



## MESSAGE FROM MANAGING DIRECTOR

Toyota believes that there is always a better way than the best way - in everything that we do. We at Toyota Kirloskar Motor endeavour to consistently make quality cars, built to international quality standards, keeping in mind the local requirements and sentiments.

Though sustainability is a new concept in the emerging economies, the elements of sustainability are already embedded in all our processes through Global Toyota. To become sustainability champion par excellence it requires a paradigm shift in the way business is conducted. Sustainability as a concept needs to be integrated with the business strategy enveloping integrated values, ambitions, long term commitments, transparency and demonstrated results through participation of all stakeholders, that is nothing but Toyota way of "Simplicity in Sustainability".

We at Toyota are trying to adopt a similar kind of business model which is simple yet effective, embracing the concept of shared values where our economic value creation should create value for society. We are in the business of providing automotive products and services to our customers, which enrich the lives of people while contributing to the Indian Economy. Their firm belief in us creating value for society, should enthuse them to become a part of the Toyota family. We are proud that today, over one million Indians are part of this ever growing Toyota family and look forward to seeing it grow further.

We have taken the lead in driving various initiatives in the areas of education, community development and the environment. Our aim is to create and nurture a company that works in harmony with nature and society creating a never ending cycle of growth, which I believe is the essence of Sustainability.

As the automobile industry goes through a process of technological changes, we aim to be the pioneers and revolutionaries of this green path. Toyota has always been at the forefront of cutting edge automotive technology and the introduction of Hybrid Prius and Camry withstands testimony to this commitment.

It is this mindset and hard work, through generations, that is responsible for Toyota's renowned Quality, Durability and Reliability (QDR) which has led to our steady growth in the Indian automotive market, backed by products and services that are loved and cherished by our customers. I take this opportunity to express my heartfelt gratitude to all our stakeholders who have always stood by us.

I am delighted to present TKM's 2014 Sustainability Report to you and request your valuable feedback which I am sure will go a long way in improving our efforts.

**NAOMI ISHII**  
MD and CEO