



**N RAJA**  
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# MARKETING AND BRAND PROMOTION

As a responsible corporate citizen, Toyota has always explored towards focusing on building 'Ever Better Cars' which will bring smile on face of customers by 'exceeding their expectations'. This year, we have seen some unprecedented thrust from regulatory bodies on addressing concerns around environment in some regions. We at Toyota would always want to be a part of the solution & our efforts are focused in that direction. In line with this philosophy, our hybrid technologies have ensured that we stay ahead of the curve when it comes to ensuring cleaner environment and sustainability.

Year 2016, saw a string of successful vehicle launches beginning with Innova Crysta, Platinum Etios & the newly launched Fortuner. We have adopted a 'digital thrust' to reach out to our customers and build awareness on our product & its safety features. We have always believed that Indian customers want global quality products & we are proud that they choose us.

We are thankful to our customers for their continued patronage towards brand Toyota. We shall strive to achieve 'customer delight' with our QDR approach.



**ALL NEW**  
**INNOVA** | LUXURY  
**CRYSTA** | MEETS  
POWER



# MARKETING AND BRAND PROMOTION

As outlined in the material issues, brand management is an important aspect of the process to ensure sustainability in an organization. We have a robust marketing strategy which is updated on a regular basis. Our journey of becoming a brand that indicates 'Quality Revolution' has been a result of the successful brand promotion campaigns. Toyota has been driving the awareness of its product and service, fostering customer loyalty, increasing sales and boosting the overall company value and that has helped the company to retain an edge over its competitors.

## DEALER BUSINESS MEET

TKM Strategic Marketing division organized a Dealer Business Meet [DBM] in 2016, with an objective to connect with all our 150 Dealer Principals and CEOs spread across the nation. TKM top management across all the functions participated in the meet. In line with the theme for this year 'Win on Wow', review was conducted on the first half yearly performance, and insights were given on the way forward for the following year's performance.

During the meet, The New Platinum Etios and New Liva were unveiled for the dealer preview. The Dealers selling highest no. of Etios presented their success stories to all

other Dealers. We also had 13 Dealers sharing best practices through Obheya style presentation. Amongst these, 6 Dealers were awarded for their Kaizen efforts in Sales & Service area along with Best Dealers in celebrating National Road Safety week and World Environment month.

## PRODUCT STORIES "THE MOST LOVED AND MOST DEPENDABLE"

The journey of the Etios began at the Delhi Auto Expo in the year 2010. Inspired by Toyota's QDR (Quality, Durability and Reliability) philosophy and designed to best suit the needs of the Indian consumer, not surprisingly the sedan went on to become one of the most dependable car in the country.



## EVOLUTION OF THE ETIOS

**ETIOS**  
Q CLASS

World First. India First. My First

Toyota presents Etios. A car so unique, it belongs to a class of its own. Born of our deep insight into India. Crafted with our legendary quality standards. Designed to redefine your expectations of style, ride comfort and space. In every way, Toyota Etios is a First.

1.5L, 90 PS, 132 Nm, G4HC Gasoline Engine | 2 DIN DVD Audio System | Audio Controls on Steering Wheel | Driver & Front Passenger Airbags | ABS with EBD | 13.1Ltr Coolant Grade Box | Best-in-class Cabin & Boot Space | Inviting Dual Tone Upholstery

2010

World First. India First. My First  
A NEW WORLD OF HIGHER QUALITY

**REGISTRATIONS CLOSED. THROTTLES OPEN.**

As every racer you know, numbers matter. Thanks to you, ours are pretty impressive. 2 months, 3,000 applicants, 900 participants, 3 cars... All set for the most anticipated single make race of the year, the Etios Motor Racing Challenge Race. Where, in July 2012, 25 legends will go tearing around the track, in pursuit of the most exclusive number of all, the number 1.

To know more, visit [www.toyotaetios.com/racing](http://www.toyotaetios.com/racing)

**ETIOS MOTOR RACING**

2012

Registrations Closed throttles Open  
TOYOTA QUALITY MEETS YOUTHFUL ENERGY

**THE NEW LOOK TOYOTA ETIOS**  
FROM THE MAKERS OF THE WORLD'S NO.1 SEDAN

2015

The new look Toyota Etios  
FROM THE MAKERS OF THE WORLD NO.1. SEDAN

**ETIOS**  
Q CLASS

My First Achievement.  
Q Class performance that keeps me ahead.

My first achievement Q Class performance that keeps me ahead.

2011

My first achievement Q Class performance that keeps me ahead.  
A NEW WORLD OF HIGHER QUALITY

**THE NEW TOYOTA ETIOS. THE REAL SEDAN.**

The New Toyota Etios - a perfect balance of distinctive style, superior space and exceptional value. The Real Sedan offers Best-in-Class Cabin Space, Cabin Comfort, New Dual Tone Premium Interiors, Steering Wheel Controls and 13 More Special Features. Step into the New Toyota Etios. Experience the Real Sedan.

**NEW ETIOS**

Special Offers for Exporters & Dealers

Best-in-Class 90% Boot Space | 13 More Offers

2013

The new Toyota Etios. The real sedan  
THE REAL SEDAN

**PLATINUM ETIOS**

THE SEDAN THAT ALWAYS PUTS YOUR FAMILY

## INNOVA - JOURNEY OF INDIA'S NO 1

The journey of the Innova began in India in 2005 as it aimed to continue the legacy created by Qualis. The Innova took the success story forward when it was received well by the customers and the industry experts alike, creating a new segment in the Indian automobile industry.

Shape your desire

Think smart? Practical? Luxurious? Great Performance? Safe and Reliable? Fuel efficient?

2005

2008

2009

**Every day. Many joys. One car.**

Thoughtfully designed. Spacious. Luxurious and exceptionally reliable. Thanks to the legendary Toyota quality. For over 150,000 Indians, it's the one car that holds every kind of joy. The Innova.

**INNOVA**  
Multi-Purpose Vehicle

The versatility and the utility of the car became its strengths even more when a celebrity brand ambassador was roped in for endorsements. In 2007, Innova celebrated 50,000 happy customers and set new benchmarks in terms of quality and customer delight. For the 5th anniversary of the Innova, the car has been positioned as a luxury vehicle.

Toyota Innova. Give shape to your desire.

**IT'S INSPIRING IT'S COMMANDING IT'S ME!**

**Drive to precious times**

Etos embarked on its brand journey, positioned as the quality sedan and aptly titled the Q class. The campaign spoke volumes by utilizing a celebrity and personality who best characterized this virtue. By positioning the Etios as their 'first' sedan, the campaign emotionally targeted consumers and succeeded in the messaging.

The TRD Sportivo Limited Edition launched in 2012, appealed to a sporty, stylish younger audience. By this time, the Etios had already sold over an incredible 100,000 units. In 2013, the new Etios was positioned as the Real Sedan delivering an uncompromised, distinctive style and incredible space. The 2014 Etios MMC communication stemmed from Toyota's lineage, as both the Etios and the world's no.1 sedan, the Corolla, were built on the same assembly line.

Along with the hearts of Indian customers, Toyota Etios won the J.D Power VDS award consecutively as India's Most Dependable Sedan in 2014 and 2015 and also the IQS award in 2015. In 2016, Etios series was also awarded 4 Star safety rating from Global NCAP.

**2012** Liv tmrrw 2 days  
QUALITY HATCH FOR YOUNGSTERS

2014 So spacious, you'll always feel at home.  
DISCOVER THE MANY COMFORTS OF THE TOYOTA LIVA

2015 THE NEW LIVA. Stylish. Dual-tone. Feature-loaded.  
The new Liva. Stylish, Dual-tone, Feature-Loaded.  
STYLISH AND MORE

2016 STYLED TO IMPRESS  
The new Liva arrives with an attractive new exterior design plus a host of features, including a bold new front grille, a cool new Optitron display, and whole lot more.

2013 Fame ki brand new pehchaan  
QUALITY HATCH FOR YOUNGSTERS

2016 THE NEW ETIOS LIVA  
Fame ki brand new pehchaan  
QUALITY HATCH FOR YOUNGSTERS

THE NEW PLATINUM ETIOS - THE MOST DEPENDABLE SEDAN  
LY FIRST.

The All New Platinum Etios launched in 2016 is the Most Dependable Sedan.

It stands synonymous with utmost Dependability, Safety, Comfort and Quality, to appeal a big happy family.

In the following years, the brand launched several successful special editions to set new records and higher standards. In 2015, Innova successfully completed 10 years in India, winning the J.D. Power Award for 10 years in a row.

**REVOLUTIONARY NEW INNOVA CRYSTA**

2016 saw the launch of the most anticipated more luxurious and powerful avatar of the Innova - the Innova Crysta. It was unveiled at the Auto Expo 2016 and as was expected, became an instant hit. The official launch of the New Innova Crysta was in May across 9 cities through a press and customer meet.

2016 ALL NEW INNOVA CRYSTA  
LAUNCH OF INNOVA CRYSTA AT AUTO EXPO 2016

2010 10 Years of Innova  
This year, make the occasion special!

2012 Luxury that brings joy to your family.

2013 INDIA'S FAVOURITE, INDIA'S NO.1  
INTRODUCING THE ALL-NEW INNOVA

2014 NO.1 IN STYLE IN COMFORT IN SPACE  
INTRODUCING INDIA'S MOST RIPPY IN A LIMITED EDITION.



**THE TOYOTA BOOTH**

Toyota had one of the largest and busiest booths designed elegantly and differently showcasing the unique 3D wave signature feature-which has been an intrinsic part of the Toyota exhibitions worldwide since the past few years. The stall was strategically divided into 3 zones and 3 corners - each representing different offerings & facets of the brand. Toyota's overall theme demonstrated Toyota Global 2020 vision - leading the mobility evolution through QDR, environment consciously with the highest safety standards and advanced technology which would organically contribute to new India's growth.

The Zones were dedicated to the new upcoming product launches, while the Corners demonstrated Toyota's steps towards the environment and the society at large through their advanced technology, safety measures and eco friendly initiatives. Under the wave, the Best in Town initiatives covering Toyota Driving School (TDS), Toyota Financial Services (TFS), Toyota Genuine Accessories (C&A), EM60 (services) and Toyota's Car service (UTrust) were displayed.



THE SUV ZONE



THE LAUNCH ZONE



THE SEDAN & HATCHBACK ZONE



HYBRID ZONE



SAFETY CORNER



BEST IN TOWN CORNER

## MAKING A MARK AT THE AUTO EXPO 2016

The Auto Expo is India's premier auto event where the biggest names in the automobile industry come together once in two years to showcase their latest and the finest. This year, the gargantuan event was hosted In India Expo Mart, Greater Noida, India from 3rd to 9th February.

To sum it up, the Auto Expo 2016 was a roaring success for Toyota. The launches, events and displays were not just loved by the visitors, the press also showered praises on it in some of the country's leading newspapers and magazines.

## TOYOTA CONNECT [T-CONNECT]

The Auto Expo 2016 saw the launch of cloud based telematics services "Toyota Connect – Connected services with Human Touch" for Toyota customers in India to experience global standard in premium and personalized connected services. Toyota car owners will be able to access Toyota Connect with a smart phone application.

T-connect is a fully integrated cloud based telematics service platform linked to Global Toyota Smart Center, supported by dedicated premium call center, integrated with Toyota's dealer network and service providers. With host services like 24x7 a Assisted Navigation with Live traffic information and GPS location based Road side Assistance, online maintenance appointment this service, live check of service progress, e-payment etc., Toyota aims to support customer's driving and lifestyle needs, making the experience of possessing a Toyota vehicle both safe and enjoyable.

Toyota considers role of telematics important for using this combination of technology and personalization provide its customers with a safe, secure and convenient mobility lifestyle.

## THE HYBRID ZONE

Ever since the first Prius hybrid took to the roads nearly 20 years ago, Toyota has been proud to be called Hybrid leader with 8 million customers globally. At the Auto Show 2016, Toyota displayed an exciting hybrid zone which saw the new Prius - the lead symbol of Toyota's entry in India with the hybrid technology, the Camry -Toyota luxury hybrid, the Miral - Toyota hybrid. The Virtual Reality hybrid simulator also gave the customers an exciting experience into the world of Hybrid technology

## THE NEW PRIUS

On 4th February the new Prius made its debut in front of the nation's press at the Auto Expo 2016, Mr. Naomi Ishii, Managing Director, Toyota Kirloskar Motor took to the stage to explain the key features to the audience before the final unveiling by Mr. Naomi Ishii and Mr. Vikram Kirloskar.

The public days saw a lot more of footfalls as the Toyota booth became the center of attraction of the expo, thanks to a stellar display of automobiles and an array of stunning performances by some of the best names in the entertainment industry like the 'Taiko Drummers' and international Symphony'.



VIRTUAL REALITY HYBRID SIMULATOR EXPERIENCE FOR CUSTOMERS



THE NEW PRIUS DEBUT AT AUTO EXPO 2016



ARRAY OF STUNNING PERFORMANCES AT AUTO EXPO 2016



UNVEILING OF TOYOTA CONNECT

# THE HYBRID JOURNEY



## STEERING IT IN THE TOYOTA WAY..!

Toyota believes that environment-friendly vehicles can only truly have a positive impact if they are widely used. Toyota has endeavoured to encourage the mass-market adoption of hybrid vehicles since, 1997, with the establishment of Toyota Hybrid Systems, followed by the launch of Prius – the world's first mass-produced hybrid passenger vehicle in Japan. Since then, Toyota hybrid vehicles have received tremendous support from consumers around the world.

Toyota has positioned hybrid technologies that enable the use of different fuel combinations and environmental technologies for the development of Eco friendly vehicles.

## CAMRY HYBRID – LUXURY AHEAD OF IT'S TIME

As Toyota's sincere effort to curb the carbon emission woes in India and across the globe, with the concept of "alternative motoring", Toyota Kirloskar Motor, India started manufacturing Camry Gasoline - India's first ever locally manufactured Hybrid in 2012. With it's launch in the following year 2013, Toyota marked an important milestone in the history of the Indian Automotive Industry.

India, being globally the 9th Country to manufacture Toyota Hybrid, launched The All New Camry – Camry Hybrid and Camry Gasoline in 2015. Taking luxury to the next level the Camry Hybrid is designed to match the refined and ever evolving customers need for a luxury car. It is a self charging vehicle, full hybrid unlike an electric vehicle with Toyota's Hybrid Synergy Drive (HSD) powertrain, leading – edge 48% fuel efficiency and 25% lesser CO<sub>2</sub> emissions than conventional vehicle of similar engine size petrol variants.

## OUR COMMITMENT TOWARDS 'MAKE IN INDIA'

As Toyota's commitment towards 'Make in India' campaign, Mr. Takeshi Uchiyamada, Chairman of the Board, Toyota Motor Corporation (TMC) met with Shri Narendra Modi, Honorable Prime Minister of India and discussed the growing Indo-Japanese bilateral ties through continued investments every year since Toyota began operations in the year 1997. The company's plans to popularize hybrid in India in terms of environment and energy saving were also discussed in the meeting.

## TOYOTA AT INDIA AFRICA SUMMIT

In line with 'Make in India' campaign, Toyota extended it's support to the 3rd India African Summit (IAFS) held in October, 2015 by providing 55 Camry Hybrid 'Green cars' for the transportation of the African Nation Delegation. This summit promoted India's vision towards pollution control and our environment-friendly technology, thereby, encouraging faster mass adoption of Hybrid and Electric vehicles in India.

## STRENGTHENING THE HYBRID FOOT-HOLD

Being a pioneer in hybrid technology, Toyota has sold more than 8 million hybrid vehicles all over the globe. Our Camry Hybrid is accepted by our Indian customers and the testimony being, out of all the combined sales of Camry range, more than 90% sales are attributed to the Camry Hybrid only, thereby, motivating our automotive industry to innovate and bring out the best environmental friendly technologies in the Hybrid vehicles.

Toyota therefore plans to continue working to develop more fuel efficient vehicles along with ground breaking Hybrid technologies, economic feasibility and expansion of its product line up, including that of non-hybrid environment - friendly vehicles that are popular with customers across the diverse regions of the world.

## TOYOTA AT FAME INDIA ECO DRIVE

Toyota Camrys' exclusive design and eco-friendly features made it the first hybrid to qualify for the incentive provided by Gol under Faster Adoption and Manufacturing of Electric cars (FAME) to receive a markdown of Rs. 70,000 in its price. Organized by the Ministry of Heavy Industries (MoHI) in New Delhi on 26th November 2015, the Eco Drive rally was initiated to promote public awareness on energy conservation and environmental benefits to encourage the use of full hybrid vehicles in India.

The rally served as a prelude to the United Nations Climate Change Conference, held at Paris in December, 2015. More than 50 hybrid and electric vehicles from different automobile manufacturers participated in FAME India Eco Drive



TMC AND TKM TOP MANAGEMENT WITH HONORABLE PRIME MINISTER OF INDIA

FAME INDIA ECO DRIVE