



- **Amara Raja Batteries clocks HIGHEST EVER QUARTERLY Revenue and PBT.**
 - Revenue of Rs. 6,908 million
 - PBT of Rs. 1123 million
 - PAT of Rs. 761 million
- **Amara Raja plans investment of Rs 140 million for capacity expansion.**

Tirupati, August 14, 2012: Amara Raja Batteries Ltd, India's leading Industrial and Automotive Battery major (**BSE Code: 500008 & NSE Code: AMARAJABAT**) today reported Net Sales (excluding other income) of Rs. 6,908 million in Q1F13 (Rs.5, 240 million) - **a 32% growth** and Profit before Tax (PBT) at Rs. 1,123 million (Rs.579 million) - **a 94% growth**.

For the quarter ended 30th June, 2012,

Particulars	Rs. Million		
	Unaudited financials for the Quarter ended		Audited Financials for the year ended
	30-Jun-12	30-Jun-11	31-Mar-12
Gross Sales	7,731	5,751	26,058
Net Sales (excluding other income)	6,908	5,240	23,674
PBT	1,123	579	3,186
PAT	761	390	2,151

The **Automotive battery business** continued to maintain robust growth both in volume & value related to Four wheeler batteries in major customer segments – OEM and Aftermarket formats (Amaron® & Powerzone™). The Private Label programme has picked up steam with both the existing as well as new customers having increased the off take. The trading in tubular batteries under Amaron® private label program has gained momentum during the Quarter, aided by the strong demand. The significant volume growth in Two wheeler batteries (Amaron ProbikeRider™) has added to the performance of the business unit. The advertising campaigns during key sporting events and strategically planned marketing programs in the market place have ensured higher brand salience. The Company is going ahead with the expansion of manufacturing capacity of Four wheeler batteries to cater to the demand in the near future.

The **Industrial battery business** has reported double digit volume growth in its major business segments - Telecom and UPS, driven by improved demand. Despite the marginal growth of market potential for VRLA batteries in Telecom, the company has clocked higher market shares owing to enduring relationships with all major customers. The volume growth in UPS segment has been

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encouraging and the company has been steadily increasing its market share. The Company is confident of continuing its growth in industrial battery business enabled by the good position built over the last few years in UPS segment and encouraging signs in other segments, despite challenges posed by the economy and competition.

Commenting on the Q1 performance, **Mr. Jayadev Galla, Managing Director, Amara Raja Batteries** said, "We are delighted to report record numbers for the quarter in both top-line and bottom-line. Both our business divisions viz., Automotive and Industrial Batteries clocked record volumes which enabled the Company to cross Rs.7000 million in gross revenues and Rs.1123 million in PBT, a record in quarterly performance of the Company. Despite signs of slowdown in the Indian Economy due to deficit monsoon and GDP estimates for 2012-13 hovering around 5.5 to 6%, we are confident that we will meet our targeted revenues and profitability for the year".

Commenting on the Q1 performance, **Mr. K.Suresh, Chief Financial Officer**, said, "We are happy to report record numbers and debt free status as on date. The free cash of over Rs. 3000 million have been safely invested with banks and mutual funds of good reputation. We hope that the liquidity of equity listed on stock exchanges will be adequately addressed by end of second quarter of 2012-13, as we have received the approval of the shareholders for the stock split from Rs.2/- per share to Rs.1/- per share."

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,

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is head quartered in Milwaukee, Wisconsin. Its net sales for the year ended September 30, 2011 is US\$ 40.80 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.

For AMARA RAJA BATTERIES LIMITED


N. RAMANATHAN
COMPANY SECRETARY