



AMARA RAJA
Gotta be a better way

May 13, 2013

National Stock Exchange of India Limited
"Exchange Plaza", Bandra – Kurla Complex
Bandra East
Mumbai – 400 051
Fax No.:(022) 2659 8237/38
E-mail: cm1ist@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.

We request you to kindly take the same on record and acknowledge receipt.

Thank you,

Yours faithfully,
For Amara Raja Batteries Limited


K Suresh
Chief Financial Officer

Encl.: as above

Press Release
For immediate dissemination



- **Amara Raja clocks HIGHEST EVER revenue and Profit in a financial year.**
 - 25% revenue growth and 33% surge in profits
 - EPS improved from Rs.12.59 to Rs.16.78
- **Amara Raja recommends Rs.2.52 per share (252%) as dividend.**

Milwaukee, USA - May 13, 2013: Amara Raja Batteries Limited, India's leading Industrial and Automotive Battery major (**BSE Code: 500008 & NSE Code: AMARAJABAT**) today announced annual revenue of Rs.29.61 billion (excluding other income) with a growth of 25% in Financial Year (FY) 2012-13 as compared to Rs.23.64 billion in FY 2011-12. The Profit After Tax (PAT) stood at Rs.2.87 billion, recording a growth of 33% as against Rs.2.15 billion of the previous year. The Earnings Per Share (EPS) for the year grew by 33% from Rs.12.59 to Rs.16.78.

For the fourth quarter of FY 2012-13, the Company recorded net sales of Rs.8.01 billion (Rs. 6.72 billion for the previous year) and net profit after tax of Rs.596 million (Rs.583 million for the previous year). The Q4 FY13 profits would have been higher but for provision of Rs.75.52 million towards impairment in value of asset and additional depreciation of Rs.51.55 million due to revision in estimated useful life of certain assets.

The Board of the Company, which met in Milwaukee, USA today, approved the audited financial statements for the financial year ended March 31, 2013 and recommended a dividend of Rs.2.52 per share (face value of Re. 1/- each) in line with the declared policy of distributing upto 15% of profits, subject to the approval of the shareholders at the ensuing Annual General Meeting.

Particulars	Rs. Million			
	Fourth Quarter ended		Full Year ended	
	31-Mar-13	31-Mar-12	31-Mar-13	31-Mar-12
Net Sales (excluding other income)	8,011	6,720	29,614	23,645
Profit Before Tax (PBT)	922	866	4,218	3,186
Profit After Tax (PAT)	596	583	2,867	2,151



Press Release
For immediate dissemination



The Board of the Company was pleased to appoint Mr. Jayadev Galla, Managing Director, as Vice Chairman and Managing Director of the Company with immediate effect.

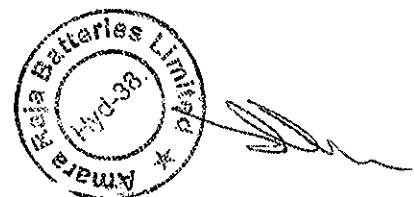
Automotive Battery Business

The Company's **Automotive Battery business** reported strong double digit revenue growth supported by good volume increase of 20% in 4 wheeler and 37% in 2 wheeler batteries, over the previous financial year, despite capacity constraints in automotive 4W batteries during the year. The year under review witnessed double digit volume growth in automotive OEM business, notwithstanding depressed automobile production in the country due to unfavorable macro-economic conditions.

Substantial volume growth in both 4 wheeler and 2 wheeler replacement segments was due to strong demand for Company's products, ably supported by focused action around the product offering, brand, channel and customer relationship. The continuing consumer preference for Amaron® and PowerZone™ enabled gain in market share both in aftermarket and OEM. The Company is well on course towards bulk supplies to 2W original equipment manufacturers

The launch of Amaron® and PowerZone™ branded tubular inverter batteries and Home UPS under private label program facilitated the Company to fill the gap in product offering to the channel and helped to improve volume and market share. The pan-India consumer response to these products has been very encouraging and this vertical will aid to grow the revenue and profits of the Company in the years to come.

During the year, the board of directors has approved investments for enhancing automotive 4W battery capacity from 5.60 million units to 8.25 million units per annum and 2W battery capacity from 4.80 million units to 8.40 million units per annum through green and brown field projects to meet the growing demand and to improve market share.



Press Release
For immediate dissemination



Industrial Battery Business:

The Company's **Industrial Battery business** registered double digit revenue growth over the previous financial year and improvement in price realization, despite capacity constraint and challenging & competitive market conditions. The demand from the telecom sector is primarily from replacement. This sector during the year has witnessed significant slowdown in both network expansion and up-gradation plans. The growth rate of UPS demand was moderated by the country's adverse macro-economic conditions. Amidst these challenges, the industrial battery business improved the overall performance by virtue of its "preferred supplier status" with all major customers, backed by timely supplies, efficient after sales service, customer relationship management and consistent product performance of both PowerStack® and Quanta® batteries. During the year the Company has successfully introduced a new range of large VRLA battery (Quick Recharge Series – QRS) for telecom application which offers reliable performance enabling customers to optimize power cost.

The Company continues to retain dominant market share both in telecom and UPS battery businesses. The Company is investing on the capacity enhancement in the medium and large VRLA product lines to meet the growing demand and also to protect the growth momentum. The green field capacity expansion (from 1.80 million units to 3.60 million units per annum) project in medium VRLA product line and brown field capacity expansion (to 900 million Ah per annum) project in large VRLA product line are progressing as per schedule and will commence supplies in Q3 FY 2014

Commenting on the full year performance, **Mr. Jayadev Galla, Vice Chairman and Managing Director, Amara Raja Batteries** said, "We are pleased to report yet another highest ever sales and profit for the Company for the financial year 2012-13, regardless of supply constraints and slowdown in the automobile industry. Both our Industrial and Automotive battery units have reported double digit revenue growth and gained market shares. We remain cautiously optimistic of the Company's performance in the coming year, against the back drop of continuing uncertainty in macro-economic condition, escalating costs and probable supply constraints. However, our ability to anticipate and perform with distinct approach will help us to sustain the growth momentum in near future and in the long run"



Press Release
For immediate dissemination



Mr. Ravi Bhamidipati, Executive Director, Amara Raja Batteries Limited said, "We are very pleased to report significant growth in top-line and profits both in industrial and automotive battery businesses. The company is closely watching the cost increases and will try and mitigate the impact through operational efficiencies. We are confident of the growth prospects and hence continue to invest on technology, products, capacities and markets. Recently, we have committed to invest about Rs.7.60 billion on various capacity enhancement projects, looking at the growth opportunities."

Commenting on the full year performance, **Mr. K. Suresh, Chief Financial Officer**, said, "The Company continues to enjoy debt free status and has free cash of over Rs.3.50 billion at the end of the financial year. The year under review saw the Company's market capitalization touching Rs.50 billion with considerable improvement in PE ratio reflecting growing investor confidence. Various capacity enhancement projects, undertaken during the year, are progressing as per schedule and are well within the approved costs. Continuing debt free status and sound credit rating of the Company will help us to leverage, as and when required, at minimal cost"

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®, Amaron Volt™ 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.



Press Release
For immediate dissemination



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, 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.

