

MESSAGE FROM MD's DESK

I am glad to present TKM's Sustainability Report 2012 elucidating our achievements & performance in Environmental, Societal, Governance and Economic arena of Toyota's operations in India.

The year gone by brought in some harsh business environment like the Forex fluctuation, severe market competition and unprecedented fuel hikes. These setbacks turned out to be instrumental for us to approach our business in a holistic way. Through the strong teamwork of Team Toyota India we could sail through the situation and get ourselves prepared to face the future challenges.

I take this opportunity to express my sincere gratitude for the consolidated efforts of all our stakeholders. I am grateful to our committed employees, flexible supplier partners and a dynamic dealer network. My hearty thanks to the magnanimous support extended by the government authorities and local community on behalf of Team Toyota India.

We at Toyota always strive to make better cars that exceed expectations and bring smiles to those who choose them.

Sustainability is inherent in Toyota culture and our vision, philosophy and guidelines are true reflections of our commitment for a sustainable future. Let me assure you that Team Toyota India will continue to delight its customers through advanced technologies and services, thereby fulfilling its commitment to economic, environmental and social stewardship in the Indian society. Some of our key sustainable plant initiatives at TKM include afforestation activity, utilization of best available technology, and promotion of Eco-CSR activities to reach out to the community.

This report bears testimony that hard work always pays especially when combined with the spirit of Waku Doki (excitement, joy & fun while carrying out tasks) and Q-Sense (the harmony of quantity and quality). We have put in a lot of effort to bring to you a comprehensive report on TKM's Sustainability focus. But we would truly appreciate your feedback as it will help us progress rapidly on the journey of Sustainability.



Let's become more Sustainable together,

Hiroshi Nakagawa,
Managing Director

VISION, MISSION AND VALUES

Our vision, mission and values drive us to excel in each of our business operations. This is how we bring quality to our stakeholders and manage to sustain it as well. Our values create an environment of common culture and practice, which have kept us steadfast in realizing our vision. Our aim is to continuously improvise and innovate and make quality a part of the process rather than the goal. TKM's goals are defined by the ability with which we care for the environment and stakeholders, while maintaining a productive financial outlook.

VISION ►

- Delight our customers through innovative products, by utilizing advanced technologies and services
- Ensure growth to become a major player in the Indian auto industry and contribute to the Indian economy by involving all stakeholders
- Become the most admired and respected company in India by following the Toyota Way
- Be a core company in global Toyota operations

MISSION ►

- Practice ethics and transparency in all our business operations
- Touch the hearts of our customers by providing products and services of superior quality at a competitive price
- Cultivate a lean and flexible business model throughout the value chain by continuous improvement
- Lead Toyota's global operations in the emerging mass market
- Create a challenging workplace that promotes a sense of pride, ownership, mutual trust and teamwork
- Create an eco-friendly company in harmony with nature and society

Through these activities establish a superior brand image in India.

VALUES ►

- **HONESTY** - I will be honest to my profession in spirit, word and action
- **HUMILITY** - I am proud about myself and I will treat everyone with the same respect that I expect
- **HARMONY** - I will work with team spirit and will not live at the cost of others
- **COURAGE** - I will work for continuous improvement to lead from the front amidst all adversities
- **ACCOUNTABILITY** - I will take ownership for all my actions