



AHL/CS/2040/2023

July 12, 2023

The General Manager
Pakistan Stock Exchange Limited
Stock Exchange Building
Stock Exchange Road
Karachi

SUBJECT: CORPORATE BRIEFING SESSION (ADENDUM)

Dear Sir,

In correspondence to the Letter no. AHL/CS/2039, the notice is hereby given that the Corporate Briefing Session of Atlas Honda Limited will be held physically as well as through video-link facility in accordance with the guidelines laid down in Notice no. PSX/N-1160 to brief the investors / analysts about the Company's Financial Performance and Future Outlook.

Date: July 19, 2023
Briefing: 10:00 am
Q&A Session: 10:30 am
Venue: Marriot Hotel Karachi

Guidelines for attending Online Meeting:

- Meeting invite will be shared with all interested participants via email and will also be uploaded on Company's website;
- Those who wish to attend CBS are requested to confirm participation by providing following details at investor.relations@atlashonda.com.pk latest by July 17, 2023:

Name	Folio No. (if shareholder)	Designation (if Analyst)	Organization (if Analyst)	CNIC #	Cell Phone #	Valid e-mail ID
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- Shareholders/analysts are requested to join CBS 15 minutes in advance of the meeting;
- While entering the meeting ID, participants are requested to enter their name in the following format 'Full Name-Organization name' (in case of analyst) & 'Shareholder Name-Folio #' (in case of shareholder);
- Attendees are requested to stay on 'Mute' mode while the presentation is going on;
- Attendees willing to ask questions shall submit their queries in the Q&A tab.

We would appreciate your assistance in communicating this information to members of the Exchange.

Thanking You,

Yours Faithfully,
For **Atlas Honda Limited**


Maheen Fatima
Company Secretary



Atlas Honda Limited

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Lahore Office: 01 Mcleod Road Lahore-5400. UAN: (92-42)111-111-245, Ph: (92-42) 37225015-17, 37233515-17 Fax:(92-42) 37351119
Faisalabad Office: 1st Floor, Meezan Executive Tower, 4 - Liaquat Road, Faisalabad. Ph: (92-41) 2541011-15 Fax:(92-41) 2541017
Multan Office: Azmat Wasti Road, Multan. UAN : (92-61) 111-112-411 Ph: (92-61) 4571989, 4540054, 4570431-4 Fax: (92-61) 4541690
Islamabad Office: Islamabad Corporate Center Plot # 784/785 Gohra Road Islamabad. Ph: (92-51)5495921-7 Fax: (92-51)5495928
Hyderabad Office: Dawood Center 2nd Floor Auto Bahan Road, Latifabad, Hyderabad. Ph: (92-22) 3411361-9 Fax:(92-22) 3411370
Rahimyar Khan Office: Makhdoom Altaf Road, West Sadiq Canal Bank, Near City School, Rahim Yar Khan. Ph: (068) 5883415-19, 5888418-20 Fax:(068) 5883414



INTEGRATED
ANNUAL REPORT 2023



Y E A R S

HONOURING OUR PAST
EMBRACING THE
FUTURE

ATLAS HONDA LIMITED

CORPORATE BRIEFING SESSION 2023

For The Financial Year Ended
March 31, 2023



Wednesday, 19th July 2023
10:00 AM at Marriott, Karachi



Atlas Honda Limited

GLIMPSE OF THE SESSION





ABOUT THE COMPANY & GROUP STRUCTURE

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Atlas Honda Limited

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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

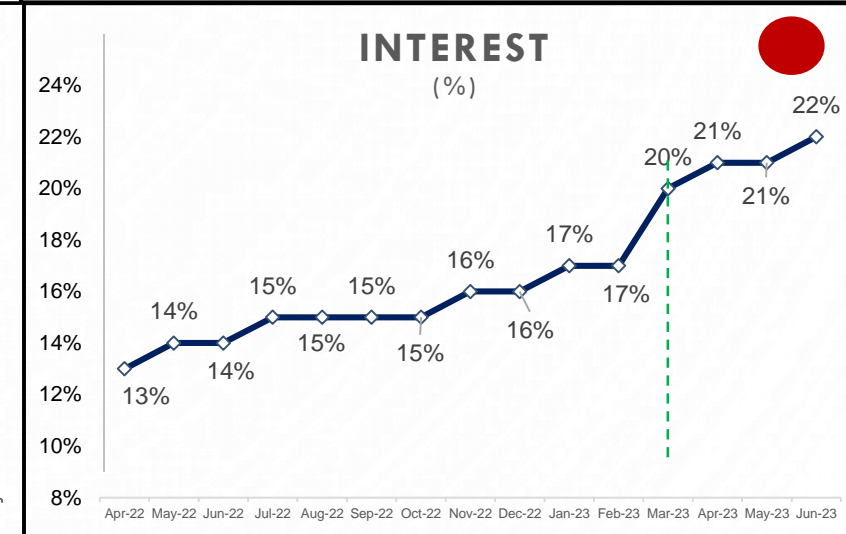
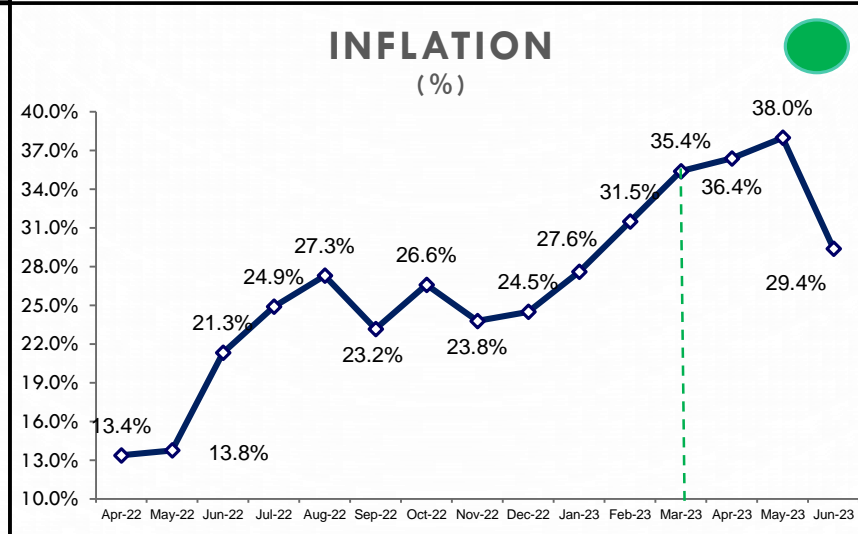
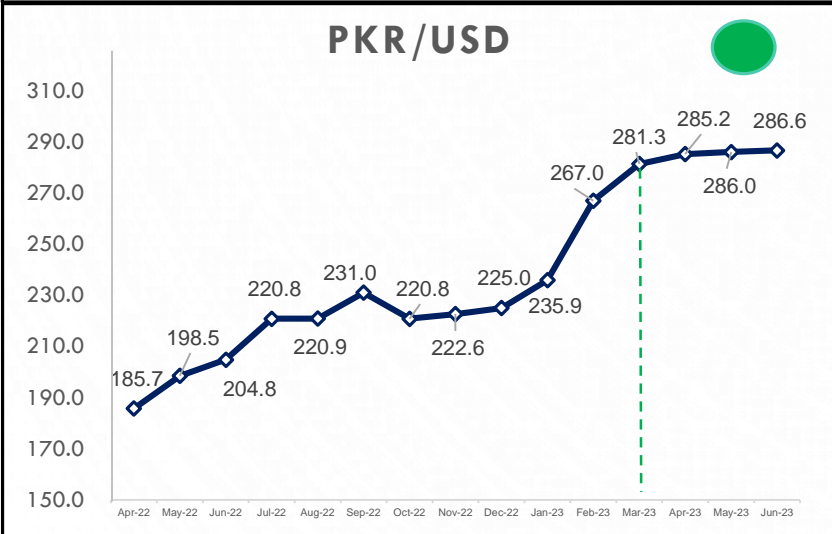
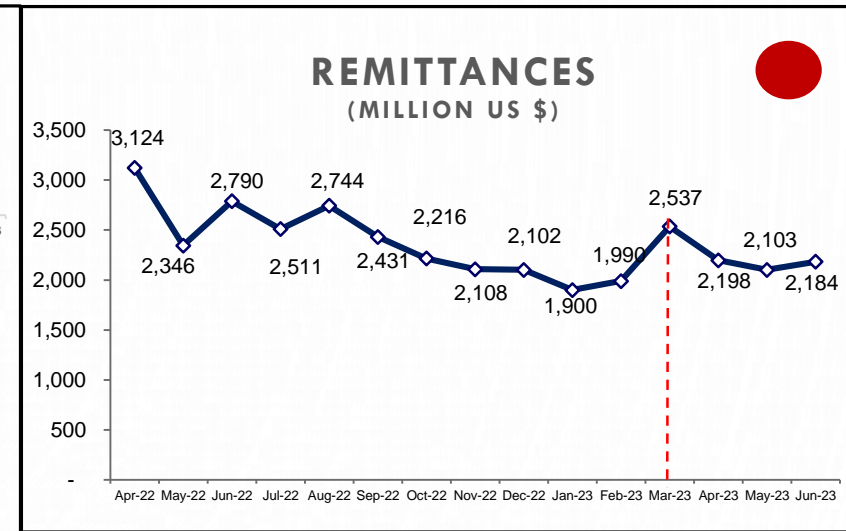
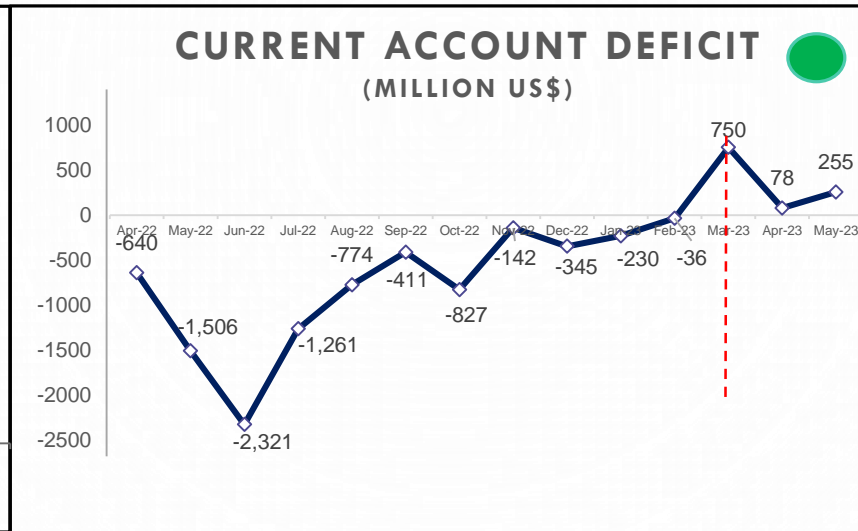
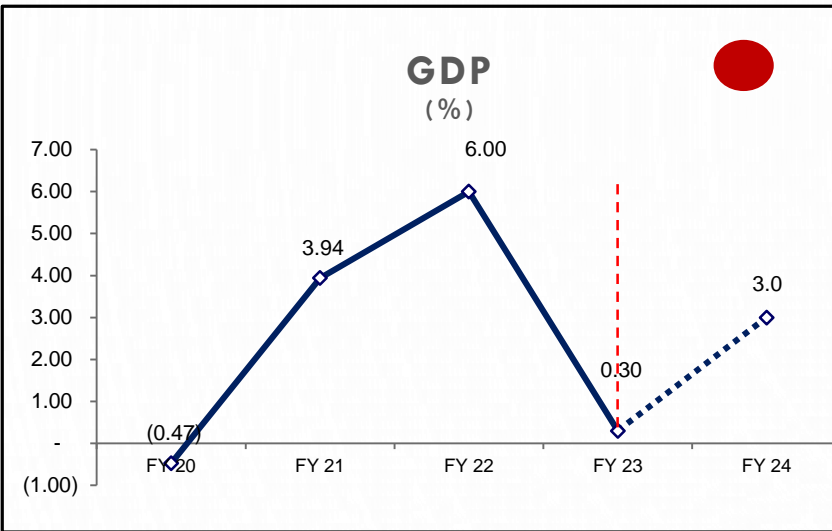
Showroom : Karachi

Dealers Network : Across Pakistan

ECONOMY AND INDUSTRY









MACRO-ECONOMIC ENVIRONMENT



IMF support to lead towards stabilization



AUTO-INDUSTRY PERFORMANCE

Vehicle Categories	Apr'22 – Mar'23 Sales Volume (‘000)	Apr'21 – Mar'22 Sales Volume (‘000)	Change
 Cars	147.3	218.0	▼ -32.4%
 LCVs, Vans, Jeeps & Pick Ups	36.9	41.4	▼ -10.9%
 Tractors	38.6	55.5	▼ -30.4%
 Trucks	4.1	5.8	▼ -29.3%
 Buses	0.8	0.5	▲ -60.0%
 Motorcycles and Three-Wheelers	1,367.0	1,845.3	▼ -25.9%
Grand Total	1,594.7	2,166.5	▼ -26.4%

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



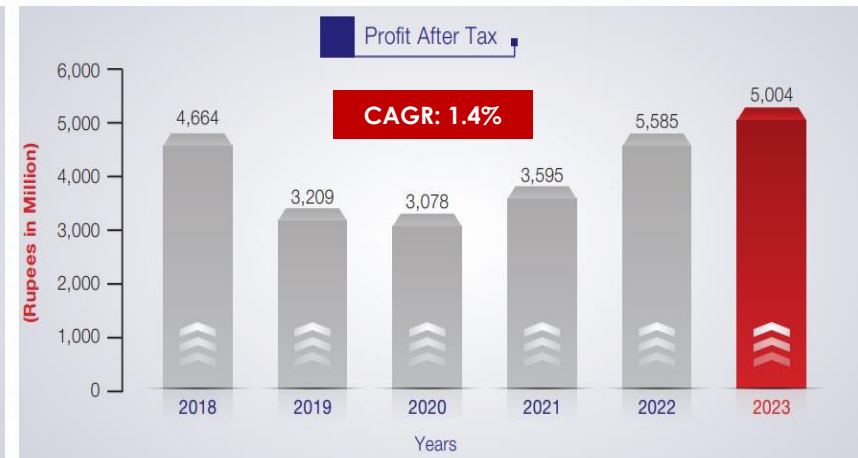
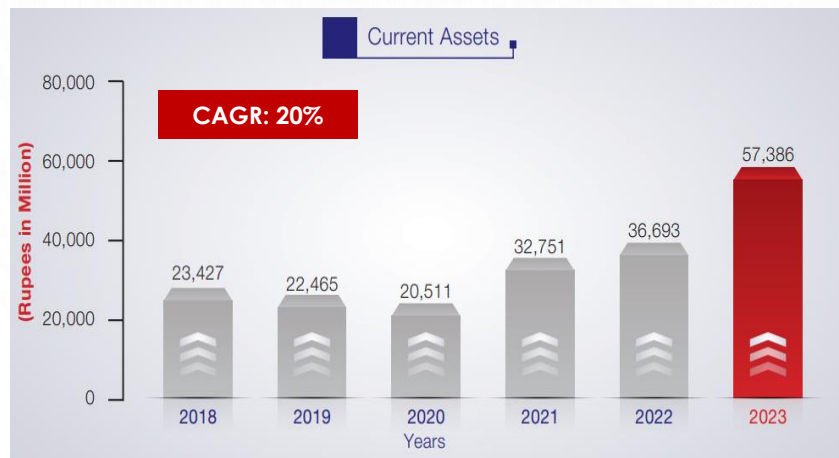
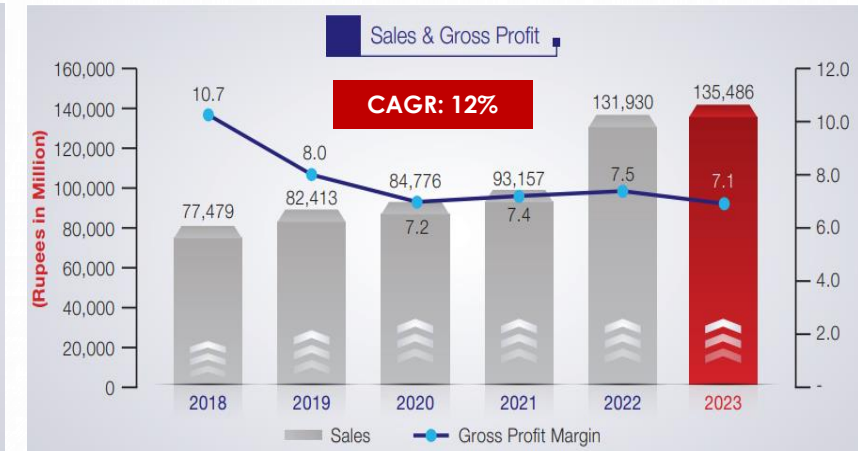
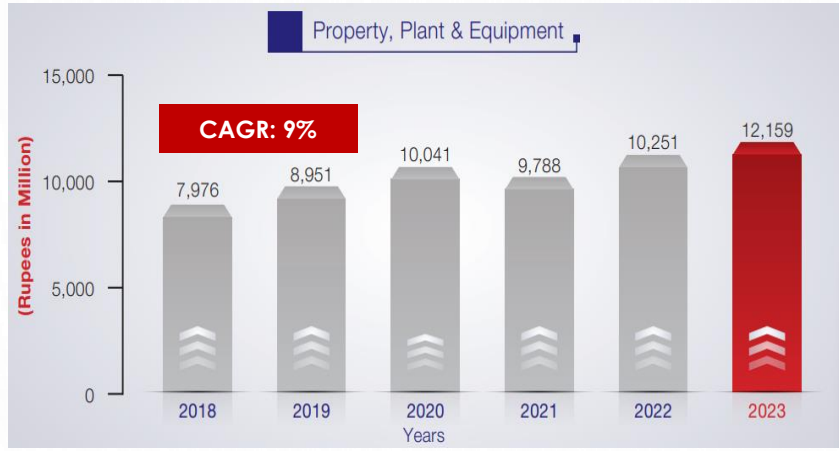
ANNUAL PERFORMANCE

Operating Highlights		Apr 22 - Mar 23	Apr 21 - Mar 22	Variance %
Production	Units	1,106,166	1,357,604	▼ -18.5%
Sales	Units	1,111,112	1,350,010	▼ -17.7%
Revenue	Rs. in Mn	135,486	131,930	▲ 2.7%
Gross Profit	Rs. in Mn	9,672	9,866	▼ -2.15%
Gross Profit	%	7.1%	7.5%	▼ -4.7%
Profit Before Tax	Rs. in Mn	8,103	7,820	▲ 3.6%
Profit Before Tax	%	6.0%	5.9%	▲ 1.0%
Earning Per Share	Rs.	40.3	45.01	▼ -10.4%
Cash Dividend payout	%	60%	60%	= 0%
At the end of Period				
Total Assets	Rs. in Mn	70,038	47,423	▲ 47.7%
Shareholders Equity	Rs. in Mn	22,780	21,028	▲ 8.3%
Share Performance				
Price per Share	Rs.	268.1	394	▼ -31.9%
Market Capitalization	Rs. in Bn	35.24	52.12	▼ -32.4%

SIX YEARS AT A GLANCE

Rs. in 'Million' BALANCE SHEET

PROFIT & LOSS



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



SUSTAINABILITY HIGHLIGHTS



SUSTAINABILITY HIGHLIGHTS



Award by NFEH

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



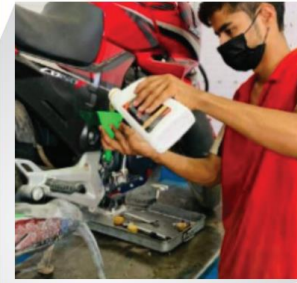
Rs. 79.6

Million Donated



18,640

Hours spent on Employees' Training



390,000

Plus Customers Served for free checkups



2.5%

Reduction in water consumption per bike



6.4%

Reduction in effluents and waste per bike



500

Women trained for bike riding



1st

Prize by Spring Festival 2023 Sheikhpura Horticulture Society, in 3 Categories



45,268

Participants attended safety riding trainings and lectures

FUTURE OUTLOOK AND CHALLENGES (BY CEO)



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QUESTIONS AND ANSWERS

THANK YOU