

October 25, 2010

The National Stock Exchange of India Limited
"Exchange Plaza"
Bandra – Kurla Complex
Bandra East
Mumbai – 400 051

Fax: 022 - 26598237 / 38

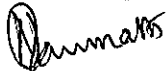
Dear Sirs,

Sub: Media release
Ref: Scrip Code: AMARAJABAT

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 Net Sales at Rs. 3909 Mn for Q2FY11**

Hyderabad, Oct 25, 2010: Amara Raja Batteries Ltd (ARBL), India's leading Industrial and Automotive Battery major (BSE Code: 500008 & NSE Code: AMARAJABAT) today announced 8% growth in Net Sales at Rs.3910 Mn for Q2 FY 11 , as against Rs 3606 Mn in Q2FY10. For the quarter ended Sept 30, 2010, Gross Sales stood at Rs 4354 Mn compared to Rs 3908 Mn for the same period in the last year. Profit Before Tax (PBT) is reported at Rs 472 Mn for Q2 FY 11 as against Rs 731 Mn in the corresponding quarter last year.

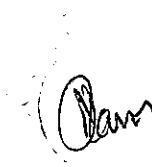
					Rs. Mn
	Unaudited financials for the Quarter ended		Half Year ended		Audited Financials for the Year ended
Particulars	30-Sept-10	30-Sept-09	30-Sept-10	30-Sept-09	31-Mar-10
Gross Sales	4354	3908	9288	7224	15915
Net Sales	3910	3606	8353	6670	14645
PBT	472	731	1005	1372	2546
PAT	316	479	673	905	1670

For the half year ended September 30, 2010, ARBL's Net Sales stood at Rs 8353 Mn as compared to Rs 6670 Mn during the corresponding period last year – a growth of 25%. The company reported a Profit Before Tax (PBT) of Rs 1005 Mn as against Rs 1372 Mn in the corresponding quarter last year.

During the second quarter, despite slow down in the roll-out of telecom infrastructure, the Industrial battery business has overcome the market challenges by retaining overall sales volume. This has been aided by the significant growth in UPS segment. Focus on operational efficiencies and business mix has helped the business to report better than estimated profits.

Since a large number of towers in mobile telecom network have been established over the previous 3-4 years, batteries in these towers would be due for replacement progressively. Hence, ensuing battery replacement would perk up the demand in telecom segment in the medium term. The emerging opportunities in Solar and increasing market share in UPS would help the division to further optimize its revenue streams.

The company believes that current prices in telecom are unsustainable and expects to see upward correction in the next few quarters. However, recent increase in lead prices will continue to impact margins in the short term before stability returns."



In the Automotive battery business, the Company reported double digit growth in both volume and profitability, aided by significant growth in batteries for 4 Wheelers in all its business verticals like Aftermarket and OEM in domestic market . The company's enduring focus on Exports will be paying-off dividends increasingly in near future. The company continues to retain the technology leadership in the market place through the ongoing promising growth of AMARON PRO BIKE RIDER, the first-ever VRLA battery in India for motorcycles.

The Company has been ramping up manufacturing capacities to meet the growing demands. The company continues to enjoy the trust of all OE majors in the country and the dialog with all key customers is underway to make the business more robust in the years to come. The channel partners are closely engaged with the company in providing a dependable distribution network for AMARON and POWERZONE. Improved Operational efficiency will support the profitability in near future.

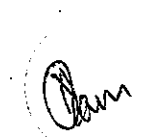
Commenting on the Q2 performance, **Mr. Jayadev Galla, Managing Director, Amara Raja Batteries** said, "We are satisfied with our performance in the second quarter, and have performed better than our original plan till date. While growth in automotive sector kept us ahead of our expectations, the pricing & volume pressure from the telecom sector had a bearing on relative performance compared to previous year. We are keeping a close watch on the lead price movements and the price & volume trends in the telecom sector. We are fully engaged to stay on course for the remaining part of the year. We intend a larger percentage of the lead to come from secondary sources such as smelters to insulate us from commodity (lead) price fluctuations, while ensuring secured supplies.

About Amara Raja Batteries Ltd.

Amara Raja Batteries Limited, an Amara Raja- Johnson Controls company with 26% equity from Johnson Controls, 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 Segments (OEM & Replacement), Indian railways and to power, Oil & Gas among other industry segments. Amara Raja manufactures and sells automotive batteries under the Brand Name AMARON which is distributed through a large pan-India sale-service retail network.

Company supplies automotive batteries under OE relationships to Ashok Leyland, General motors, Honda, Mahindra & Mahindra, Maruti Suzuki, Hyundai and Tata Motors. The company is an exclusive supplier to Ford and Swaraj Mazda. The company's Industrial and Automotive batteries are exported to Asia Pacific, Africa and the Middle East.



Johnson Controls is a global leader in interior experience, building efficiency and power solutions. The company provides innovative automotive interiors that help make driving more comfortable, safe and enjoyable. For buildings it offers products and services that optimize energy use and improve comfort and security. Johnson Controls also provides batteries for automobiles and hybrid electric vehicles, along with system engineering and service expertise. Johnson Controls (NYSE: JCI), founded in 1885, is head quartered in Milwaukee, Wisconsin, with annual sales for 2009 of USD 38.06 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 further details, please contact:

Mr. K.Suresh.
Amara Raja Batteries Ltd.
Email:ksuresh@amararaja.co.in

Parul Shukla / Dushyant Sharma
Adfactors PR (P) Ltd.
Mobile: 9711316250 / 9953323022
parul.shukla@adfactorspr.com
dushyant.sharma@adfactorspr.com

