AMARA RAJA
Gotta be a better way

November 9, 2017

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

Press Release
For Immediate dissemination

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- **Amara Raja Batteries Limited reports 26% growth in PBT sequentially for the quarter ended September 30, 2017**

  » Revenue of Rs. 1428 crore
  » EBITA of Rs. 238 crore
  » PBT of Rs. 191 crore

- **Amara Raja Batteries Limited declares Rs. 2.00/- per equity share of Re. 1/- each as interim dividend for FY 2017-18**

Hyderabad, India – November 9, 2017: Amara Raja Batteries Limited, India's leading Industrial and Automotive Battery major **(BSE: 500008 & NSE Code: AMARAJABAT)** today reported net revenue (excluding other income) of Rs. 1428 crore in Q2 FY18 and Profit before Tax (PBT) of Rs. 191 crore.

The Board of the Directors of the Company, which met today, approved the unaudited financial results for the quarter and half year ended September 30, 2017 and declared an amount of Rs. 2.00/- per equity share (representing 200%) on face value of Re. 1/- each as interim dividend for the financial year 2017-18

For the quarter ended September 30, 2017

Rs. in crores

Particulars	**Quarter ended**		
	Sept 30, 2017	**June 30, 2017**	**Sept 30, 2016**
Net Revenue from operations	1428	1497	1333
Earnings Before Interest Tax & Appropriation (EBITA)	238	192	233
Profit Before Tax (PAT)	191	151	194

The **Automotive battery business** showed impressive growth across segments. Demand for the Amaron™ and PowerZone™ brands was robust during the quarter in both four wheeler and two wheeler segments helping further consolidation of market share. Tubular battery sales to HUPS segment have sustained growth momentum driving significant increase in volume. This has helped the Company to record very healthy capacity utilization during the quarter in all product categories across automotive battery business.

The **Industrial battery business** recorded significant growth in volumes over the previous year in all segments except Telecom which continues to witness disruptive changes and consolidation moves. Consequently demand for batteries in the Telecom sector was lower in the quarter. The company is focused on actively engaging with its key customers to offer innovative products with emphasis on cost optimization and enhanced value proposition. During the Quarter, the company introduced AMARON BRUTE™ Hi-Life batteries for Motive Power application to address a growing market segment.

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Commenting on the Q2 performance, **Mr. Jayadev Galla, Vice Chairman & Managing Director, Amara Raja Batteries Limited** said, "The automotive and industrial businesses have been built on strong foundations and are capable to respond to the challenges presented by commodity price pressure and capitalize on opportunities presented by the dynamic changes in the market place. We are excited about the new opportunities in EV and Energy storage application and investments in newer technologies are on the anvil to address the emerging and future trends."

S. Vijayanand, CEO, Amara Raja Batteries Limited commented that "Lead prices continue to see inflationary trends with prices escalating as much as 25% over the last 12 months. We have been able to offset the price pressure by a mix of cost management strategies and pricing actions. We are encouraged by the promise of continued demand growth for automotive batteries in both OE and replacement markets in the medium term. Capacity utilization across of most of product lines have been very healthy during the quarter and we are continuing to expand capacities to keep pace with the growing demand for our products."

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 head quartered in Milwaukee, Wisconsin. Its net sales for the year ended September 30, 2015 is US$ 37.18 billion.

AMARA RAJA BATTERIES LTD.

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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.