



OUR VALUED CUSTOMERS



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OUR PHILOSOPHY Customer First

We attribute our success to our customers' satisfaction. To 'Nurture Inclusive Growth' is to delve beyond product usability satisfaction. We therefore try to achieve 'Customer Delight' with our quality services. Dealers are the link to our customers, through whom we understand customer needs. A focus on customer requirements has helped us create a personal bond and long-lasting relationship with our customers.

CUSTOMER SAFETY

Customer safety is of utmost importance to us and it reflects on Toyota's thinking of "Safety First" approach. The Etios was the first in its segment to standardize air bags in the driver and passenger seats. We have set a benchmark for safety in the Indian market by standardizing the Anti-lock Braking System (ABS) with Electric Brake-force Distribution (EBD) across all Toyota models and grades. New ISOFIX child lock seats for all models and all grades is added to ensure children safety.

In the reporting year, there have been no incidents of non-compliances with the regulations and voluntary codes concerning the safety aspects of our products.

We believe in the philosophy of 'Safety first, Quality must' and ensure quality at all stages of manufacturing from design to delivery with high safety standards.

RESPONSIBILITY TOWARDS CUSTOMERS

'Trust' forms the core of our relationship with customers and it drives us to consistently provide products and services in the best possible way. With our 'Customer First' approach and completely standardized 'Q Service' which stands for Quick, Qualified, Quality Service we ensure that only the best hands work on our products and services. We constantly work on designing evolutionary systems and new age tools to ensure a hassle-free service experience.

Customer satisfaction surveys are carried out regularly and we try to incorporate feedback to provide for better service and product outlay.

PRODUCT AND SERVICE INFORMATION

As we are consistently adding new features into our products to cater to the changing customer needs. The updated product and service information is made available on our Toyota Bharat website.

We have not received any significant fines for non-compliance with regard to product and service labeling for the FY 2016-17.

TOYOTA CONNECT

Toyota Connect is a 360 degree connected services platform that offers unmatched convenience to our customers. With a click on the 'Toyota Connect' app, we offer customized navigation service with dedicated operator service. The online and offline support through maps with dealer locator and live traffic updates is made available for easy navigation and hassle free drive.

QUALITY ASSURANCE

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CORPORATE QUALITY MONTH (CQM) 2016

Every year, CQM is conducted in the month of February to remind ourselves of the quality issues faced in past. This year, CQM was inaugurated on 28th January, 2017 by Mr. Akito Tachibana along with honorable guests from Dealer and Supplier partners.

The theme for this year was 'Every member must follow 100% standard operating procedures [SOP's] sincerely'. We believe that the SOP's must be followed in true spirit by all employees to sustain the quality and in time deliveries of products and services.

The CQM is based on three themes; remind, reflect and reform.



REMINDEE ACTIVITY

This is to remind ourselves the previous quality issues and take reflection to our forthcoming activities. The CQM was started by kick off meeting and Toyota restart day pledge, which saw 100% participation by the employees and top management.



REFLECT ACTIVITY

The de-centralized customer first exhibition was conducted at TKM including all the regional offices. As sound understanding of organization's SOP's by each employee is necessary, a small survey was conducted to check the understanding level.



REFORM ACTIVITY

This activity is aimed at identification of improvements, review and revision of SOPs for further improvements and achieve 100% adherence to SOP's by employees.

The CQM was conducted successfully, as all the stakeholders participated and put their best efforts to accomplish all the activities conducted during CQM. And dealer partners and supplier partners and TKM divisions were awarded for the best quality performance.

ISO 9001:2015 QUALITY MANAGEMENT SYSTEM [QMS]

QMS helps in understanding quality aspects and consistently deliver the best products and services, through continual improvement in processes and procedures. Hence, having a robust QMS in place is imperative to achieve enhanced customer satisfaction. In this regard QAD with the support of all the divisions took a step ahead in maintaining the Quality hallmark of our industry by implementing ISO 9001:2015.

To implement the key principles of ISO 9001:2015, a baseline review was conducted to identify the gaps in our processes and procedures. Then a step-by-step approach was developed to implement an effective QMS.

In December 2016, the audit for ISO 9001:2015 was conducted at our manufacturing plant at Bidadi and in all our regional offices and part centers, pan India.

TKM is certified with ISO 9001:2015 (Quality Management System) with zero non-compliance.

OUR ISO 9001:2015 POLICY

Toyota Kirloskar Motor is committed to

- Providing premium quality of product and services to bring in the joy of experience to our customers through human resource development and continuous improvement
- Promoting high quality of operation with courage, ownership and pride among all the stakeholders across the value chain
- Lead the compliances by demonstrating "Toyota Way", imbibing the values /principles in the true spirit to contribute to the quality of life for the society

FORTUNER LAUNCH

THE DAY WHEN POWERFUL BECAME A STYLE ICON.

Toyota Fortuner - The 'King of SUVs' was launched on 7th November, 2016. The event was presided over by TKM top management and Mr. Hiroki Nakajima, Chief Engineer and The Managing Officer, TMC, who spoke about the journey of creating the most coveted SUV of the year. In second half of the event, and a stellar performance by renowned Music Director mesmerized approximately 300 existing customers.



FORTUNER EXPERIENTIAL DRIVE

A Driving Experience that tested the limits of the legend

The event was organized in three cities (Delhi, Mumbai and Bengaluru) in November, 2016 to showcase the off-road potential of the legend. It was aimed at amplifying media coverage in the city by engaging the local media. The event began with product briefing session, followed by safety instructions on the track. The professional drivers at the event drove by all the terrains and explained the customers about various features of the SUV. The customers too got a chance to drive the all new Fortuner.

The All New Fortuner is equipped with **Sigma - 4**. The **Active Traction control [A-TRC]** offers superior Limited Slip Differential [LSD] performance. The **Electronic Drive Control** makes switching between different drive modes as easy as turning a knob. The **DAC** and **HAC** ensure you reach your destination no matter how steep the climb uphill or how treacherous the slope.

More than 3000 participants visited the venues and tested the mettle of the Fortuner across various simulated terrains. Overwhelmed by the experience, the participants referred over 900 prospects for the off road experiential drive.

BIG MOUND

where the Fortuner traversed through a 35° inclination. This challenge demonstrated the Hill Assist Control (HAC) feature.

WATER WADING

where the Fortuner safely got through the depth of 700 meters without snorkel. This challenge demonstrated the 20 year anti-corrosion resistant frame.

AXLE BREAKER

where the diagonally opposite tyres were left suspended twice. This challenge demonstrated the Active Traction Control and Bending Rigidity.

SIDE INCLINE

where the Fortuner traversed through side incline of 30°. This challenge demonstrated the side sloping ability without tipping over.



Big Mound



Water Wading

Some of the other simulated terrains included Slush Pit Gravel Trap, Rumlbers, Chicken Holes, Deep Ditch and Acceleration and Braking Zone.



SPREADING THE OFF-ROAD EXPERIENCE ON THE DIGITAL GRID

FACEBOOK LIVE

Top influencers from Auto, Lifestyle and Travel were invited to the Experiential Drive Camp who shared their experience on their blogs and facebook pages.

#WorthTheWait CONTEST

A facebook contest was run asking owners to share their best pictures. The Top 3 winners were invited to the Experiential Off-road Drive Camp where they got an exclusive drive experience.

WEBSITE

An exclusive website was created for the Fortuner Off-road Experiential Drive Camp for all three locations and uploaded images and videos for everyone to explore.

Overall, the digital reach of the experiential drive reached a count of a staggering 1.1 million.

TOYOTA REACHES OUT TO OVER 200 RURAL TOWNS WITH TOYOTA EXPRESS

Toyota forayed into the rural markets with the Etios series [Platinum Etios, Liva and Cross] models, the campaign being led through a unique mobile showroom concept named "Toyota Express". With the objective to generate leads, provide Test drives and facilitate on-spot conversions, the activity was rolled out in a phase wise manner. After the successful pilot venture in Karnataka, it was expanded to 14 states across India.

Campaign promotion was done jointly with Toyota dealers and key influencers of the town were roped in to inaugurate the activity. The potential customers got first-hand experience of the Toyota Etios series models and also participated in brand related games such as Etios / Liva quiz and "Make my car" app that won them attractive Toyota branded merchandize.



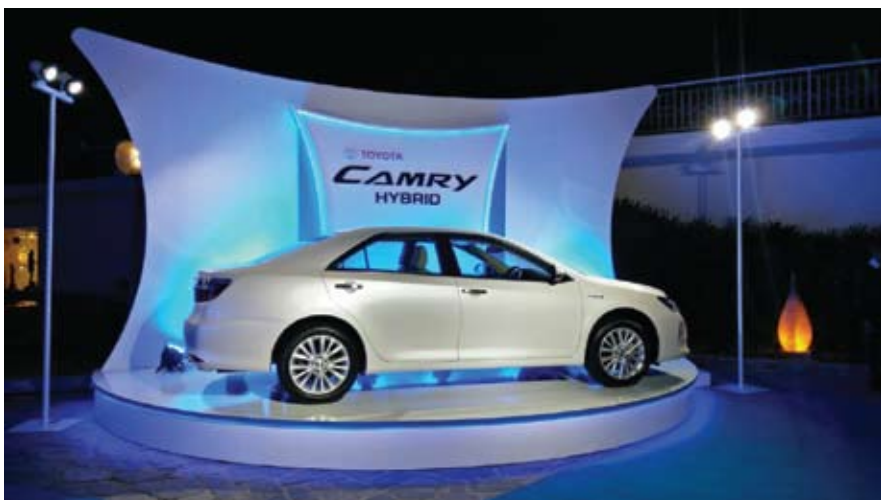
CAMRY CUSTOMER MEET

THE QUIET HYBRID CARS MADE ALL THE RIGHT NOISES

An exclusive event was organized for the existing Toyota Camry Hybrid owners at 1AQ Art Gallery located near 'Qutub Minar', Delhi in November 2016. It was an opportunity for them to meet with Mr. Masato Katsumata, Camry Chief Engineer, TMC and learn about the Hybrid technology from the creator himself.

There was a walkthrough at the art gallery of a renowned artist and the event

also witnessed the presence of one of India's most loved on-screen idols, Mr. Anil Kapoor who was honoured at the event along with Mr. Masato Katsumata. Over 30 families participated at the meet. The event witnessed a soulful performance by Indian fusion and classical musician, and a sit-down dinner.



ANNUAL DEALER BUSINESS MEET

TKM held its Annual Dealer Business Meet (ADBM) on 20th January 2017 at the Taj, Bangalore. This is an annual event to commemorate the performance and achievements of dealers during the previous year and to share the TKM vision, annual targets and strategies for the year.

The theme of ADBM 2017 was "Built on QDR, Best in Town" which was meant to enthuse dealers with Toyota DNA of Built on QDR and set-in the 'Best in Town' approach to delight customer at every touch point.

Dealers from all over India attended the meeting, who were addressed by Mr. Hiroyuki Fukui (Chairman, TKM) and presided over by Mr. Isogaya (MO, TMC). Other dignitaries present were Mr. Vikram Kirloskar (Vice Chairman, TKM), Mr. Akito Tachibana (MD, TKM), Mr. Akitoshi Takemura (SVP, TKM), Mr. N Raja (SVP and Dir, TKM), Mr. Hitoshi Iwanaga (SVP, TKM), Mr. Padmanabha (VP - CSG) and Mr. Babu Moopan (Dealer Council President). Dealer Best Practices were shared for the mutual learnings amongst the dealer fraternity.

