

## MESSAGE FROM MANAGING DIRECTOR



It gives me an immense pleasure in bringing out Toyota India's Sustainability Report 2013. The report gives an explicit insight to our performance in the areas of Economic, Environment and Social.

I take this opportunity to express my heartfelt gratitude to our committed employees, flexible suppliers, dynamic dealer partners, Government authorities and the local community who have always shown their deep loyalty and support towards Toyota India.

As part of Global Toyota, we endeavor to give the best to our customer in terms of Quality products to bring smile and Waku Doki experience (sense of excitement). We strive to minimize the environment impact from our process and products by living in harmony with nature.

Despite the unfavorable economic condition and slow down in Indian Auto market, we at Toyota India

have taken this opportunity to refine our processes of making it lean which is a way towards green.

The concept "Lean is Green" elucidates Toyota India's way of thinking which is "optimized manufacturing process with maximum output". With this ideology, we have laid out a plan to achieve resource optimization and cost reduction without compromising on Safety, Quality and Durability that continue to enhance our customer satisfaction.

We at Toyota India strive to foster a strong relationship with our stakeholders to build a basis for sustainable and responsible company while achieving our goals of creating Economic, Environment and Social values from our business activities.

Through this report we have tried to consolidate our efforts towards Sustainability. Best practices are showcased in the areas of strong Corporate Governance, Eco friendly processes, Greenbelt initiatives, Human development, CSR, Supplier and Dealer development programmes for betterment of community.

As team Toyota India, we will work together and get through this hard time and stand firm to achieve sustainable growth.

**"Let's make Lean is Green a way  
towards Sustainable world"**

**Hiroshi Nakagawa**  
MD & CEO



## MESSAGE FROM EDITOR'S DESK

It is a pride moment for me to present the Annual Sustainability Report first time as Editor.

Sustainability is the capacity to endure. The word Ecology describes how biological systems remain diverse and productive over time. Long – lived and healthy wetlands and forests are examples of sustainable biological systems. For humans, sustainability is the potential for long term maintenance of well being, which has ecological, economic, political and cultural dimensions. Sustainability requires the reconciliation of societal equity, environmental and economic demands-also referred to as three pillars of sustainability.

At TKM, we have been doing flurry of activities at all fronts to reduce the negative impact on environment as well as society. By engaging all the stakeholders passionately, we have been continuously improving our products and processes to have a harmonious relationship between cycle of industry and cycle of nature. Our activities at TKM are not confined to only production area but expanded to non production areas like canteen, commutation and office areas. Only by continuously expanding our areas and activities through innovation and creativity, we can have a sustainable development.

This year we reconstituted the Environment Management Committee by bringing all the 5 sub-committees under one umbrella with two Environment Directors to drive the activities in a structured way at all fronts. During the Environment Month in June 2013, we adopted the theme 'Eco through Eco', Economy through Environment activities, keeping in mind the year of Kikikan. This helped us in reducing the carbon footprint of the company along with huge cost reduction.

Main objective of bringing out this report is to showcase TKM's practices in various spheres of activities among all our stakeholders. This report has been prepared in line with Global Reporting Initiative (GRI) guidelines. A dedicated team has worked tirelessly to engage with the stakeholders, collect the content, review, refine and finally to bring out high quality and accurate information. I would like to thank all the members of this team and all the others who contributed to this mammoth task.

Hope this report will enrich your knowledge about TKM's initiatives towards sustainability. Also make us feel proud of our actions towards becoming the



most respected and admired company in India and among Global Toyota.

As continuous improvement is our DNA, we expect your feedback about this report at [sustainability@toyota-kirloskar.co.in](mailto:sustainability@toyota-kirloskar.co.in).

**"We understand our Responsibility  
to Respond to the Nature...!"**

*V. Ramesh.*

**V Ramesh**  
Environment Director &  
Senior Vice President, Manufacturing