

Automate Industries Pvt Ltd

The Name You Can Trust

A photograph of a modern, multi-story building with a curved facade and balconies, partially obscured by large teal and red geometric shapes. The building has a light-colored exterior and dark railings on the balconies. Greenery is visible in the foreground and around the building.

Presented by Shahnawaz Ahmed

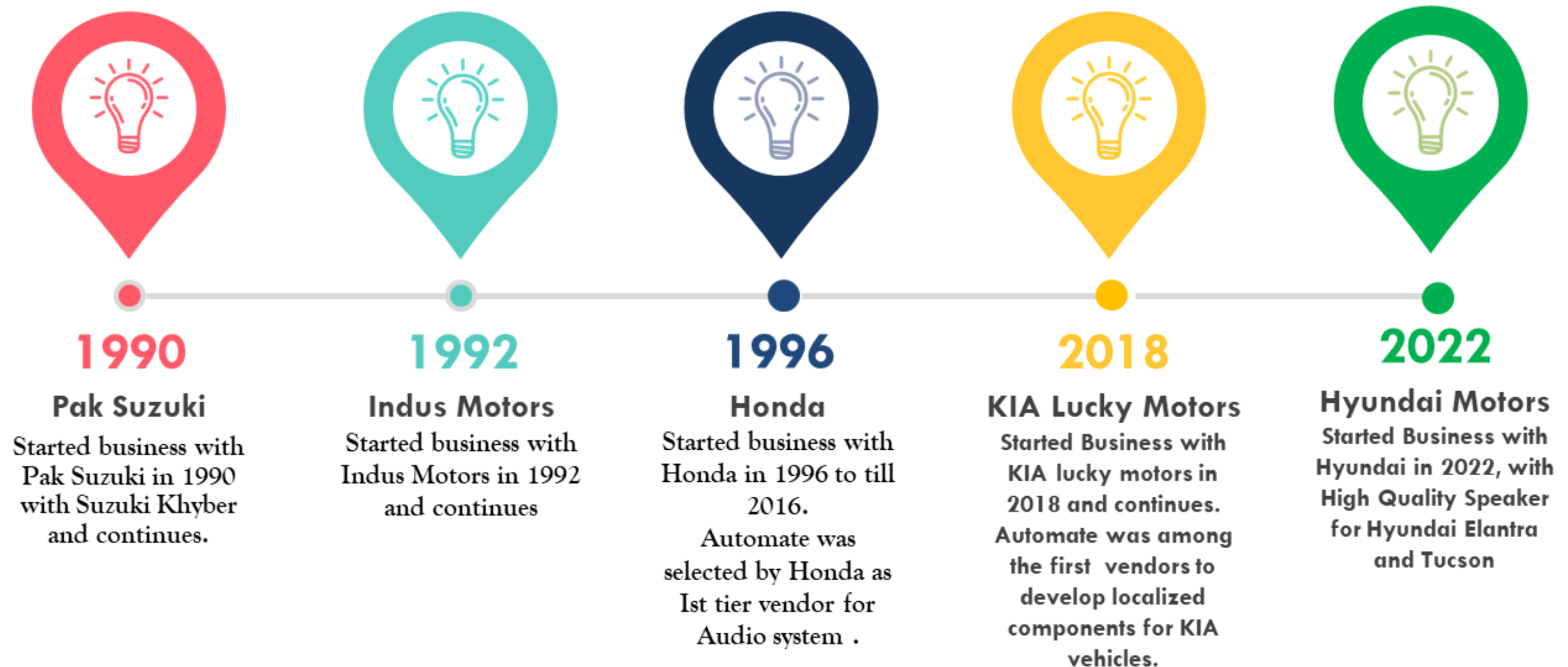
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About Automate

Founded in 1990, Automate Industries Pvt Ltd has established itself as a pioneer in localizing car audio systems in Pakistan, significantly contributing to the OEMs' localization targets. Our commitment to Quality, Cost-competitiveness, and timely Delivery (QCD) has enabled us to maintain longstanding partnerships with our customers for over two decades.



Our Mission and Vision

Mission

We aim to set new standards of excellence in the automotive infotainment sector through relentless innovation and superior service."

Vision

To become a global leader in the automotive components industry by consistently delivering innovative, high-quality solutions that enhance vehicle performance and safety.



Soul Partners

INDUSTRY LEADERS WE REPRESENT



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Our Customers

Trusted by leading automotive brands.
Building long-term partnerships through quality and reliability.



TOYOTA



SUZUKI

Way of Life!



FAW



HYUNDAI



**MASTER
MOTOR**



DAEWOO

COMPANY STRUCTURE/ORGANIZATION



Member of MFi program

Registered from Dun & bradstreet

dun & bradstreet

This is to certify that

AUTOMATE INDUSTRIES (PRIVATE) LIMITED

C-23, S.I.T.E,
Karachi,
Pakistan.

is now part of the Dun and Bradstreet Global Database
and has been assigned the

D&B D-U-N-S® Number:
64-537-5098



Authorized Signatory
D&B Pakistan (Private) Limited

June 13, 2024
www.dnbsame.com





Assembly Line



Overall market share of Pakistan, Automate & competitors 21/26

Automate Shares

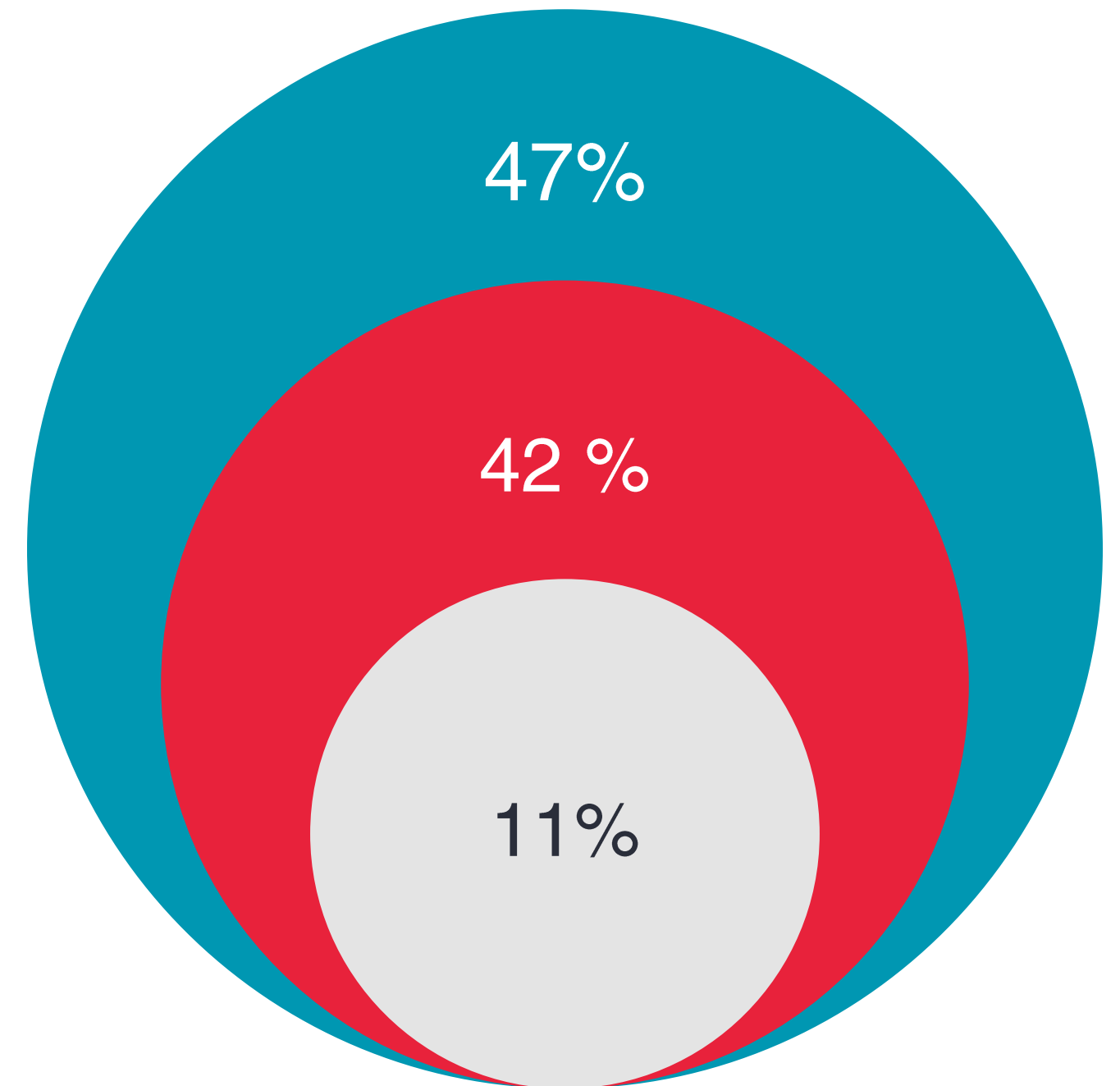
47%

Tecno Pak Shares

42%

Other Competitors

11%



Automate Product Portfolio in Pakistan's high-end SUV & Cars



Toyota Revo



Toyota Fortuner



Toyota Corolla
1.6



Suzuki Alto



Suzuki Vitara



Suzuki Every



Isuzu Dmax



KIA Picanto



Hyundai Elantra



Hyundai Tucson

AUTOMATE: Advanced In-Car Multimedia & Audio Solutions

Y4J MP5 PLAYER

- Full-Color Touchscreen
- Multi-Format Media Playback
- Advanced Bluetooth & 'Hey Siri'
- My-Link Integration



Y4J MP3 PLAYER

- Clear FM/AM Tuner
- Wireless Music Streaming
- Robust MP3 Audio
- Backlit Orange Controls



YV7 MP3 PLAYER

- Optimized Controls (MUTE)
- Enhanced Bluetooth Stack
- Standard ISO Connector
- Clear Digital Display





Automate with
TDEM



Finest AVN System in Pakistan's Most Popular SUV



TOYOTA FORTUNER
LEGENDR

Panasonic



Next-Generation Development:

Project 25CY

Automate is currently developing a premium, upgraded AVN system exclusively for an upcoming flagship SUV platform, setting new benchmarks in the Pakistani market.

-  **Massive Interface:** Engineering a stunning 14-inch high-definition screen for an immersive user experience.
-  **Seamless Connectivity:** Featuring Bluetooth 5.0 with wireless smartphone integration and Miracast capabilities.
-  **Modern Architecture:** Incorporating USB Type-C fast charging and sleek, buttonless software-switched controls.
-  **Our Commitment:** Ready to bring this level of advanced R&D and manufacturing capability to future Pak-Suzuki models.



System: DA-3 with a 14" Screen (25CY Code)



Bluetooth 5.0: Featuring faster pairing, more stable range, and lower power draw.



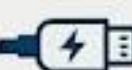
Smartphone Integration (Wire & Wireless): Connecting Apple CarPlay & Android Auto. (Assume standard upgrade for accuracy).  



Media Casting: WebLink: (YouTube, Music, Navigation apps examples) (Make example apps clearer)



Screen Mirroring (Miracast): Open Device Support (No device whitelist required). (Consolidate and clarify).



USB Type-C Fast Charging: Integrated fast charge support. (Combine from other rows).



Integrated Communication: External mic port with voice calling support. (Combine buttonless detail with next row).



Advanced Interface: Sleek buttonless design, with all source controls software-switched. (Consolidate and clarify).

Premium Panasonic AVN Solution: Advanced Integration in the Toyota Corolla Cross



TOYOTA Corolla Cross (C-SUV)

7" or 8" High-Definition
Touchscreen

Easy FM Tuner
(107.95 MHz)



Easy FM Tuner
(107.95 MHz)

Photo & Music
Thumbnail Integration

Panasonic

Panasonic

Automate Own Android Developed System till 2023

TOYOTA New REVO

Android 9"



Our Own Developed Android System, equipped with latest technology with Webcam and Sim 4G



This product appeared in Revo in August 2025

TOYOTA New REVO 2025



Panasonic



Hyundai Tucson & Elantra Speakers



Tucson



Elantra



Speakers' assembly line



Strategic Expansion:

Automate Acquires OJ Engineering

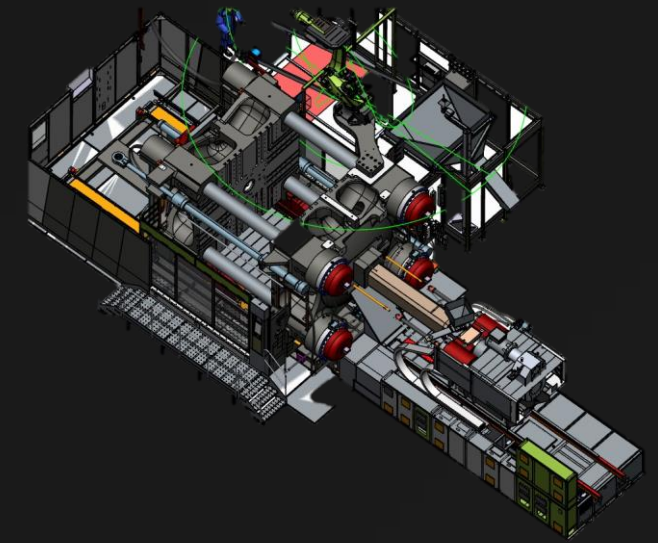
A major milestone in our localization journey. Automate Industries has successfully acquired OJ Engineering, significantly expanding our in-house manufacturing footprint.

-  **Vertical Integration:** Adding robust plastic injection molding capabilities (200T to 3000T)
-  **Enhanced Localization:** Accelerating our ability to provide high-quality, localized components to our esteemed Japanese OEM partners.
-  **Unified Vision:** Combining Automate's electronic precision with OJ's structural expertise to deliver complete, tier-1 solutions.



Kaizen in Action: 80-Day Transformation

Since May 2026, Automate management has implemented aggressive continuous improvement protocols across the OJ facility to meet global OEM standards.



Infrastructure

Applied advanced PU coating & heat-resistant paint to the roofing. Ambient facility temperatures successfully reduced from **56°C to 39°C**, optimizing the work environment.



Restoration

Complete overhaul of critical machinery. Scrap cooling towers rebuilt to fully operational status. 2500T & 3000T injection machines serviced with new controllers and hydraulics.



Future Capacity

Preparing for massive scale: A state-of-the-art **4000-Ton Engel (Wintec)** Injection Molding Machine equipped with KUKA robotics has been ordered and is arriving soon.



Quality Gates

Standardized visual defect aids and increased inspection lighting to **1,300 lux**. Implemented new bumper storage trolleys with strict FIFO barcode tracking.

Our Offered Services



Automate possesses extensive and solid experience in working with car OEMs in Pakistan. We consistently collaborate effectively with OEM teams, adhering to their established methods and practices.

Nationwide Service Excellence comprehensive Support Across Major Cities

Car Audio Development, Installation & Inspection of wiring and Features integration

Car Speakers Development, sync compatibility with AVN Systems

Bring New and Advance technologies and features according to Market

Highly experienced and trained professionals who excel in CKD assembly lines for low-end models and SKD processes for high-end products.

Our Supply Chain

The coordination of a business' entire production flow, from sourcing raw materials to delivering a finished item

Import: Parts are imported in Semi-Knocked Down (SKD) form from China and Thailand.

Assembly: The team assembles the complete Audio-Visual Navigation (AVN) units.

Aging Process: Assembled units undergo an aging process to ensure reliability.

Final Check & Packing: Each unit is inspected and packed after passing the final quality check.

Storage: Finished goods are sent to the store for inventory.

Supply to OEMs: FIFO (First In, First Out) method is applied for efficient supply to Original Equipment Manufacturers (OEMs).



Storage Area



Connect with us.

Head Office and Factory

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Pakistan

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THANK YOU

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