 5th Jun 2011 with Customer

Safety Campaign at Dealership:

First time of its kind an Safety campaign exclusive for Body and Paint shop was organised at Toyota Dealership with following objectives to bring about a cultural mindset change in Body and Paint shop towards ensuring 5S at work-place, Motivate Body and Paint members to work in a team towards maintaining 5S at workshop and finally involving dealer top management in sensitizing Body and Paint members on 5S and Safety.

Workplace Safety and housekeeping



Save India's Coast

India's coastal area stretches approximately 6000km wide, of which just half remains undestroyed. This is being considered as one of the biggest disasters facing India's environment. Toyota Kirloskar Motor has partnered with NDTV for the "Save India's Coastline" initiative, a set of activities that are undertaken to address various



conservation and restoration efforts. NDTV -TOYOTA "Coastal Express" yacht travelled along India's coastline to report on the facts and impacts on beaches. The Yacht travelled on a 45 day campaign and covered 8-10 major coastal areas and helped transform several beach stretches. The initiative aims to petition the government to take action to save India's beaches.



Greenathon - III

The NDTV-Toyota Greenathon is an event conceptualized by NDTV and TKM to raise money to support TERI's initiative - Lighting a Billion Lives which aims at providing solar power to villages without electricity. Over 1.6 billion people in the world lack access to electricity of which around 25 per cent are in India alone. For these people, life comes to a standstill after dusk. The Greenathon is a 24-hour live telethon played across the NDTV network, combining elements of celebrity performances and

interviews, green activities across India, reports on environment, green pledges by celebrities, politicians and the common man.

In Year 1, we raised funds to light up 56 villages and in Greenathon 2, the event resulted in 115 villages being provided with solar power. The latest edition was implemented with a high benchmark and with increased efforts and planning it turned out to be bigger and greener than the previous editions as it expanded its reach internationally.

It received an overwhelming response and garnered support from different parts of the world, including the country's leading corporates, celebrities, musicians, environmentalists, NGOs and educational institutions.

Total no. of villages adopted: 580

Total Donations in Rupees : 11.6 Crore

Total no. of lives lit : 1.43 Lakh



Toyota Green award

A first-of-its-kind award in India, Green Awards aim to recognize excellence in all sections of the society - Rural, Urban, Corporate, Domestic, Educational Institutions and Resident Welfare Associations. New Delhi, After the huge success of Greenathon I and II, Toyota in partnership with NDTV announced the Green Awards to encourage, acknowledge and award the Champions of the Earth for environmental leadership (globally) contributing most towards protecting our environment.



TOYOTA KIRLOSKAR MOTOR



Toyota 'Q' World – an exclusive auto show:

Customers across India got an opportunity to see the Toyota Etios concept and an exciting array of Toyota vehicles that were showcased, exhibiting Toyota quality and technology.

Customers got the touch and feel of Toyota range of cars with advanced and environment friendly technology



Toyota Q-world glimpses



CUSTOMER FIRST.



THE ONLY REASON THAT MADE US BOUNCE BACK FASTER.

Putting the Customer First. That's the fundamental principle at Toyota, which helped us bounce back in such a short time. We are delighted to announce that the production is back to full swing. We promise to continue delivering Q-class experience through our customer first philosophy.

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