

February 21, 2011

National Stock Exchange of India Limited
"Exchange Plaza", C-1, Block G
Bandra - Kurla Complex, Bandra (E)
Mumbai - 400 051

Fax No. 022 - 2659 8237 / 38

Dear Sirs,

Sub: Press Release

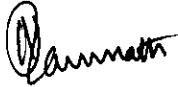
Ref: NSE symbol: AMARAJABAT

We enclose herewith the Press Release being released to mark the occasion celebrating the Silver Jubilee of the Amara Raja Group. The Group also unveiled to the Press the new Amara Raja Group logo.

Kindly acknowledge receipt.

Thank You,

Yours faithfully
for Amara Raja Batteries Limited



(N.Ramanathan)
Company Secretary

Encl.: as above



Press Release

Amara Raja Group dons new identity to mark its Silver Jubilee celebrations

- *Amara Raja Group targets revenue of US \$2 billion by 2015; a four-fold increase in revenues*
- *Envisions to be a US \$25 billion group by 2025*
- *To create 500 acre Amara Raja Digital World City in Chittoor district; proposed to be one of India's largest integrated electronics manufacturing parks*

Hyderabad, Feb 21, 2011: Amara Raja Group, US\$ 500 million (`2500cr) diversified conglomerate today unveiled a new identity coinciding with its silver jubilee celebrations. Marking the occasion the group Chairman, Dr. Ramachandra N. Galla announced setting up of Amara Raja Digital World City (ARDWC) and shared group's vision to achieve US \$25 billion revenue by 2025 and continue to create non-migratory jobs.

The new logo of Amara Raja is a symphony of diverse elements coming together and moving forward in perfect harmony. The five colours symbolizing the five elements of creation also represent the five core values of the Amara Raja Group and the way in which its diverse entities orchestrate themselves as a symphony in perfect harmony. *Burgundy* symbolizes *Innovation* which, like the vastness of Space, provides us limitless scope to transcend boundaries. *Magenta* denotes *Excellence* which, like the strength of Wind, lifts and drives our ceaseless pursuits. *Orange* stands for *Entrepreneurship* which, like the energy of fire, fuels our creativity. *Blue* signifies indelible *Experiences* we create which, like the serene and deep Water, engulf all our stakeholders. *Green* indicates our sense of *Responsibility* which, like the nurturing Earth, guides us in all we do. These five colours come together as a swirling mass to form a dynamic circle of unparalleled energy. This new form of energy is a reflection of Amara Raja, an emblem of everything that defines – 'The Amara Raja Way'.

Launching the new identity of the group, **Dr. Ramachandra N. Galla, Chairman, Amara Raja Group** said, "Twenty five years ago Amara Raja Group started its journey with a vision of inclusive and sustainable growth in delivering world class products. The group has grown from one company to 7 companies with a turnover of Rs 2500 cr, employing over 7000 people across the country with 12 manufacturing units spread over 4 manufacturing complexes providing non migratory jobs."

He further added, "The journey witnessed the Amara Raja Group act as an agent of change bringing about transformation in communities and markets that it operates in and the way in which it has built its work culture. Over 85% of our employees at manufacturing units who came in as untrained rural hands are now part of world-class workforce".

Marking the occasion, **Mr. Jayadev Galla, Managing Director, Amara Raja Batteries Limited** said, "The shape and form of the new identity represents a generational change as we transform from a set of individual companies into a diversified group. The identity also symbolizes the group's five core values





through nature's five elements and articulated through its five colours. The baseline-'Gotta be a Better Way' reflects our attitude of constantly looking for better ways to do things."

He went on to say, "We have selected high social impact sectors aligned with domestic and global megatrends which include Energy, Convergence Technology & Media, Food, Transport, Infrastructure & Housing and Industrial Services. With the target of US \$ 2 billion by 2015 and a vision of US \$ 25 billion by 2025, we will be building businesses driven by the growth trends in these sectors and contribute to the Nation's aspirations as well as reach the intended height."

Amara Raja Digital World City (ARDWC) will be one of India's largest integrated electronics manufacturing parks. ARDWC spread over 500 acres is expected to create over 20,000 jobs. In this large infrastructure project, Amara Raja group will also be one of the anchor organizations. This project will fuel Amara Raja Group's aim to achieve US \$ 2 billion revenue by 2015.

Amara Raja Group

Amara Raja Group founded by Dr. Ramachandra N. Galla, with a vision to offer quality products/solutions with manufacturing facilities in rural India. Today, the group has expanded its business line to other businesses and products like batteries, precision components, sheet metals systems, plastics, storage solutions and automation, electronics, food processing, infrastructure and industrial services.

In line with its core values Amara Raja group has set up its manufacturing units in rural locations in parts of Andhra Pradesh. This helps provide non migratory job opportunities and improve quality of life.

The group over the years has been recognized for its significant efforts in the field of human resources, environment protection, innovative branding and has earned accolades in the area of HR strategy, quality excellence, environmental management and best manufacturing practices. The group currently employs over 7000 people and has 12 manufacturing units spread over 4 manufacturing complexes in Chittoor district of Andhra Pradesh.

Amara Raja Group comprises of 7 companies namely Amara Raja Power Systems Limited, Amara Raja Batteries Limited, Mangal Precision Products Limited, Amara Raja Electronics Limited, Galla Foods Limited, Amara Raja Infra Pvt. Ltd. and Amara Raja Industrial Services Pvt. Ltd.

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