



AHL/SEC/ 616 /2010
November 24, 2010

The General Manager
Karachi Stock Exchange (Guarantee) Ltd
Karachi Stock Exchange Building
Karachi Stock Exchange Road
Karachi
Fax No. 111-573-329

Subject: **FINANCIAL RESULTS FOR THE HALF YEAR ENDED SEPTEMBER 30, 2010**

Dear Sir,

We have to inform you that the Board of Directors of Atlas Honda Limited in their meeting held at 11.30 a.m. on Wednesday, November 24, 2010 have approved the financial statements of Atlas Honda Limited for the Half Year Ended September 30, 2010, which have been subjected to limited scope review by the external auditors.

The financial results of the company are as follows:

	Quarter ended		Half year ended	
	July to September	July to September	April to September	April to September
	2010	2009	2010	2009
	(Rupees in 000's)			
SALES	7,436,520	6,124,097	15,457,814	11,569,960
COST OF SALES	(6,914,625)	(5,679,671)	(14,317,816)	(10,732,878)
GROSS PROFIT	521,895	444,426	1,139,998	837,082
DISTRIBUTION COST	(175,729)	(156,584)	(406,395)	(286,747)
ADMINISTRATIVE EXPENSES	(68,830)	(58,197)	(144,487)	(113,871)
OTHER OPERATING INCOME	72,446	66,888	156,008	111,733
OTHER OPERATING EXPENSES	(22,801)	(19,350)	(48,558)	(35,007)
	326,981	277,183	697,586	513,190
FINANCE COST	(25,704)	(23,115)	(55,643)	(53,934)
PROFIT BEFORE TAX	301,277	254,068	641,923	459,256
TAXATION	(94,695)	(78,222)	(210,415)	(151,168)
PROFIT AFTER TAX	206,682	175,846	431,508	308,088
BASIC EARNINGS PER SHARE - RS.	3.30	2.81	6.90	4.93

No interim dividend has been declared.

We will send you 300 copies of printed accounts for distribution amongst the members of the Exchange in due course of time.

Thanking you,

For Atlas Honda Limited

Rashid Amin
(Company Secretary)

Atlas Honda Limited.

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