



HONDA

Honda Atlas Cars (Pakistan) Limited

Financial Year ended March 31, 2023

Corporate Briefing Session

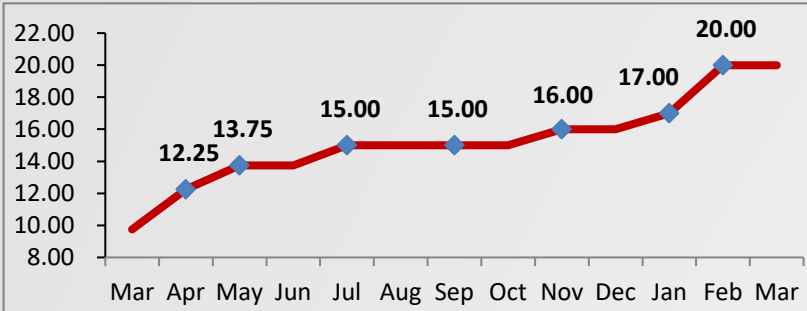
Date: July 24, 2023

Macro-Economic & Regulatory Environment

Macro-Economic Environment



SBP Policy Rate (%)
9.75% → 20.00%

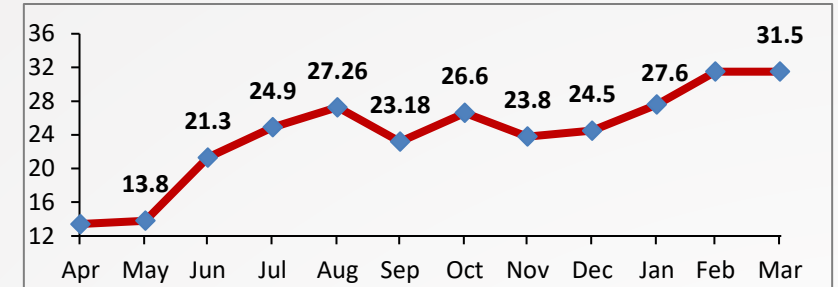


Current account US\$

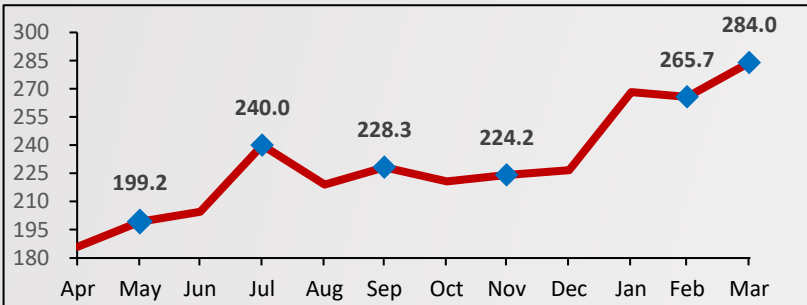
Deficit-13.7 billion
(July-April FY 2022)

Deficit-3.3 billion
(July-April FY 2023)

Inflation rate (%)
12.20% → 31.50%



USD-PKR Parity (Rs)
184.70 → 284.00

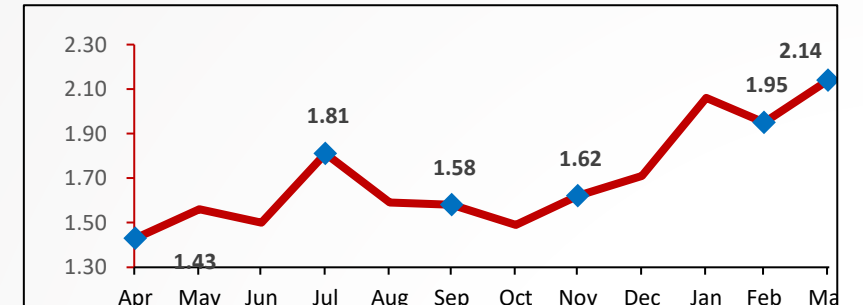


Fiscal deficit as % of GDP

4.9%
(July-April FY 2022)

4.6%
(July-April FY 2023)

JPY-PKR Parity (Rs)
1.41 → 2.14



Other Regulatory Factors



- Quotas and later restrictions by SBP on import of raw materials
- Advance tax on sale of cars increased
- Super tax imposed at 10% for 2022 and 4% for 2023
- Input tax adjustment reduced to 95% and Sales Tax rate increased from 18%~25%
- CVT imposed on sale of cars at 1%

Automobile Industry

Passenger Car Market Analysis



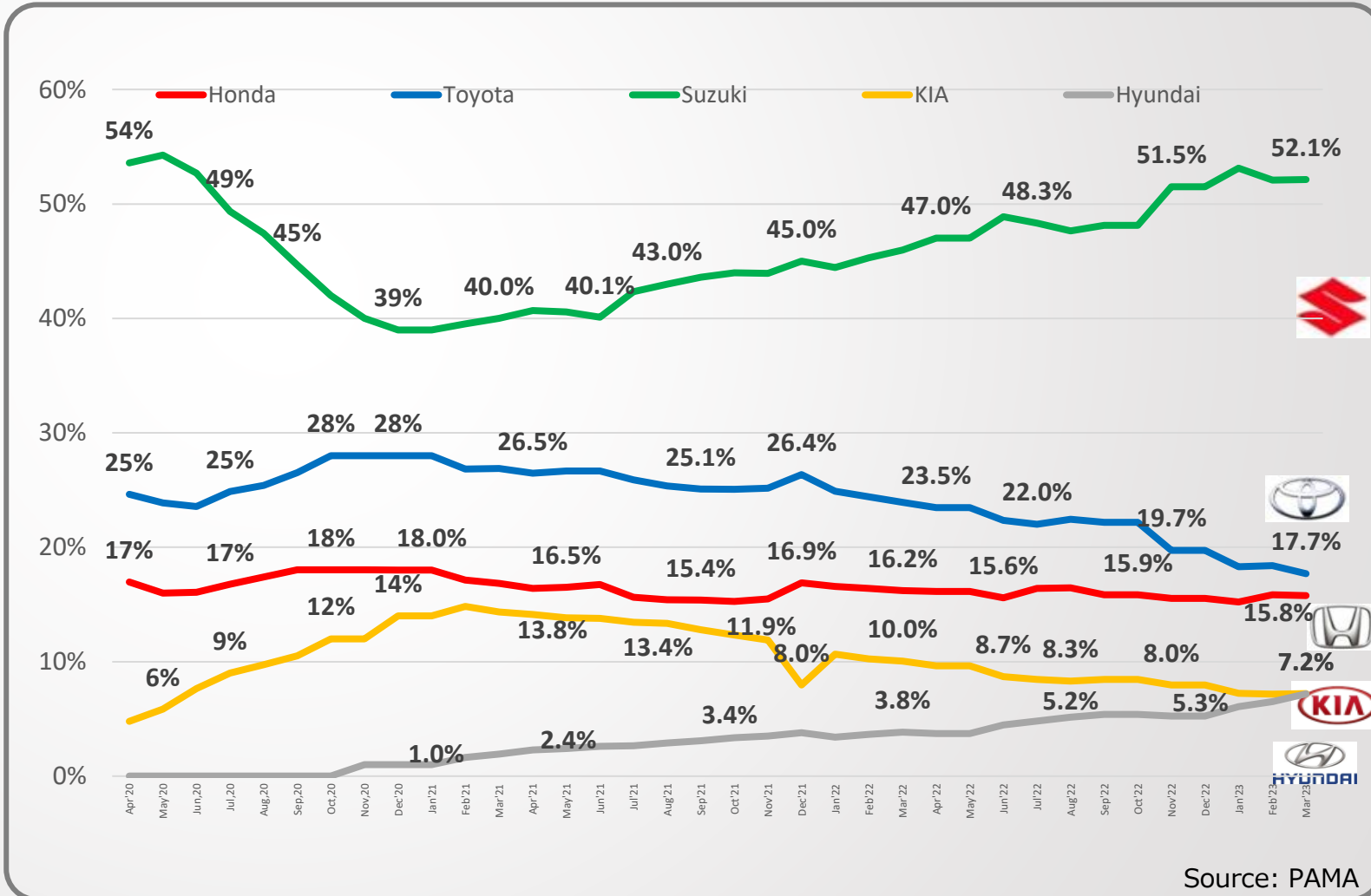
Overall Car Market

Apr-22
Mar 23

Apr-21
Mar 22

Total Market		197,299	282,895	70%
Commercial (Buses, Trucks, Vans)		28,739	43,333	66%
4X4		5,560	6,337	88%
SUV		20,676	24,840	83%
1800 cc over	Sedan	16,516	29,667	56%
1600 cc		11,384	19,111	60%
1200 cc – 1500cc		40,719	45,898	89%
1000cc		25,665	51,786	50%
800cc		48,040	61,923	78%
Pass Market		163,000	233,225	70%

Market Share (12-Months Rolling)



Source: PAMA

Company's Financial Review

Performance for the year ended March 31, 2023



Operating Highlights		2023	2022	% Change
Vehicle Production	Units	26,176	37,780	-30.71%
Vehicle Sales	Units	25,726	37,613	-31.60%
Net Revenue	Rs in Million	95,087	108,048	-12.00%
Gross Profit	Rs in Million	7,161	5,578	29.42%
Gross Profit	%	7.50%	5.20%	47.06%
Profit Before Tax	Rs in Million	1,983	4,275	-53.61%
Profit After Tax	Rs in Million	260	2,510	-89.64%
Profit After Tax	%	0.30%	2.30%	-86.96%
Earnings Per Share	Rs	1.8	17.6	-89.77%
Dividend Payout Ratio	%	0.00%	39.80%	-100.00%
At the end of period				
Total Assets	Rs in Million	62,688	70,263	-10.78%
Shareholders' Equity	Rs in Million	19,264	19,961	-3%
Share Performance				
Price Per Share	Rs	118	207	-43%
Market Capitalization	Rs in Million	16,850	29,560	-43%

Significant events during the year

Launch of All New HR-V

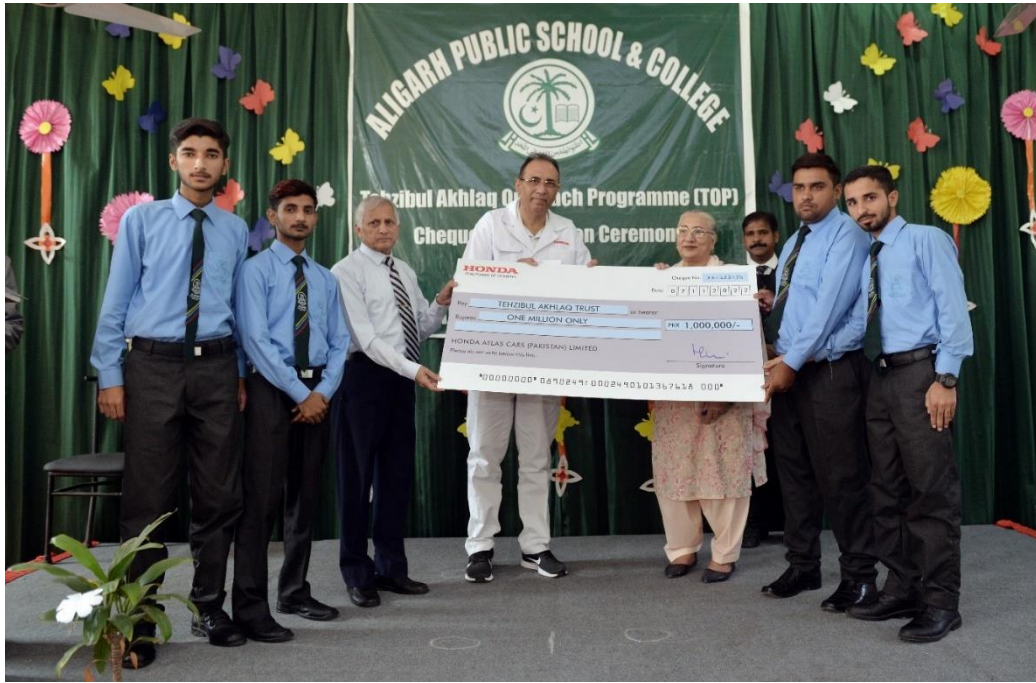


Advanced Technology – Comfortable – Smart Choice

- ❑ Remarkable Body Design, highly- responsive performance with maximum torque of 145 Newton meters.
- ❑ Exceptionally Comfortable as its interior is carefully designed, prioritizing the comfort and space for the driver, passengers, and luggage fully integrating it into their everyday lives.
- ❑ Advanced safety and driving technologies such as Hill Descent Control, Hill Start Assist, Vehicle Stability Assist, Agile Handle Assist, Electric Parking Brake, Auto Brake Hold, Walk Away Auto Lock, Front and Rear Passenger Seat Belt Reminder, Rear Seat Reminder and 4 airbags.



Sponsoring Scholarships to Students



Free Medical Camps in Remote Areas



Honda Mobile App Launch – A New Era of Convenience & Ease

HONDA
The Power of Dreams

EASE & CONVENIENCE AT YOUR FINGERTIPS

NEW & IMPROVED CUSTOMER EXPERIENCE

DOWNLOAD

THE HONDA MOBILE APP TODAY

AVAILABLE ON

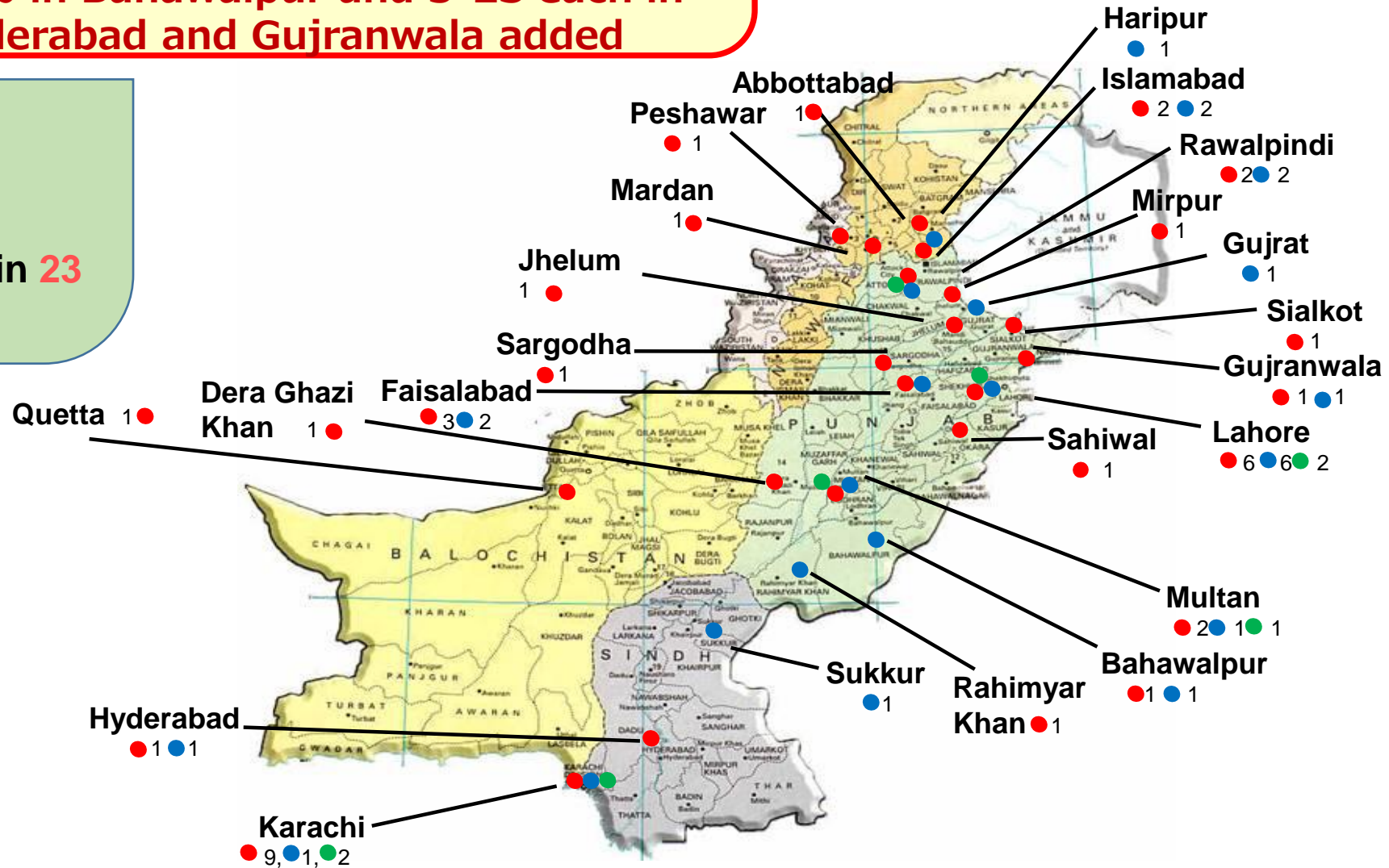
App Store Google Play

Dealership Network



1-3S Dealership in Bahawalpur and 3-2S each in Haripur, Hyderabad and Gujranwala added

3S Dealers: ● 38
 2S Dealers: ● 20
 1S Dealers: ● 5
Total : 63 Dealers in 23 Cities



Further dealerships are being added to strengthen country wide presence

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Q & A