



AMARA RAJA
Gotta be a better way

November 11, 2014

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

BSE Limited
PhirozeJeejeebhoy Towers
Dalal Street, Fort
Mumbai – 400 001
Fax No.:(022) 2272 3121
E-mail: corp.relations@bseindia.com
Scrip Code: 500008

Dear Sirs,

Sub: Media release

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

Thanking you,

Yours faithfully,

For Amara Raja Batteries Limited

M R Rajaram
Company Secretary

Encl.: as above

AMARON[®]



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 clocks HIGHEST EVER QUARTERLY Revenue and PBT.

- » Revenue of Rs. 1,060 crore
- » PBT of Rs. 154 crore
- » PAT of Rs. 100 crore

Chongqing, China - November 11, 2014: Amara Raja Batteries Limited, India's leading Industrial and Automotive Battery major (**BSE:500008 & NSE Code: AMARAJABAT**) today reported net sales (excluding other income) of Rs. 1060 crore in Q2 FY15 (Rs. 805 crore) - a 32% growth.

For the quarter ended September 30, 2014

Rs. in crore

Particulars	Unaudited financials for the quarter ended		Audited financials for the year ended
	Sept 30, 2014	Sept 30, 2013	March 31, 2014
Net Sales (excluding other income)	1,060	805	3,437
Profit Before Tax (PBT)	154	134	537
Profit After Tax (PAT)	100	95	367

The **Automotive battery business** continued to maintain its growth trend in four-wheeler batteries backed by improved sales in aftermarket segment in both of the preferred brands Amaron® and PowerZone™. The continuing volume growth in two-wheeler batteries of both Amaron® and PowerZone™ brands has been a significant contributing factor to the business. During the quarter, OEM production in four-wheelers reversed the downward trend of past years by growing moderately, whereas two-wheelers production grew at a healthy pace, resulting in higher volume of batteries in the OEM sector. Our growth in our aftermarket brands and OEM beyond the industry growth helped us in gaining market share in both four and two-wheeler segments for our brands. The HUPS battery demand has remained strong and was met by trading in tubular batteries under private label program.

The **Industrial Battery business** registered double digit volume and revenue growth aided by optimal product mix and strong demand of the Company's products. The demand from telecom sector continues to be robust. The demand for UPS batteries witnessed a moderate growth.

The continuing strong performance of industrial battery business is because of its "preferred supplier status" with all major customers, backed by timely supplies, efficient after sales service, customer relationship management and consistent product performance. The Company has progressively started providing total solutions to customers enabling it to forge strategic alliances.

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Commenting on the Q2 performance, **Mr. Jayadev Galla, Vice Chairman & Managing Director, Amara Raja Batteries Limited** said, "We are delighted to report the continuing growth momentum of the company that is reflected by the highest revenue and profit for a quarter. The green field expansion project of four-wheeler automotive batteries facility, the project for addition of two lines for expanding two-wheeler batteries capacity are progressing well and the proposed project for tubular battery manufacturing facility which was approved at the board meeting held today will support to accelerate the growth momentum and secure us additional market share in the near future".

Commenting on the Q2 performance, **Mr. S V Raghavendra, Chief Financial Officer**, said, "The Company continues to have healthy sequential quarterly growth and the financial position of the Company is robust to support further opportunities for growth. All functions in the company are well poised and integrated for reaping the benefits of the evolving government policies and the resultant opportunities"

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. The industrial battery brands of Amara Raja are PowerStack®, AmaronVolt™ and Quanta®. 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 countries in Indian Ocean Rim.

Johnson Controls is a global leader in Power Solutions, Automotive Interiors 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 headquartered in Milwaukee, Wisconsin. Its net sales for the year ended September 30, 2013 is US\$ 42.70 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

Press Release
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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 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.