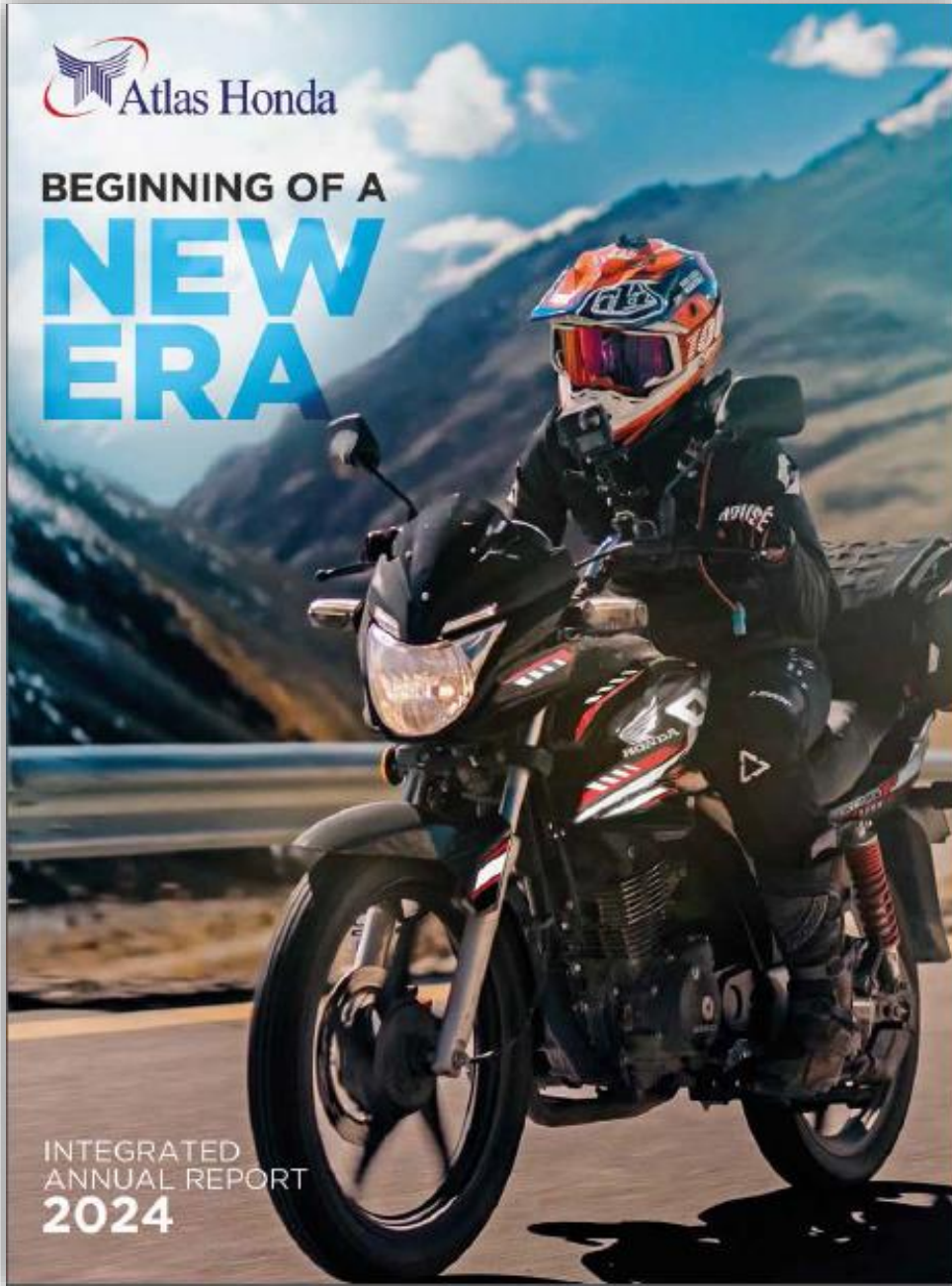




BEGINNING OF A
**NEW
ERA**



INTEGRATED
ANNUAL REPORT
2024

ATLAS HONDA LIMITED

CORPORATE BRIEFING SESSION 2024

For The Financial Year Ended
March 31, 2024



Friday, 19th July 2024

9:30 AM at Marriott, Karachi

GLIMPSE OF THE SESSION



01. About the Company and Group Structure



02. Economy and Industry



03. Company Performance



04. Sustainability Highlights



05. Future Outlook and Challenges



06. Question and Answers

An aerial photograph of a large industrial complex, likely a manufacturing plant, during a golden sunset. The sky is filled with warm orange and yellow light. The facility consists of numerous large, interconnected buildings with various roof types, including flat and corrugated metal. A prominent feature is a tall, cylindrical water tower on the left side. The surrounding area includes some greenery, parking lots with vehicles, and utility structures like a power line tower. The overall scene conveys a sense of a busy, established industrial operation.

ABOUT THE COMPANY & GROUP STRUCTURE

SHAREHOLDING STRUCTURE



55.27% (Shirazi Investments: 52.43%
& Atlas Insurance: 2.84%)

Shirazi Investments (Group Holding Company)

Started operations in 1962 and is engaged in capital market, fund management, under-writing, real estate and venture capital investments. The Company plays a key role in sponsoring the acquisition of Group projects.

HONDA 35%

Honda Motor Company Limited, is a Japanese public multinational conglomerate manufacturer of automobiles, motorcycles, and power equipment, headquartered in Minato, Tokyo, Japan.



Atlas Honda Limited is a joint venture between Atlas Group and Honda Motor Company Limited Japan

GEOGRAPHICAL PRESENCE



Head Office : Karachi

Registered Office : Lahore

Production Facilities :
Karachi and Sheikhpura

Branch Offices and Customer Care Centers :
Lahore, Multan, Islamabad, Hyderabad, Faisalabad, Rahim Yar Khan

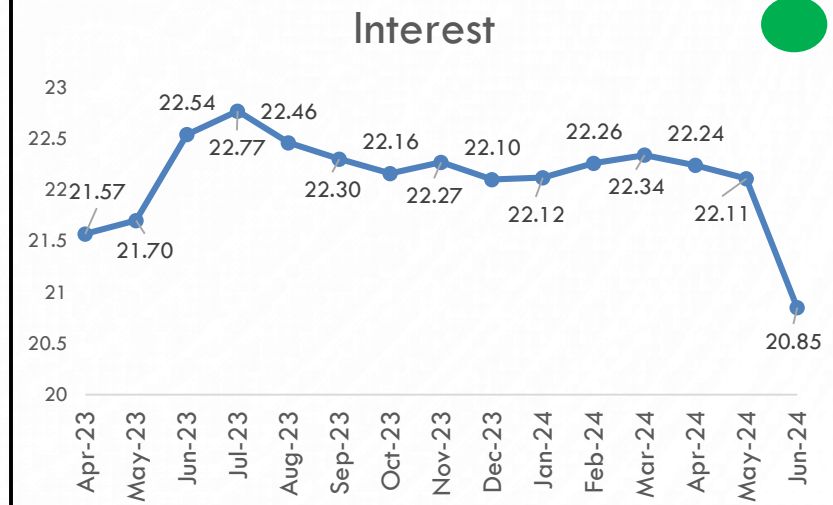
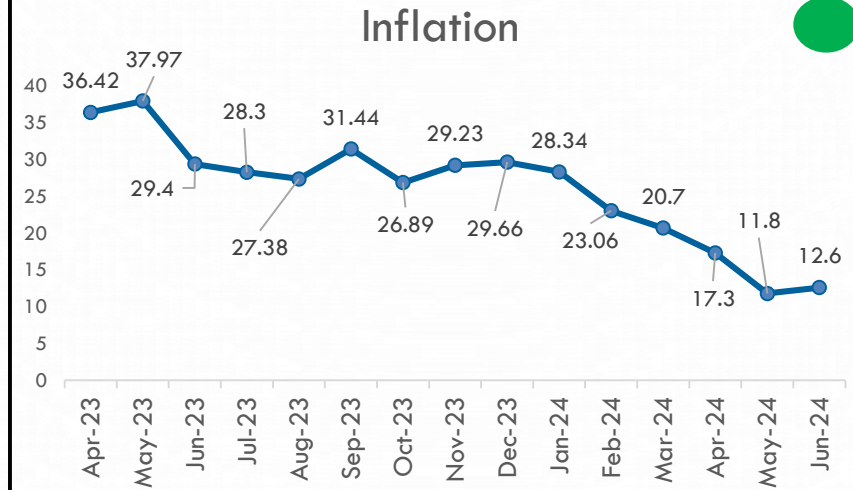
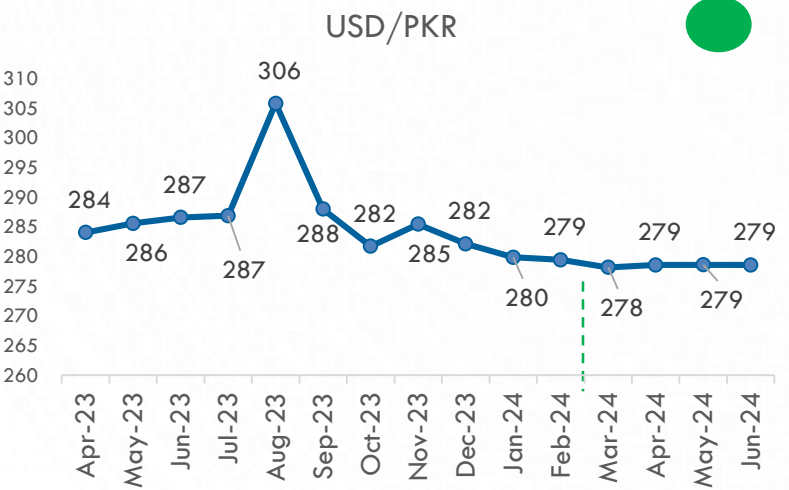
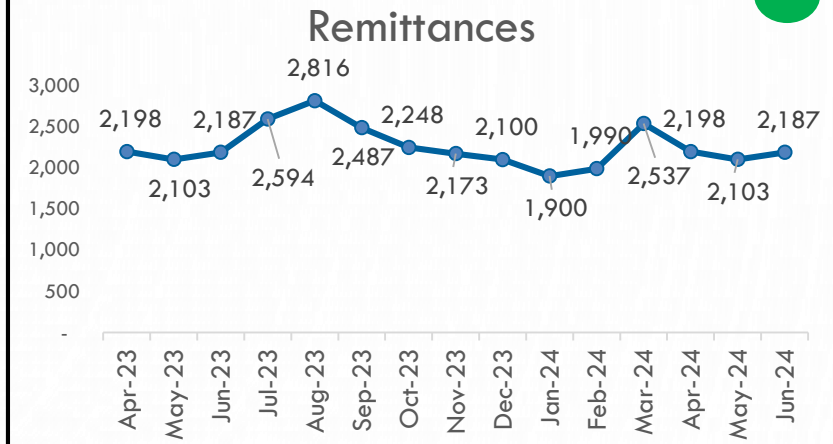
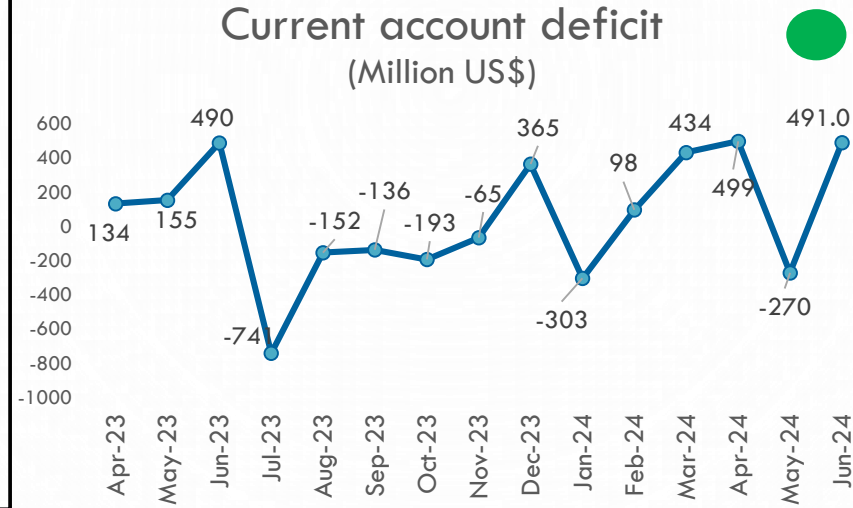
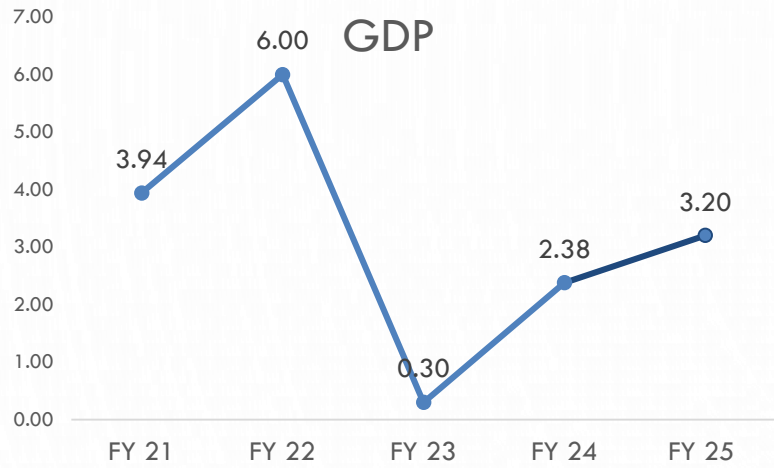
Showroom : Karachi

Dealers Network : Across Pakistan

ECONOMY AND INDUSTRY









MACRO-ECONOMIC ENVIRONMENT



IMF support to lead towards stabilization

AUTO-INDUSTRY PERFORMANCE

Vehicle Categories	Apr'23 – Mar'24 Sales Volume (‘000)	Apr'22 – Mar'23 Sales Volume (‘000)	Change
 Cars	65.1	147.3	▼ -55.8%
 LCVs, Vans, Jeeps & Pick Ups	19.9	37.4	▼ -46.8%
 Tractors	44.9	38.6	▲ 16.3%
 Trucks	1.9	4.1	▼ -53.7%
 Buses	0.4	0.8	▼ -50.0%
 Motorcycles and Three-Wheelers	1,096.1	1,367.0	▼ -19.8%
Grand Total	1,228.3	1,595.2	▼ -23.0%

Auto industry declined due to measures taken by monetary and fiscal authorities to slow down aggregate demand, supply constraints and rising cost of business.

COMPANY PERFORMANCE



ANNUAL PERFORMANCE

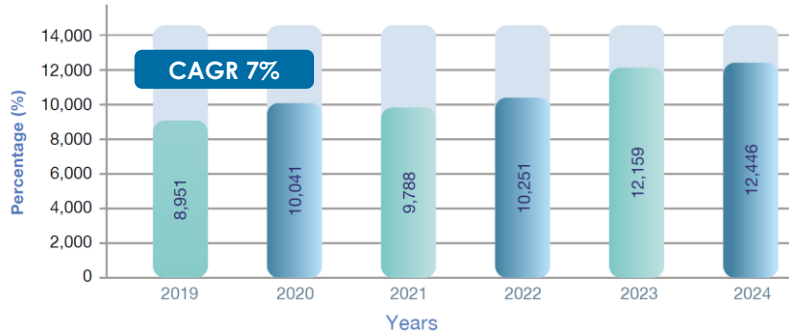
Operating Highlights		Apr 23 - Mar 24	Apr 22 - Mar 23	Variance %
Production	Units	966,768	1,106,166	▼ -13%
Sales	Units	960,400	1,111,112	▼ -14%
Revenue	Rs. in Mn	159,292	135,486	▲ 18%
Gross Profit	Rs. in Mn	12,227	9,672	▲ 26%
Gross Profit	%	7.7%	7.1%	▲ 8%
Profit Before Tax	Rs. in Mn	15,738	8,103	▲ 94%
Profit Before Tax	%	9.9%	6.0%	▲ 65%
Earning Per Share	Rs.	78.24	40.33	▲ 94%
Cash Dividend payout	%	60%	60%	= 0%
At the end of Period				
Total Assets	Rs. in Mn	75,944	70,038	▲ 8%
Shareholders Equity	Rs. in Mn	28,768	22,780	▲ 26%
Share Performance				
Price per Share	Rs.	392.3	268.1	▲ 46%
Market Capitalization	Rs. in Bn	48.6	35.24	▲ 38%

SIX YEARS AT A GLANCE

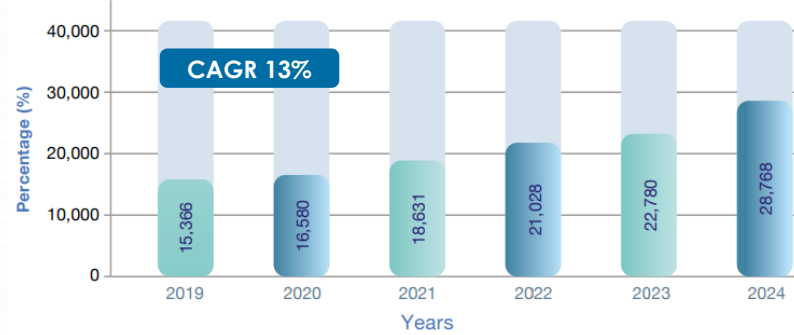
Rs. in 'Million'

BALANCE SHEET

Property, Plant & Equipment

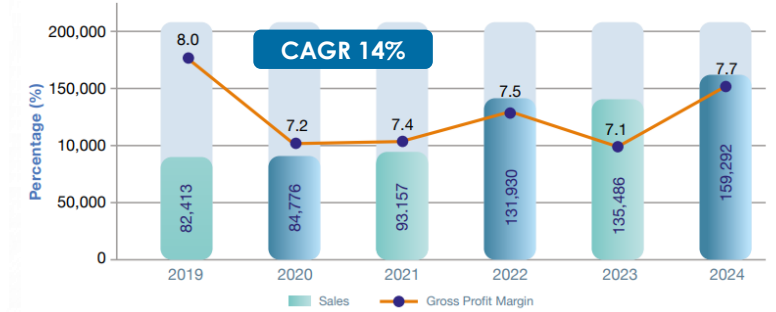


Equity

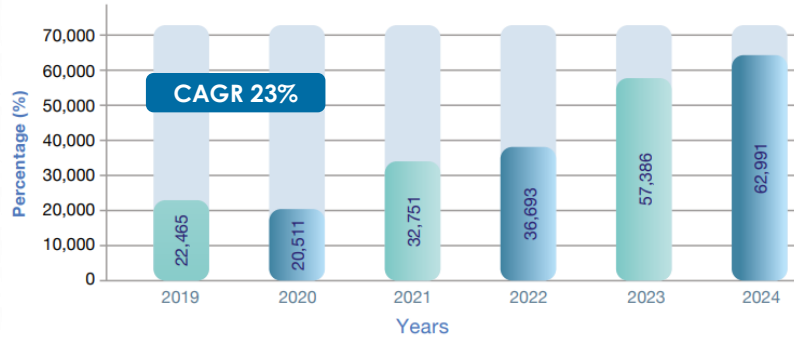


PROFIT & LOSS

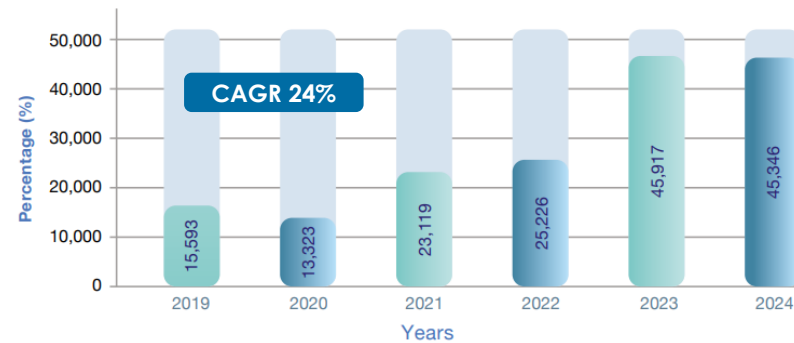
Sales & Gross Profit



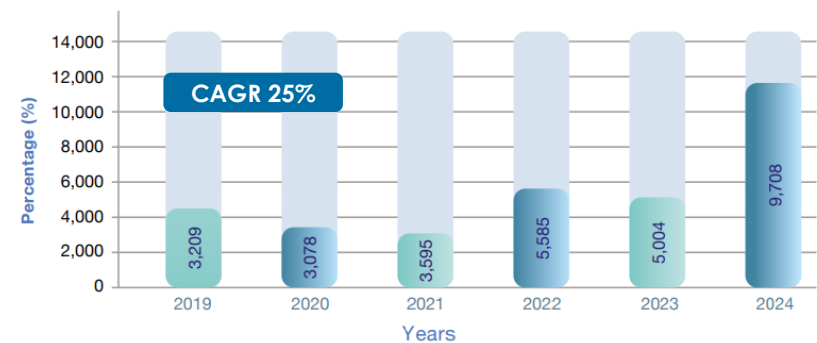
Current Assets



Current Liabilities



Profit After Tax



- All time high level of equity with continuous investment in localization & BMR.
- Sales momentum has supported to improve margins.



SUSTAINABILITY HIGHLIGHTS

SUSTAINABILITY HIGHLIGHTS



Award by NFEH

1ST Awards in the Categories of "CSR Report, Research & Publications and Waste Management / Recycle"



1st

Prize by Spring Festival 2024 Sheikhupura Horticulture Society, in 3 Categories



21,960

Hours spent on Employees' Training



771

Women trained for bike riding



2.90%

Reduction in water consumption per bike



Rs. 131.43

Million Donated



5.50%

Reduction in effluents and waste per bike



54,944

Participants attended safety riding trainings and lectures

440,000

Plus Customers Served for free checkups



FUTURE OUTLOOK AND CHALLENGES (BY CEO)





QUESTIONS AND ANSWERS

THANK YOU