

AMARA RAJA BATTERIES LIMITED

Overview

Amara Raja Batteries Limited (ARBL) is the **Pioneer** of Valve Regulated Lead Acid (VRLA) Battery in India and the largest manufacturer of Standby VRLA batteries in the **Indian Ocean Rim** comprising the area ranging from **Africa and the Middle East to South East Asia**

ARBL, with a turn over of more than 3500 Cr., is a **Joint venture between Amara Raja group and Johnson Control Inc., USA** with 26% of equity with each and the rest 48% is with the public.

The existing facility is accredited with the following quality systems

- ISO-9001 in 1997
- QS 9000 in 1999
- ISO/TS 16949 in 2004
- ISO 14001 in 2002
- OHSAS 18001 in 2010
- 5S, Six-Sigma & SITGs
- TQM

ARBL Revenue in Crores



Manufacturing Facility

ARBL has one of the **biggest plant in Asia (area of 250 acres)**, most advanced microprocessor controlled and fully integrated state of the art manufacturing facility located at Karakambadi, Tirupati, Andhra Pradesh



Cumulative Investment on Capacity Expansion
457.3 Crs in 6 Years



On 22nd January 2014, Amara Raja Batteries Ltd has inaugurated and commissioned one of the **world's largest Integrated Medium VRLA plant** spreading across 650 acres at Nunegundlapalli, near Chittoor in Andhra Pradesh with an investment of Rs.6 billion towards capacity expansion . With the new facility, the capacity will increase from 1.80 million units to 3.60 million and 6 million to 8.25 million in MVRLA and Automotive category respectively.

Our joint venture partner - Johnson Controls Inc

A Global leader in Automotive Systems , Building automation Systems and Power Solutions

- ✚ Established in 1885
- ✚ A Fortune 500 Company:68th rank in 2014
- ✚ \$43 billion turnover in FY14
- ✚ Present in 150 Countries
- ✚ More than 50 manufacturing plants worldwide



Automotive Batteries

The company entered the replacement battery segment with the launch of **AMARON Hi-life^R** auto batteries in January 2000.

The **Amaron^Rpit stop** format is now ranked among the top franchising formats.

The **PowerZoneTM** Retail store is a One-Stop-Shop for global quality at local prices, addressing the energy needs of rural communities.



Batteries for 4 wheelers

- Amaron Pro- 5 Yr Warranty
- Amaron Flo-4 Yr Warranty
- Amaron Go – 3 Yr Warranty
- Amaron Black – 18 Months Warranty
- Amaron Fresh - 12 Months Warranty
- Amaron Harvest (Tractors) – 2 Yr Warranty
- Amaron Highway (Trucks)– 2 Yr Warranty

Battery for 2 wheelers

- Amaron Pro bike rider- 5 yr Warranty

Industrial Batteries

POWER STACKTM – Ranging from 100Ah to 6000Ah, available in modular cells with 2V as the basic cell, Amara Raja's high performance **Power StackTM** range of batteries are designed for critical standby applications like, **Telecommunications, Power plants, Process & Service Industry, Railways, UPS Systems, EPABX, SPV, Defense, T&D, Oil & Gas and Off shores**



Amaron QuantaTM -

12V monoblock batteries for **UPS application** with unique features like:

- ✓ Unique heavy-duty, corrosion-resistant alloy for positive grids, to increase cyclic life
- ✓ Lower internal resistance for superior high-discharge performance
- ✓ Instacharge, a patented paste recipe for excellent charge acceptance
- ✓ Aesthetically designed with a rugged Flappon terminal protector that prevents shorts
- ✓ Compact, lightweight, factory-charged, explosion-resistant and environment friendly
- ✓ Clean and sleek looks



Amaron Sleek™ : The recently launched Front Terminal Access (FTA) batteries



Amaron Volt™ A high integrity series for Solar & Outdoor applications



The Impressive client list of ARBL

Automotive Segment:

❖ ARBL has prestigious OE clients like

- | | |
|---------------------------------|--------------------------------|
| 1. Ford (Exclusive) | 6. Tata Motors |
| 2. Daimler Chrysler (Exclusive) | 7. Mahindra & Mahindra |
| 3. General Motors | 8. Fiat, Honda |
| 4. Ashok Leyland, | 9. Maruti(Exclusive for swift) |
| 5. Hindustan Motors | 10. Hyundai |

Industrial Segment:

❖ We have an impressive list of customers from **Indian Power, process & Manufacturing Industries, Telecom and Railways**

Sector:

- | | |
|--------------------|---|
| 1. BSNL | 12. DRDO |
| 2. BHARTI | 13. ISRO |
| 3. INDUS | 14. L & T |
| 4. VODAFONE | 15. NALCO |
| 5. IDEA | 16. NTPC |
| 6. TATA TELE | 17. ONGC |
| 7. RELIANCE | 18. HindustanAeronautics Ltd. (HAL) |
| 8. INDIAN RAILWAYS | 19. Power Grid Corporation India Ltd. (PGCIL) |
| 9. ABB | 20. State Electricity Boards |
| 10. BARC | |
| 11. BHEL | |

❖ Major **UPS OEM** Customers:

- | | |
|--|----------------------------|
| 1. Schneider Electric (APC / MGE) | 8. Techser Power |
| 2. Eaton Powerware | 9. Consul Consolidated |
| 3. Novatuer (Numeric) Power Systems Ltd. | 10. Power one Micro System |
| 4. Emerson Network Power | 11. Switching Power |
| 5. Socomec | 12. Rello PCI |
| 6. Delta Power | 13. Uniline |
| 7. Hitachi Hirel Electronics | |

❖ Some **Major Names End users in UPS Segment** are:

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|-------------------------|----------------|
| 1. State Bank of India | 3. Canara Bank |
| 2. Punjab National Bank | 4. ICICI Bank |

AMARA RAJA CORPORATE PROFILE

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|-------------------------------|-----------------------------------|
| 5. ICICI Prudential Insurance | 13. Cyient (Infotech Enterprises) |
| 6. Birla Sunlife | 14. Dell |
| 7. Axis Bank | 15. Sify Ltd |
| 8. Syndicate Bank | 16. IBM |
| 9. Central Bank of India | 17. Zensar |
| 10. Bank of Baroda, | 18. Capegemini |
| 11. HDFC Bank | 19. Tech Mahindra |
| 12. Citibank | 20. Wipro |

Awards & Recognitions:

- ✚ Mar 93 : First spec for **VRLA in India -TEC**
- ✚ Aug 96 : First supplies to **Indian Railways - 1100Ah**
- ✚ Dec 97 : Sign **JV with JCI, USA** & Foray into Automotive business
- ✚ Jan 00 : Launch of **Amaron^R**– the automotive battery
- ✚ Jan 00 : Launch of **Amaron QuantaTM** – the UPS battery
- ✚ Aug 02 : Launched **Amaron Hi-way and Harvest** batteries
- ✚ Mar 04 : **Ford World Excellence Award**
- ✚ Sep 04 : Launch of **Amaron^R PRO, GO and FRESH** automotive batteries
- ✚ May 07 : Launch of **PowerZoneTM** retail initiative
- ✚ May 08 : Launch of **Amaron Pro Bike Rider TM** – 2 wheeler batteries
- ✚ Dec 08 : **Regional Best employer Award**
- ✚ Feb 09 : **Co-branding Amaron^R-MGB** (Maruti Genuine Battery)
- ✚ Feb 09 : **Amity Corporate Excellence Award** for Outstanding Marketing
- ✚ Mar 09 : **Tie-up with TATA Intl.** for distribution of Amaron^R in African markets
- ✚ Aug 09 : Introduction of **Amaron SleekTM - FTA batteries**
- ✚ Nov 09 : **"Best Telecom Equipment Manufacturer"** for 2008-09 Award by **BSNL**
- ✚ Nov 09 : **"Quality Excellence Award"** for 2009 by **Indus Towers**
- ✚ Dec 10 : **Launch of Amaron VoltTM** high integrity series Solar & Our door applications
- ✚ Dec 10 : **"Best HR Strategy"** in line with Business **"Continuous Innovation in HR Strategy"** at Work
"Excellence in HR through Technology"
- ✚ Aug'11 : **"Best Quality"** Award by **ZTE**
- ✚ Aug'11 : **"Warranty Improvement"** Award by **MARUTI SUZUKI**
- ✚ June'13 : **"Most Preferred Battery Brand"** in Telecom Segment by **FROST & SLLIVAN**
- ✚ Sep'13 : **" Best organization supporting QC movement Award"**-2013 by QCFI-HYD
- ✚ Sep'13 : Won award in **CII Six sigma National Conference and Competition** under the " Discrete Manufacturing" category
- ✚ Oct'13 : **"EXCELLENCE award in International level QC competitions (ICQC)"** organized by the Association of Pioneer Quality Control Research (PQCRA) at TICC in Taipei (Taiwan)
- ✚ June'12 : **"World Excellence Award"** under warranty improvement by **Ford**

AMARA RAJA CORPORATE PROFILE

- ✚ Feb'14 : **"Operational Excellence in Warehousing"** at Asia Manufacturing Supply Chain Summit
- ✚ June'14 : **"Platinum Award and Partner of the Year for 2013-14"** by **Indus Towers**
- ✚ Nov'14 : 2nd place **"11th National Award for Excellence in Cost Management"**(Pvt Manufacturing org – Large category)
- ✚ Nov'14 : **"Lokmat CSR Leadership & Sustainability Excellence"** award for the 'Best Corporate Responsibility Practices'
- ✚ Jan'15 : AMARON has been awarded as **"Asia's Most Promising Brand"** under Automotive Category by World Consulting and Research Corporation (WCRC) & KPMG
- ✚ Jan'15 : **"1st Prize in 5S"** by ABK-AOTS DOSAKAI (Japanese Foundation) to our SBD (Motor Cycle Battery) Plant team
- ✚ Feb'15 : Amaron has been conferred the much sought after **"Superbrand"** status by the **Super Brand Council**
- ✚ Feb'15 : Won in 7 categories in **"9th Employer Branding Awards"**

OTHER AMARA RAJA GROUP COMPANIES

Incorporated in 1985, we, Amara Raja Group is celebrating our journey 25 Glorious years, each decorated with new ideas, achievements, milestones and promises to be better in the field of energy storage products and solution

Amara Raja Power Systems Ltd

The first company to be established in the group offers

- Design and development of Power Electronic products
- Power electronics Systems Integration and testing
- Magnetics Manufacturing

MangalIndustries LtdLtd

- Situated at Petamitta in Chittoor district in AP
- Fabrication of advanced sheet metal products and fasteners, plastic component and compounds
- Technological support - Nedschroef, Belgium
- Tropical Fruit Purees, Concentrates and Fresh Fruits.

Amara Raja Infra Pvt. Ltd

With extensive experience in project execution and management for all the world class manufacturing facilities and office infrastructure of the Amara Raja Group, Amara Raja Infra Pvt Ltd was formed in 2008-09 with an aim to promote the internal expertise with a focus on Industrial, Commercial, and Residential, MEP, Power, Roads and Bridge sectors.

Amara Raja Electronics Ltd

Manufactures battery chargers, digital inverters and trickle chargers and is a dominant player in the Home Inverter segment with the brand **XENON** and the recently launched brand **TRIBAL**.

Amara Raja Industrial Services Pvt. Ltd.

Established in 2009, is the integrated Facility & Industrial Services provider with highly experienced work force. This company will be focusing on common services and functionalities which support the core production.

Amararaja Foot print in INDIA

- ❖ 25 Branches
- ❖ 30 Warehouses
- ❖ 300+ Amaraon Franchisees
- ❖ 100 Channel partners for Industrial batteries
- ❖ 700 + Power Zone Retail stores
- ❖ 2400 + Extensive service hubs
- ❖ 18000 + Strong Retail network