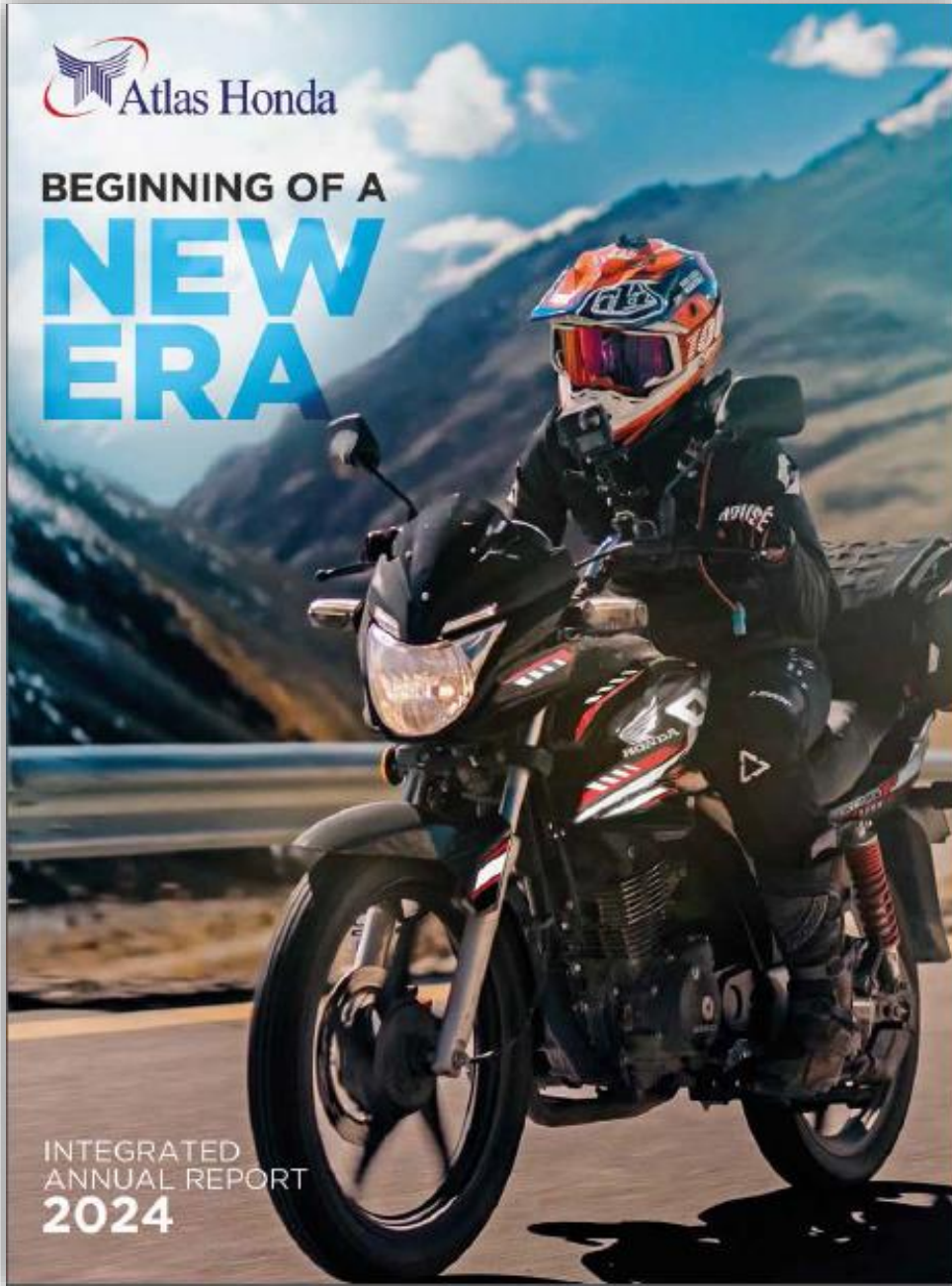




BEGINNING OF A  
**NEW  
ERA**



INTEGRATED  
ANNUAL REPORT  
**2024**

# ATLAS HONDA LIMITED

## CORPORATE BRIEFING SESSION 2024

For The Financial Year Ended  
March 31, 2024



Friday, 19<sup>th</sup> July 2024  
9:30 AM

# 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. Questions 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 Sheikhupura

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

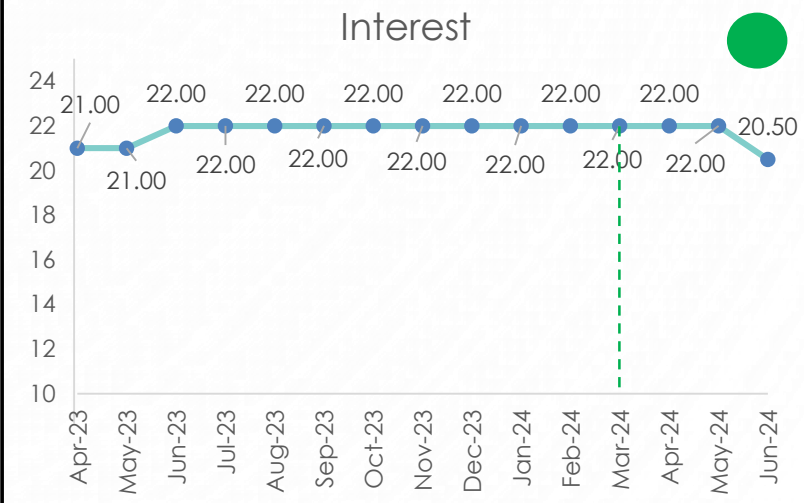
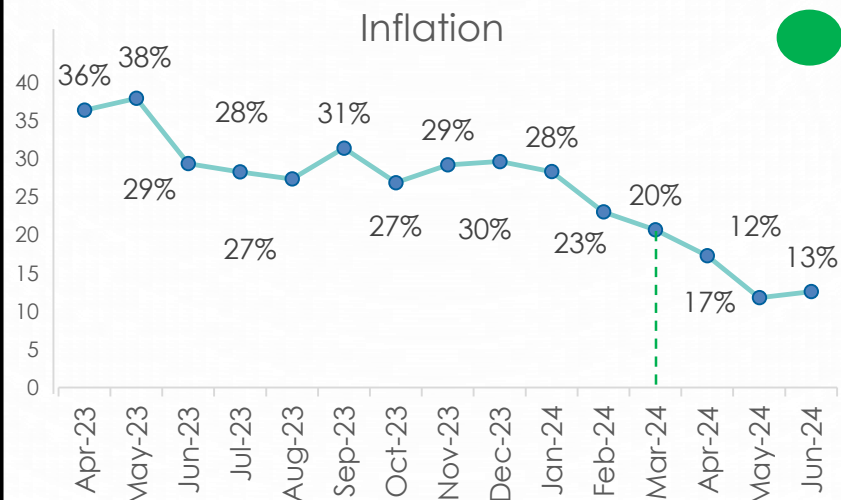
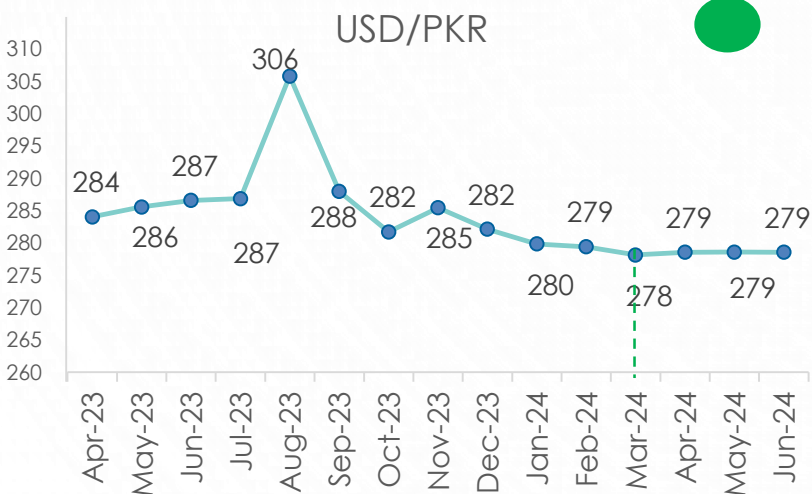
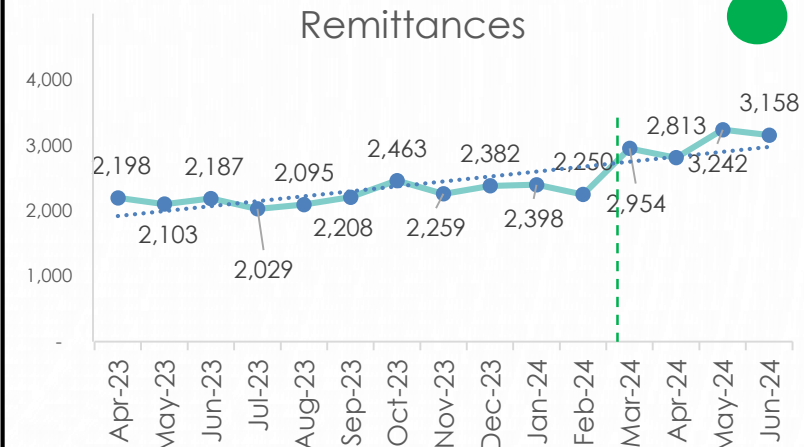
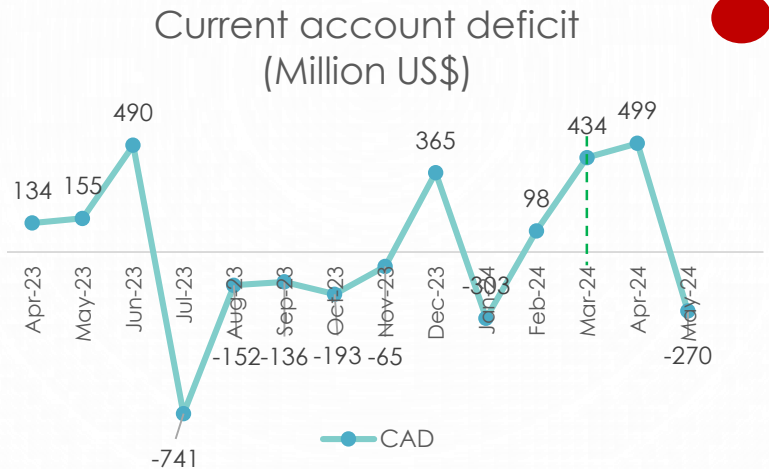
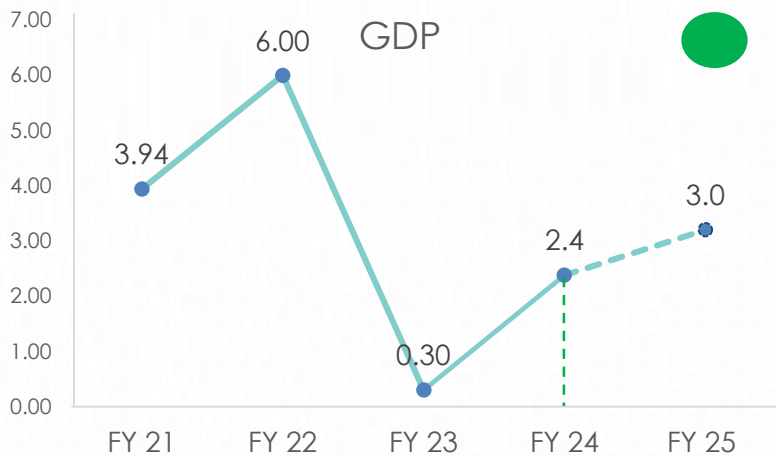
**Showroom :** Karachi

**Dealers Network :** Across Pakistan

# ECONOMY AND INDUSTRY









# MACRO-ECONOMIC ENVIRONMENT



Economic Indicators have shown improvement. New IMF support will 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%
<b>Grand Total</b>	<b>1,228.3</b>	<b>1,595.2</b>	<b>▼ -23.0%</b>

Auto industry witnessed overall contraction due to import restrictions, inflationary pressures and overall slow down in the economy.

# 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%
<b>At the end of Period</b>					
Total Assets	Rs. in Mn	75,944	70,038	▲	8%
Shareholders Equity	Rs. in Mn	28,768	22,780	▲	26%
<b>Share Performance</b>					
Price per Share	Rs.	392.3	268.1	▲	46%
Market Capitalization	Rs. in Bn	48.6	35.24	▲	38%

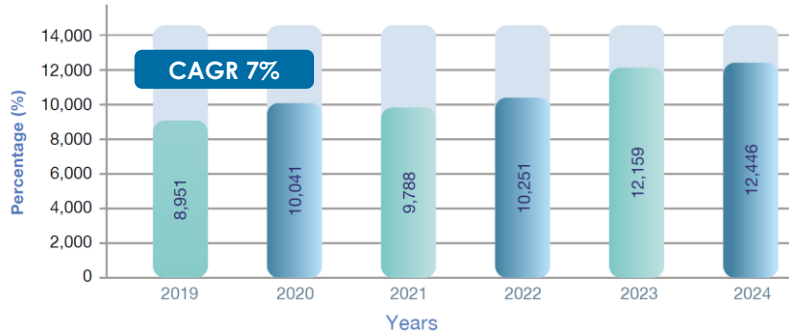
Profitability improved due to better sales mix, stable exchange rates, cost reduction measures and favourable policy rates.

# SIX YEARS AT A GLANCE

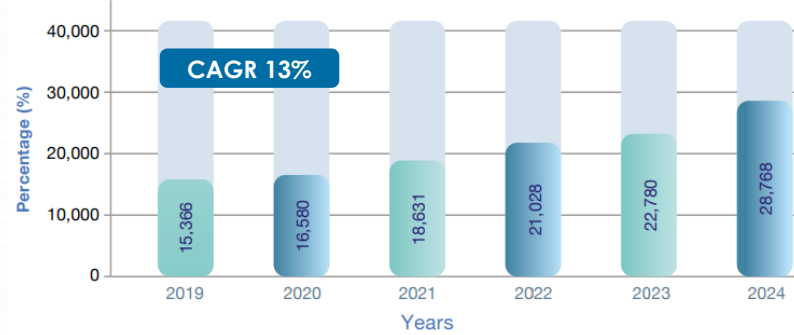
Rs. in 'Million'

## BALANCE SHEET

Property, Plant & Equipment

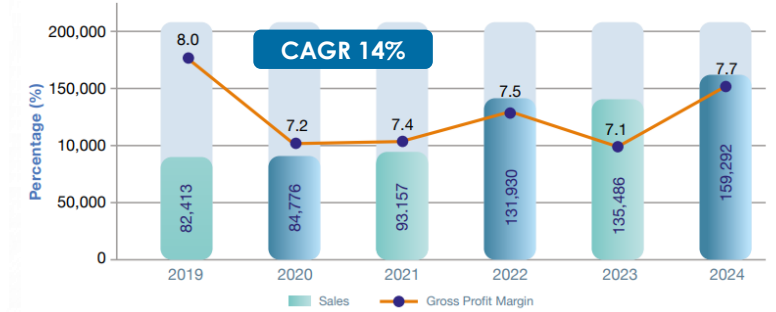


Equity

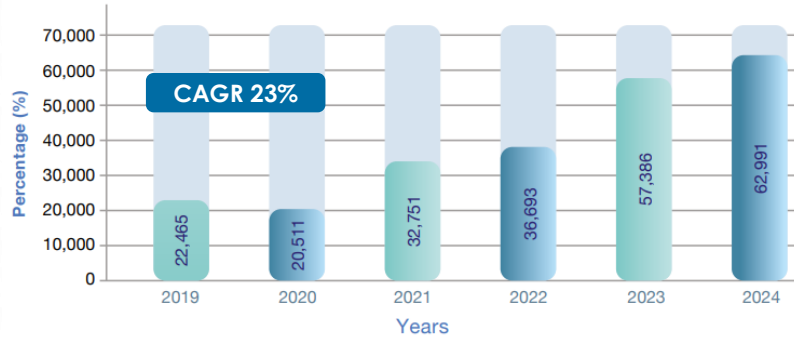


## PROFIT & LOSS

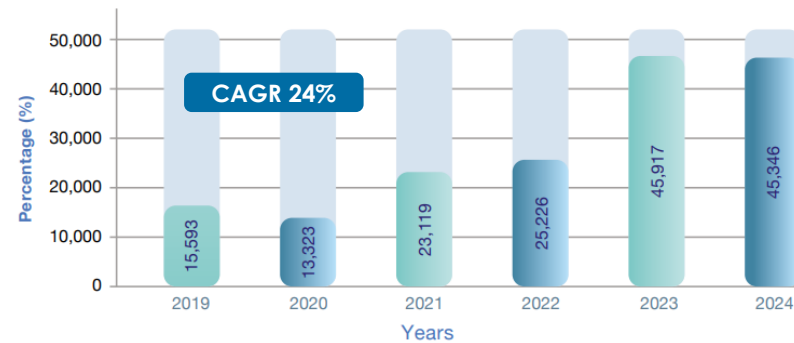
Sales & Gross Profit



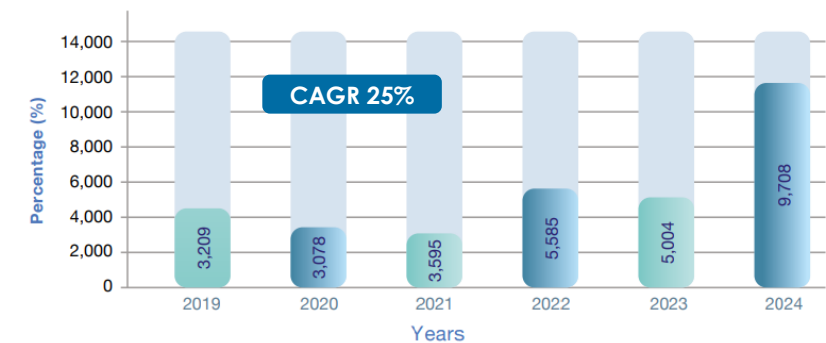
Current Assets



Current Liabilities



Profit After Tax



- All time high level of equity with continuous investment in localization & BMR.
- Recovery witnessed in gross 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



## Rs. 131.43

Million Donated



## 2.90%

Reduction in water consumption per bike



## 771

Women trained for bike riding



## 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)

2024



# QUESTIONS AND ANSWERS

**THANK YOU**