

August 13, 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	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
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Dear Sirs,

Sub: Media release
Ref: Scrip Code - 500008

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 reports a quarterly revenue of Rs.500 Crores for the first ever time.
- Amara Raja wins Award from ICWAI for Excellence in Cost Management.

Tirupati, August 13, 2011: Amara Raja Batteries Ltd, India's leading Industrial and Automotive Battery major (BSE Code: 500008 & NSE Code: AMARAJABAT) today reported Net Sales of Rs.5249 million against Rs.4444 million in Q1FY11 -- a 18% growth.

For the quarter ended 30th June, 2011, Gross Sales stood at Rs. 5759 million (Rs.4911 million); Profit Before Tax (PBT) at Rs. 579 million (Rs.534 million); Profit After Tax (PAT) was at Rs.390 million (Rs. 357 million) . .

Particulars	Value in Rs. Million		
	Unaudited financials for the Quarter ended		Audited Financials for the Year ended
	30-Jun-11	30-Jun-10	31-Mar- 11
Gross Sales	5759	4911	19444
Net Sales (excluding other income)	5249	4444	17611
PBT	579	534	2210
PAT	390	357	1481

The **Industrial battery business** has accomplished industry leading performance during the quarter with a double digit growth in volumes – on the back of continued growth in battery sales to UPS segment. The export volumes grew significantly during the quarter, aided through our partnership with Bharti Airtel for their foray into African markets. The telecom pricing in recent quarters has seen a marginal increase, addressing the inflationary impact of Lead and other input costs.

The **Automotive battery business** registered a decent growth in overall volumes. This is primarily due to significant growth in Aftermarket operations and has maintained market share in OEM segment. During the last quarter, the Company introduced new range of PowerZone™ batteries – both in 4wheeler and 2wheeler applications. The company has initiated brand promotion through media campaigns across the country.

The Company bagged the third prize in the category " Private-Manufacturing – Large Organizations", in the National Awards for Excellence in COST MANAGEMENT- 2010, instituted by The Institute of Cost and Works Accountants of India (ICWAI), New Delhi. This Award stands in testimony to the quality of the cost management systems practiced in the Company.

Commenting on the Q1 performance, **Mr. Jayadev Galla, Managing Director, Amara Raja Batteries** said, "While we are satisfied with the Q1 performance, we foresee an environment of uncertainty due to global and domestic macroeconomic conditions. We are confident of reaching our targets despite the challenges around price and volume in both telecom and automotive OEMs. We are closely monitoring the volatility in commodity and currency to address the margin pressure in the near term".

Commenting on the Q1 performance, **Mr. K.Suresh, Chief Financial Officer**, said, "We continue to enjoy good liquidity and comfortable cash position. The ongoing capacity expansion programs are progressing as per schedule and will be on course to support the growth opportunities ahead. The



Press Release
For immediate dissemination



Company will leverage its strong balance sheet and reaffirmed credit rating by CRISIL (viz., **AA/stable for the long term and P1+ for the short term**).

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, 2010 is US\$ 34.30 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.

