

Indus Motor Company Ltd.

Indus Motor Company is a joint venture of the House of Habib, Toyota Motor Corporation and Toyota Tsusho Corporation. It manufactures and markets Toyota and Daihatsu vehicles in Pakistan.

The Company's modern production facilities are located at Port Bin Qasim Industrial Zone near Karachi, with the modern, state-of-the-art plant that started production in February 1993, set up with an initial investment of Rs 1.2 billion. The company is ISO-14001 certified, with the total investment of the project now exceeding Rs 3.7 billion and employing over 1,800 people. This is one of the few Toyota manufacturing sites in the world that manufactures both Toyota and Daihatsu vehicles on the same production line.

The company's investment experience in Pakistan has been positive with expansion in recent years due to economic growth, demand for cars and light commercial vehicles and availability of auto financing.

Indus Motor Company, with support from Toyota Motor Corporation has worked closely with its 62 local vendors for increased localization and technology transfer. The company has expanded its dealership network across Pakistan to 29 dealerships and this will increase further in the coming years. IMC produced 48,193 units in the Fiscal Year 2007-8, with sales of over 50,000 units. Indus Motor alone contributed Rs 13.7 billion or about 30% of the total collection from the Auto sector in 2006-07 to the national exchequer.

The company's products, renowned for their quality, durability, safety, fuel economy and resale value, are appreciated by customers in Pakistan. There has been high demand for the Corolla which is the market leader in this segment. Pakistan is the highest producer of Corolla in Asia. At the time of the Corolla launch in March 2002, the company was producing 57 vehicles per day. Today, it produces 200 vehicles per day.

Indus Motor has undertaken a number of expansion projects which include an in-house press plant for making car body parts, a cogeneration power plant to optimize energy consumption, an elaborate training center, etc, which is part of a long term technology transfer strategy that Indus has embarked on to enhance in-house manufacturing, increased localization, cost reduction and production efficiency.

The company continues to increase its production and employment to meet the high demand for its vehicles. There are plans for a second plant in the future.