



AMARA RAJA
Gotta be a better way

May 29, 2015

National Stock Exchange of India Limited
"Exchange Plaza",
Bandra – Kurla Complex,
Bandra East
Mumbai – 400 051
Fax No.: (022) 2659 8237/38
E-mail: cmllist@nse.co.in

NSE Symbol: AMARAJABAT

BSE Limited
Corporate Relations Department,
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400 001
Fax No.: (022) 2272 3121
E-mail: corp.relations@bseindia.com

BSE SCRIP CODE: 500008

Dear Sirs,

Sub: Media release

Please find enclosed herewith a copy of the media release being given out by the Company.

Thank you,

Yours faithfully,
For Amara Raja Batteries Limited

U. Saligh Kumar
f **M R Rajaram**
Company Secretary

Encl.: as above

AMARON®

 **AMARA RAJA** |  **Johnson Controls**
An Amara Raja - Johnson Controls Company

Amara Raja Batteries Limited | An Amara Raja Group Company

Corporate Operations Office:

TERMINAL A

1-18/1/AMR/NR, Nanakramguda, Gachibowli, Hyderabad-500032, India.

Tel No. +91 40 23139000, Fax No. +91 40 23139001, E-mail: mktg@amararaja.co.in

Registered Office & Works: Karakambadi-517520, Tirupati, Andhra Pradesh, India.

Tel No.+91 877 2265000, Fax No. +91 877 2285600, E-mail: amararaja@amararaja.co.in.

Website : www.amararaja.co.in, Corporate Identification Number : L31402AP1985PLC005305.



- **Amara Raja Batteries Limited (Amara Raja) clocks HIGHEST EVER revenue and Profit in a financial year 2014-15**
 - 23% revenue growth.
 - 12% growth in net profits (lower net profit on account of accelerated depreciation as per provisions of new Companies Act, 2013)
 - EPS improved from Rs. 21.51 to Rs. 24.05
- **Amara Raja recommends Rs. 3.61 per share (361%) as dividend.**

Milwaukee, USA - May 28, 2015: Amara Raja Batteries Limited, India's leading Industrial and Automotive Battery major (**BSE Code: 500008 & NSE Code: AMARAJABAT**) today announced annual revenue of Rs. 42.11 billion (excluding other income) with a growth of 23% in Financial Year (FY) 2014-15 as compared to Rs.34.37 billion in FY 2013-14. The Profit After Tax stood at Rs. 4.11 billion, recording a growth of 12% as against Rs.3.67 billion of the previous year. The Earnings Per Share (EPS) for the year grew by 12% from Rs. 21.51 to Rs. 24.05.

For the fourth quarter of FY 2014-15, the Company recorded net sales of Rs. 10.67 billion (Rs.8.85 billion for the previous year) and net profit after tax of Rs. 1023 million (Rs.800 million for the previous year).

The Board of the Company, which met in Milwaukee, USA today, approved the audited financial statements for the financial year ended March 31, 2015 and recommended a dividend of Rs.3.61 per share (face value of Re. 1/- each) in line with the declared policy of distributing upto 15% of profits, subject to the approval of the shareholders at the ensuing Annual General Meeting.

Particulars	Rs. Million			
	Fourth Quarter ended		Full Year ended	
	31-Mar-15	31-Mar-14	31-Mar-15	31-Mar-14
Net Sales (excluding other income)	10,667	8,851	42,113	34,367
Profit Before Tax (PBT)	1,493	1,204	6,099	5,367
Profit After Tax (PAT)	1,023	800	4,108	3,674

Automotive Battery Business

The Company's Automotive Battery business again reported strong double digit revenue growth supported by good volume increase in 4 wheeler and 2 wheeler batteries, over the previous financial year, despite constraints during the year. The quarter witnessed a good growth in automotive OEM segment, in line with the enthused positive sentiment of turnaround in the various macro-economic conditions.

The volume growth in both four-wheeler and two-wheeler aftermarket segments was due to strong preference for Company's products, supported by complete product offering, strengthening of brand, expansion of channel and leveraging customer relationship. Amaron® and PowerZone™ continues to



enjoy the preference of customers, leading to gains in market share both in aftermarket and OEM. Aggressive mass media activities were taken up to strengthen the brand and make it a preferred choice of the customers. Exports of automotive batteries have substantially increased during the year.

The Supply of Amaron® and PowerZone™ branded tubular inverter batteries continued to serve the needs of the customers in the Home UPS segment. Delayed start of summer had a marginal impact on business in this segment.

Industrial Battery Business:

The Company's **Industrial Battery business** registered double digit revenue growth over the previous financial year, in a challenging & competitive market conditions.

The growth in demand from telecom sector is primarily driven by data growth and the drive for energy optimization by Tower Companies. The demand for UPS batteries is moderate. Increased Imports due to our country's Preferential Free Trade Agreements with ASEAN and Sri Lanka are a concern since the raw materials continue to attract higher import duty.

During the year revenue from exports has more than doubled compared to previous year.

Amidst these challenges, the industrial battery business improved the overall performance by virtue of its "preferred supplier status" with all major customers, efficient after sales service, customer relationship management and consistent product performance of its flagship brands PowerStack®, Quanta® and QRS Series batteries.

The Company has progressively started providing total solutions to customers enabling it to forge strategic alliances.

Commenting on the full year performance, **Mr. Jayadev Galla, Vice Chairman and Managing Director, Amara Raja Batteries** said, "We are pleased to report yet another highest ever sales and profit for the Company for the financial year 2014-15. Our Industrial and Automotive battery units have reported double digit revenue growth and gained market shares. We remain cautiously optimistic of the Company's performance in the coming year, against the back drop of continuing uncertainty in macro-economic condition, escalating costs and probable supply constraints. However, our ability to anticipate and perform with distinct approach will help us to sustain the growth momentum."

Commenting on the full year performance, **Mr. S.V. Raghavendra, Chief Financial Officer**, said, "The Company continues to enjoy debt free status and has free cash available to the tune of over Rs.2.20 billion at the end of the financial year. The year under review saw the Company's market capitalization

Press Release
For immediate dissemination



touching Rs. 150 billion with considerable improvement in PE ratio reflecting growing investor confidence. The capacity enhancement for the four wheeler battery business has been completed and production has commenced during the last quarter of the year. Further, expansion of two wheeler battery capacity and green field tubular battery plant are in progress as per the plan. All project costs are well within the approved costs. Continuing debt free status and sound credit rating of the Company will help us to leverage, as and when required, at minimal cost"

About Amara Raja Batteries Limited

Amara Raja Batteries Limited, a company with 26% equity each from Galla Family and Johnson Controls Inc, USA, is the technology leader and is one of the largest manufacturers of lead acid batteries for both industrial and automotive applications in the Indian storage battery industry.

In India, Amara Raja is the preferred supplier to major telecom service providers, Telecom equipment manufacturers, UPS sector (OEM & Replacement), Indian Railways and to Power, Oil & Gas among other industry segments. Amara Raja is a leading manufacturer of automotive batteries under the brands - Amaron® and Powerzone™ which are distributed through a large pan - India sales & service retail network.

The Company supplies automotive batteries under OE relationships to Ashok Leyland, Ford India, Honda, Hyundai, Mahindra & Mahindra, Maruti Suzuki, and Tata Motors. The Company's Industrial and Automotive batteries are exported to Asia Pacific, Africa and Middle East.

Johnson Controls is a global leader in Power Solutions, Automotive Seating Systems and Building Efficiency. Johnson Controls provides batteries for automobiles and hybrid electric vehicles, along with system engineering and service expertise. The Company provides innovative automotive interiors that help driving more comfortable, safe and enjoyable. For buildings it offers products and services that optimize energy use and improve comfort and security. Johnson Controls (NYSE: JCI), founded in 1885, is head quartered in Milwaukee, Wisconsin. Its net sales for the year ended September 30, 2014 is US\$ 42.83 billion.

Safe Harbor

Some of the statements in this news release that are not historical facts are forward looking statements. These forward looking statements include our financial and growth projections as well as statements concerning our plans, strategies, intentions and beliefs concerning our business and the markets in which we operate. These statements are based on information currently available to us, and we assume no obligation to update these statements as circumstances change. There are risks and uncertainties that could cause actual events to differ materially from these forward looking statements. These risks include, but are not limited to, the level of the market demand for our products, the highly competitive market for

Press Release
For immediate dissemination



the types of the products that we offer, market condition that would cause our customers to reduce their spending for our products, our ability to create, acquire and build new businesses and to grow our existing businesses, our ability to attract and retain qualified personnel, currency fluctuations and market conditions in India and elsewhere around the world, and otherwise not specifically mentioned herein but those that are common to industry.