



# Product Responsibility

## Management Approach

The Company is committed to offer sustainable mobility solutions by maintaining the quality of products, ensuring customer safety, appropriate marketing and providing the best after-sale service. The Company is continuously expanding its business and providing customers with a diversified selection of quality products. In addition, the Company keeps expanding its sales and service network across Pakistan. To ensure customer satisfaction, the Company takes dealer training initiatives and encourages customer feedback. Further, Company provides safety training to customers throughout the year. The Company follows Honda's vision and takes into account the health and safety impacts of its products to ensure the safety of customers and other road users. Constant monitoring and regular reviews are carried out on all business aspects and processes in order to ensure they continue to comply with the Company's commitment towards product quality.

## Product Quality

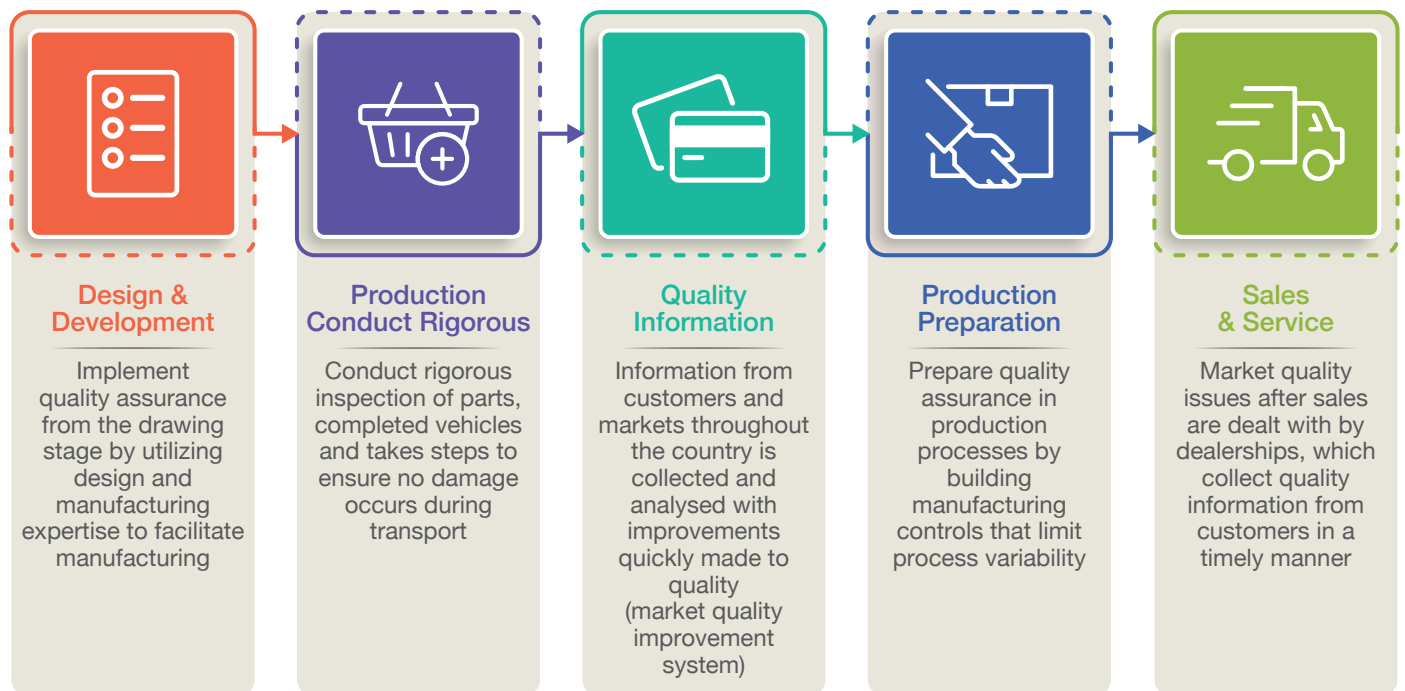
Atlas Honda aims to be a company trusted by its customers for its quality products. The Company focuses on quality at every stage,

from the planning of new products through development, manufacturing, distribution and sales to after-sales. The Company evaluates its products' performance and health & safety impacts. Information derived is used to develop and implement effective solutions. During the year, all products of the Company were in compliance with requirements concerning health and safety impacts.

## Honda's Quality Cycle

The Company's global partner, Honda Motor Company Limited follows a uniform quality strategy worldwide. To live up to the high-quality standards, quality assurance activities are governed by a central body at a cross band level. By applying and reflecting design and development expertise at the preparation and production stages, the Company can deliver enhanced quality through the creation of drawings designed to facilitate manufacturing, as well as develop manufacturing control techniques that limit process variability. Post-sale improvements are made to product-quality based on analysis of customer's feedback. These improvements are reflected in Company's know-how for the next round of design and development.

## Honda Quality Cycle



## Quality Improvement Programs

Program	Objective
Vendor Improvement Program (VIP)	To establish Quality Management System (QMS) at vendor end to control process rejections and improve quality management skills of suppliers.
Service Instructor Quality Program (SIQP)	To foster high quality, dedicated service staff and standardize training delivery across the Company as per Honda standards. Future trainers are trained to achieve proficiency in training, communication skills and key instructional abilities.
Training of Service and Dealers Staff	A one day training program to improve their skills of judging problem pertaining to a claim to ensure timely and efficient rectification.
Quality Control (QC) Foreman course	A two day program to understand how to put into practice the quality control techniques and approaches needed in quality assurance activities in manufacturing.

## Marketing & After-Sale Service

### Product & Service Labeling

For product information and display, the Company does not only comply with strict local laws and regulations but also places a strong emphasis on safety, human rights, environmental issues and ethical standards. Product labelling is a key feature of the Company's products display which helps in marketing the product and contains detailed instructions for users. In order to convey product information, an Owner's Manual is provided to each customer with the purchase of each product; it contains all information relating to operation including safe use and maintenance and details on features of the respective models. However, there is no requirement for disclosure of auto parts sourcing and details, therefore no such information is disclosed by the Company. The regional marketing managers are responsible to ensure compliance with Company's policies and procedures with respect to marketing and labelling of its products. At the time of delivery, technical features are explained to the customer through demonstration. Moreover, no incidents of non-compliance with regulations and voluntary codes concerning the product and service labelling were reported as all of the Company's products were in compliance.



### Marketing Communication & Anti-Competitive Behaviour

The Company facilitates its customers by providing information and purchasing support services and staying connected through the website and social media including Facebook, Twitter, and Instagram. Online presence enables the Company:

- To stay connected with customers round the clock;
- To help customers in locating the nearest dealers;

- To provide customers with detailed information about product features and costs.

The Company makes sure that its advertisement content does not depict any anti-competitive behaviour & intentions and abstains from any kind of malicious, offensive or anti-social content in all its marketing communications at all levels. The Company attaches particular importance to fair interaction with competitors, suppliers, and customers and has developed a formal procedure for dealing with complaints, if any, at each location of operation, where interest groups may contact the resident managers of the relevant location at any time to lodge complaints. Bodies also exist within the Company that includes a member of Social Responsibility Committee to deal with specific issues. During the year, there was no complaint by interest groups or institutions at the relevant locations regarding issues of public or social concern.

Furthermore, there were no incidents of non-compliance with regulations and voluntary codes concerning the provision and use of product and marketing communications, including advertising, promotion, and sponsorship have been reported during the year. Further, there was no legal action taken against the Company relating to any anti-competitive behaviour, anti-trust and monopoly practices.

### Customer Confidentiality

The Company has implemented a B2B system to administer, control and store data centrally for the smooth functioning of its business. Stringent privacy guidelines are in place to ensure the security of the critical data of customers. The Company has also developed business continuity and disaster recovery plan to ensure business continuity. Owing to these measures, there has been no non-compliance or breach of customer privacy and loss of customer data during the year. For detailed policies and procedures with respect to confidentiality of the data, please refer to "Privacy and data protection" on page 82 of this report.

### Customer Feedback

The Company is aware that customer expectations and inputs are critical for bringing improvements in product quality and making it more user-friendly. Data on customer complaints and expectations is collected through external survey institutions, market surveys, and visits to dealerships. The Company also maintains a track of time taken to resolve complaints. During the year 2021-22, the customer contact center satisfactorily responded to a total of 26,498 calls received from customers regarding complaints, comments, and information about the Company's products.

## Dealers Convention

Dealers are at the fore-front and each dealership is vitally important to the Company's continued success. Therefore, the Company only engages with dealers who have the ability to consistently represent its brand. The Company organizes various training sessions to further enrich their skills. During the year, 360 training camps were held which were attended by 13,400 trainees including our staff, mechanics and dealers.

The Company provides its dealers with information on mid and long-term strategies, products, and services in a timely manner. The Company strives to cultivate a relationship of trust and improve communication with dealers and between each other through various sales, service and parts dealer conventions. During the year, social gatherings were kept at a minimum, keeping in view the current pandemic outbreak and social distancing SOPs issued by the Government. 2 digital conventions were organized in which 1,600 dealers' representatives participated.



A Views of Digital CD70 New Model launch



A Views of Digital CD70 New Model launch

## Free Checkup, Oil Change & Test Rides

The Company organizes a number of customer relationship building activities such as free checkup camps, test rides and oil change activities at different locations throughout the year. This strengthens the Company's bond with its customers and addresses their concerns. In 2021-22, more than 152,000 customers were served during 6 service campaigns and 55 oil change camps. Mega free checkup camps were arranged on March 23, 2022, to serve customers through camps at over 827 dealerships covering over 300 cities.

### Views of Free checkup campaigns



## Customer Safety

The Company's safety vision is aligned with Honda's Global Safety Slogan. Further. The efforts to create a safe environment for road users are marked by the Company's education and awareness initiatives and campaigns.

## Safety Riding Training and Education

This year, the Company trained 504 safety advisors at dealerships across all regions. These trainings are aimed at improving users' riding skills, road signs knowledge and know-how regarding electrical & mechanical maintenance. Further, follow-ups were conducted covering all trained safety advisors throughout the network. Safety advisors then in turn imparted the knowledge to customers at dealerships. In addition to this, the Company collaborated with National Highways & Motorway Police, to conduct safety riding trainings in 4 major cities of Punjab. The company is also undertaking initiatives to empower women and provide them with requisite skill-set to facilitate their mobility and secure their independence. Safety lectures are an important feature of the Company's road safety program. Every year the Company engages various institutes, universities and colleges to hold these lectures that impart useful information and help reduce chances of accidents. Following are the details of activities carried out during the year under the banner of safety education:

- Safety riding training & lectures to employees of law enforcement agencies and various organizations such as Pakistan Post Offices, Pakistan Air Force, Pakistan State Oil, Honda Cars, Rescue 1122 (3,363 Participants);
- Safety riding training & lectures to end customers at our dealerships nationwide (21,563 Participants);
- Safety lectures to students from various educational institutions (12,408 Participants); and
- Safety riding training to females from rapid response force and general public (873 Participants)



A Views of Safety Riding Awareness Campaign



A Views of Safety Riding Awareness Campaign

## Safety Riding Awareness Campaigns

The Company coordinates with the traffic police department to create awareness about the use of indicators, side mirrors and helmets. Under this campaign, the Company distributed 112,627 pamphlets nationwide. Moreover, 750 helmets and 1,117 sets of back view mirrors were distributed. 7,626 lights were checked and replaced.



A Views of Safety Riding Awareness Campaign



A Views of Safety Riding Awareness Campaign



A Views of Safety Riding Awareness Campaign



A Views of Left Lane Campaigns



A Views of Left Lane Campaigns

AHL continues to strive and make efforts to raise awareness regarding separate left lane for motorcyclists. This was done through left lane awareness campaigns and distribution of brochures, placement of standees, steamers & pylons and raising awareness through social media platforms also. During the year, social gatherings were kept at a minimum, keeping in view the current pandemic outbreak and social distancing SOPs issued by the Government. 1,293 steamers were installed during left lane campaign for motorcycles covering 6 major cities including Lahore, Faisalabad, Rawalpindi, Islamabad, Multan & Karachi.