

November 14, 2011

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 NSE Symbol: AMARAJABAT	Bombay Stock Exchange 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
--	---

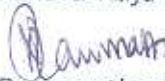
Dear Sirs,

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


(N. Ramanathan)
Company Secretary

Encl.: as above

November 14, 2011

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 NSE Symbol: AMARAJABAT	Bombay Stock Exchange 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
---	--

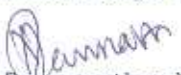
Dear Sirs,

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


(N. Ramanathan)
Company Secretary

Encl.: as above

Amara Raja Batteries Limited

Corporate Operations Office : Fifth Floor, Astra Towers, 12P Kondapur, Hi-tech City, Hyderabad - 500 038, A.P. India
Tel : +91 (40) 2368 3000 Fax : +91 (40) 2311 8219, email : mrktg@amararaja.co.in
Registered Office & Works : Karakambadi-517 520, Tirupati, Andhra Pradesh, India.
Tel : + 91 (877) 228 5581 Fax : +91 (877) 228 5600, email : amararaja@amararaja.co.in; Web : www.amararaja.co.in

An Amara Raja - Johnson Controls Company



- Amara Raja clocks Rs. 10 billion in revenue for H1 for the first time.
- Amara Raja posts a growth of 43% in revenue at Rs. 5586 million.
- Amara Raja reports a YoY growth of 64% in PAT at Rs. 518 million.

Shanghai, China, November 14, 2011: Amara Raja Batteries Limited, India's leading Industrial and Automotive Battery major (**BSE Code: 500008 & NSE Code: AMARAJABAT**) today reported Net Sales of Rs. 5586 million against Rs. 3910 million in Q2FY11, a healthy growth of 43% over the corresponding period.

For the quarter ended September 30, 2011, Gross Sales stood at Rs. 6958 million (Rs. 4967 million); Profit Before Tax (PBT) at Rs. 769 million (Rs.472 million); Profit After Tax (PAT) at Rs.518 million (Rs. 316 million).

Particulars	Rs. Million				
	Unaudited financials for the Quarter ended		Unaudited financials for the Half Year ended		Audited Financials for the Year ended
	30-Sep-11	30-Sep-10	30-Sep-11	30-Sep-10	31-Mar- 11
Gross Sales	6,958	4,967	12,717	9,878	20,765
Net Sales (excluding other income)	5,586	3,910	10,835	8,353	17,611
PBT	769	472	1,348	1,005	2,210
PAT	518	316	908	673	1,481

The **Industrial battery business** has reported substantial improvement in volumes and revenue. The Company has increased its market share in both the segments of telecom and UPS. The UPS battery business continued its journey of growth and profitability, despite stiff competition. The volumes in export market witnessed significant growth during the first six months, aided by a surge in demand in African markets enabled by our relationship with Bharti Airtel. The Company is confident of continuing its growth in the Industrial battery business despite pricing challenges in both telecom and UPS.

The **Automotive battery business** reported satisfactory performance, despite marginal growth in OEM market primarily due to frequent hikes in interest rate and fuel prices. The overall performance of aftermarket business for four-wheeler batteries has been stable and has witnessed moderate growth in the market share. The growth in the volume of two-wheeler batteries has been on par with the market growth. The aggressive advertisement campaigns helped us to maintain the growth momentum. The launch of tubular batteries and inverters under Amaron® private label program would help us to bridge the gap in the product offering to Channel Partners. The Company's progress is well on course towards bagging the first few orders from OEMs of two-wheeler manufacturers.

Commenting on the Q2 performance, **Mr. Jayadev Galla, Managing Director, Amara Raja Batteries** said, "It is heartening to report a healthy growth as a company, while the prevailing macro-economic conditions caused a slowdown in the automotive segment. The downward revision in the GDP forecast for India of about 7.5% due to elevated inflationary pressures and uncertainties about adverse developments on global front might impact us in the short-term, but we are confident



of a growth story in the long term. In line with this thinking, we have gone ahead and completed the augmentation of manufacturing capacity in Auto Batteries.

Commenting on the Q2 performance, **Mr. K.Suresh, Chief Financial Officer**, said, "We continue to monitor closely the volatility in Lead (our main raw material) and steep depreciation in rupee and their impact on our performance and plans. During the quarter ended September 30, 2011, the Company repaid the last installment of the foreign currency term loan and the company is free of interest bearing debts. The Company enjoys free cash flows of over Rs.750 million at the moment, which have been gainfully deployed.

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, 2011 is USD 40.8 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 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.