



- Amara Raja Batteries clocks HIGHEST EVER QUARTERLY Revenue and PBT.
 - Revenue of Rs. 8,868 million
 - PBT of Rs. 1,405 million
 - PAT of Rs. 978 million

Tirupati, August 14, 2013: 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.8,868 million in Q1F14 (Rs.6,878 million) - a 29% growth and Profit After Tax (PAT) at Rs. 978 million (Rs.761 million) - a 29% growth.

For the quarter ended 30th June, 2013,

Particulars	Rs. Million		
	Unaudited financials for the Quarter ended		Audited Financials for the year ended
	30-Jun-13	30-Jun-12	31-Mar-13
Net Sales (excluding other income)	8,868	6,878	29,614
PBT	1,405	1,123	4,218
PAT	978	761	2,867

The Automotive battery business continued to maintain the growth momentum in Four wheeler batteries backed by improved aftermarket sales arising out of strong preference for our brands Amaron® and PowerZone™. The significant volume growth in Two wheeler batteries (Amaron ProbikeRider™) has added to the performance of the business unit. During the quarter, the Company has commenced supplies of two wheeler batteries to Honda Motors India Limited, for their plant in Karnataka. The trading in tubular batteries and home UPS under private label program has sustained the momentum during the quarter, despite unfavourable demand conditions. The company is looking at enhancing the capacity in both the product lines, as announced earlier, to meet future demand and garner more market shares.

The Industrial Battery business registered double digit revenue growth aided by optimal product mix and strong demand for Company's products. The demand from telecom sector continues to be robust and is primarily for replacement. Though the





growth rate of UPS OEM business has moderated by country's adverse macro-economic conditions, the replacement demand continues to be strong. The Company could not fully capitalize on the growing demand and preference for its telecom (PowerStack®) and UPS (Quanta®) batteries for want of adequate capacity. The continuing strong performance of industrial battery business is resultant 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 and gain service revenue stream. The ongoing expansions, which are expected to commence supplies during the second half of this financial year, will ably support the growth plans of the industrial battery business.

Commenting on the Q1 performance, **Mr. Jayadev Galla, Vice Chairman & Managing Director, Amara Raja Batteries Limited** said, "We are delighted to report record numbers for the quarter despite a challenging business environment. Both the automotive and industrial battery businesses need supply support to continue the growth momentum and gain market share. Our focus is on early completion of capacity expansions which are underway. Our strong belief in capacity lead strategy will help us realize medium and long term objectives".

Mr. Ravi Bhamidipati, Executive Director, Amara Raja Batteries Limited said, "We are very pleased to report a healthy growth in revenue and profit both in industrial and automotive battery businesses. We are confident of growing the business profitably with the help of the product range extensions and continued emphasis on operational efficiency."

Commenting on the Q1 performance, **Mr. K.Suresh, Chief Financial Officer**, said, "We are closely monitoring the progress of various ongoing projects. We are also observing the currency volatility and its impact on project cost and profitability, to minimize the adverse impact through appropriate actions."

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, 2012 is US\$ 42 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.

