



AMARA RAJA

Gotta be a better way

Responsibility

Entrepreneurship

Excellence

Innovation

Experiences

Earth

Fire

Wind

Space

Water

*The Amara Raja Way...
Values synchronizing with
5 elements of nature*

Amara Raja Group – 6 Companies & 10 Businesses

India's fastest
growing conglomerate.



- Amara Raja Batteries Ltd **Auto & Industrial Batteries**
- Amara Raja Power Systems Ltd **Power Electronics**
- Mangal Industries Ltd **Fab & Storage Solution**
- Galla Foods (A Division of Mangal Industries Ltd) **Juices & Concentrates**
- Amara Raja Electronics Ltd **Home & Defense Electronics**
- Amara Raja Infra Pvt Ltd **Infrastructure Projects**
- Amara Raja Industrial Services Pvt Ltd **Industrial Services**

Business Ventures Creating High Social Impact

Company Profile

- A venture started by Indian Technocrat from USA
- Pioneered the VRLA battery technology in India in 1985
[10 Yrs technical collaboration with GNB USA]
- India's largest and among world's top 10 Battery Cos. [Frost & Sullivan]
- In top 50 Companies. *Forbes India* 15 & 17
- 3 decades of dominant presence
[20 years vibrant JV with Johnson Controls Inc. USA]
- Public Ltd. Company with
 - Consistent growth track record
 - Strong financials
Debt free & healthy working capital flow
- Group with CSR initiatives



World-class facilities

- Largest manufacturer of Industrial VRLA battery and 2nd largest automotive battery in IOR
- Two manufacturing locations near Tirupati, AP, India
- Manufacturing Complexes spread over 200 & 500 acres
Constructed area over 2Mn.Sq.Ft
- Dedicated & result oriented Manpower
- Utmost care for health, safety & environment.



Integrated ultramodern Manufacturing & Testing facilities

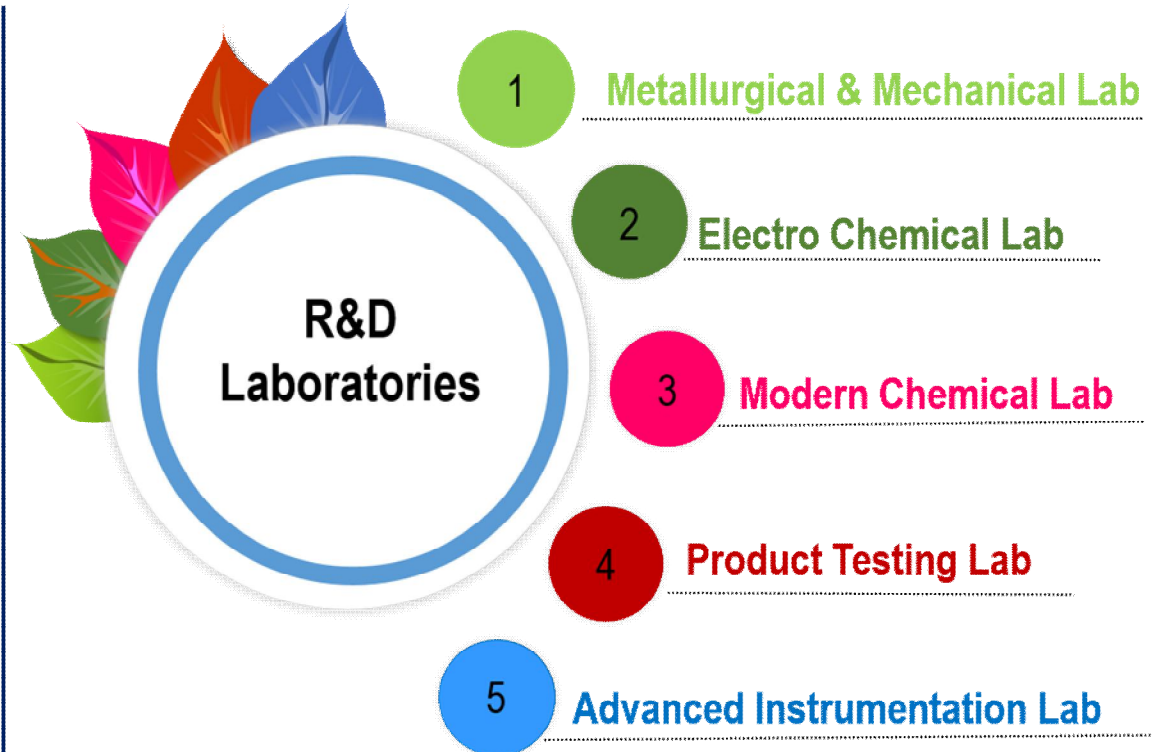
- High level automation & advanced technology infra
- Global standards compliant & End to End manufacturing
- Independent facilities for industrial & automotive batteries
- HSE Aspects :
 - Extensive green belt
 - Environment Management Systems
 - Effluent Treatment Plants



Global scale manufacturing and experienced R&D Centre




- Large scale manufacturing & Distribution



- Joint research application center for JIS & Battery testing facility

Testing & Calibration labs are NABL accredited




NABL
National Accreditation Board for
Testing and Calibration Laboratories
(An Autonomous Body under Department of Science & Technology, Govt. of India)

CERTIFICATE OF ACCREDITATION

AMARA RAJA BATTERIES LTD., TESTING & CALIBRATION LABORATORY

has been assessed and accredited in accordance with the standard
ISO/IEC 17025:2005
"General Requirements for the Competence of Testing & Calibration Laboratories"
for its facilities at
Karakambadi, Renigunta-Kadapa Road, Tirupati, District Chittoor, Andhra Pradesh
in the discipline of
ELECTRICAL TESTING


(To see the scope of accreditation of this laboratory, you may also visit NABL website www.nabl-india.org)

Certificate Number T-4143
Issue Date 22/09/2016  Valid Until 21/09/2018


This certificate remains valid for the Scope of Accreditation as specified in the annexure subject to continued satisfactory compliance to the above standard & the additional requirements of NABL.

Signed for and on behalf of NABL


N. Venkateswaran
Program Manager


Anil Relia
Director


Prof. S. K. Joshi
Chairman




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in the discipline of
ELECTRO-TECHNICAL CALIBRATION


(To see the scope of accreditation of this laboratory, you may also visit NABL website www.nabl-india.org)


Certificate Number C-1434
Issue Date 08/09/2016  Valid Until 05/09/2018

This certificate remains valid for the Scope of Accreditation as specified in the annexure subject to continued satisfactory compliance to the above standard & the additional requirements of NABL.

Signed for and on behalf of NABL


Avjit Das
Program Manager

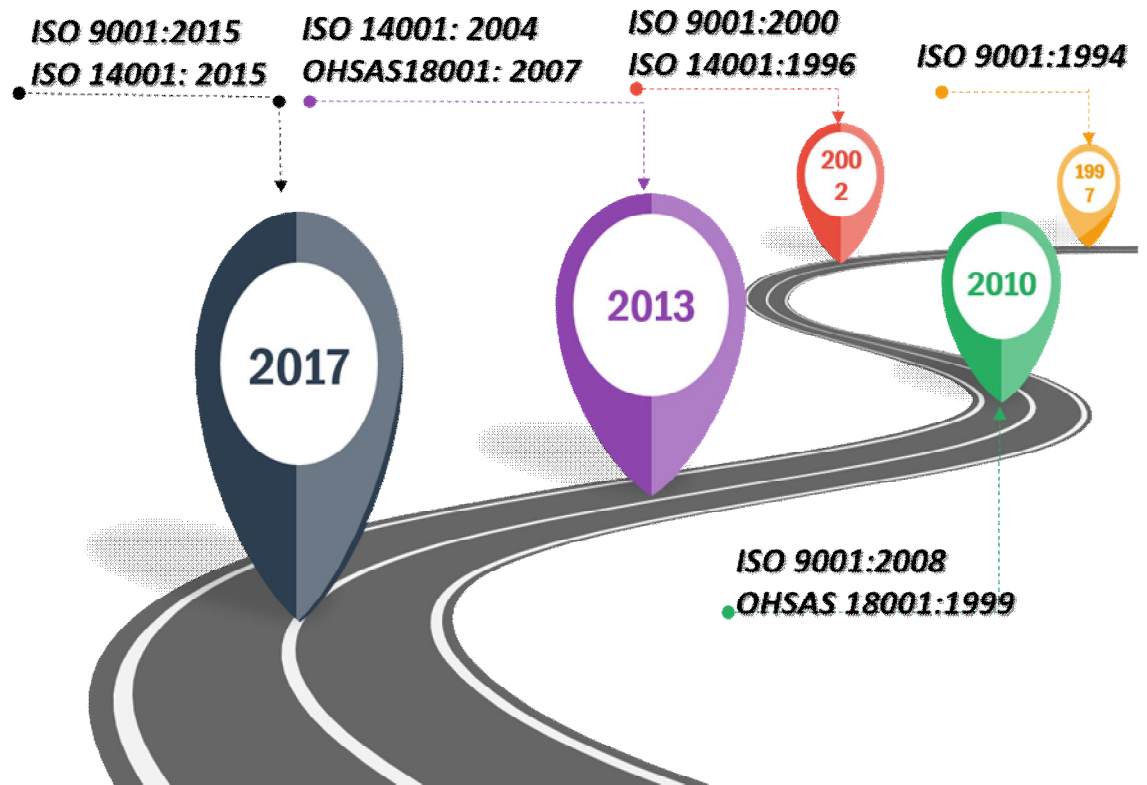

Anil Relia
Director


Prof. S. K. Joshi
Chairman

Quality systems & product certifications since 1997...



- 5S implementation
- 6 Sigma initiatives since 2002



Recognition for excellence & world class quality

- International Quality Recognitions



1,001

Quality circles

1,838

Quality circle projects

1,974

Six Sigma projects

1,115

Six Sigma Experts
(Black and Green Belts)

21

Quality circle awards
at national and
international level

- Industry & Customers appreciated



◆ Dun & Bradstreet ◆ CII ◆ Ford Excellence ◆ Indus

Automotive Batteries – A snapshot

AMARON



ACDelco
When the right way is the only way.



Product portfolio – Industrial / Stationary Batteries

POWERSTACK

Hi-Performance 2V Battery

AMARON SLEEK
Hi Life Batteries

Hi Life 12V FTA Battery

AMARON QUANTA
UNINTERRUPTED LIFE

Uninterrupted life 12V Battery

AMARON VOLT
Hi Life Batteries

High Integrity 2V Battery

AMARON solar
POWER FOREVER

Power Forever 12V Battery

AMARON QUANTA HUPS
ENERGIZING HOMES

12V Home UPS Series

POWERSTACK



AMARON SLEEK



AMARON VOLT



AMARON QUANTA
UNINTERRUPTED LIFE





AMARON solar



AMARON QUANTA HUPS
ENERGIZING HOMES



Products conform to International & National standards

| | |
|---|---|
|  | IEC 61056, IEC 60896, IEC 61427 (Small & Stationary VRLA) |
|  | JIS C 8702 (Small VRLA batteries) |
|  | IEEE 485, 1188 & 1189 |
|  | ISO 9001, 14001, IATF 16949, OHSAS 18001 |
|  | CE and UL Standards and Specifications (UL1989) |
|  | SONCAP-Nigeria, KEBS-Kenya, UNBS-Uganda Standards |
|  | IS 16220 (Small) IS 15549 (Stationary Lead Acid batteries). |
|  | TEC SPEC. No.: GR/BAT-001/04 JUN 2011 |
|  | Indian Railways RDSO Standards for TL, AC & Signaling |

Compliant to ANSI and 1997 UBC Zone 4 seismic requirement

Storage Batteries application spectrum – Industrial

Variety of customized power backup applications for diverse environment & geographies

- Telecommunications
- UPS
- Solar
- Energy Storage Systems
- IT, Data Centers
- Process Industries
- Service Sector
- Transmission & Distribution
- Power Generation
- Oil & Gas
- Railways



Major Customers

- Serving customers in multiple industry segments over 3 decades
- Strategic partnering with global companies like Indus Towers, Airtel, Eaton, Vertiv, Ford, Bosch, AC Delco etc.
- Most sought battery for Telecom, Data Centers, IT & ITES, BIFS segments
- Appreciated for reliability, durability and service



Dominant market player

- Most preferred for mission critical application with a high brand recall and customer preference
- Market leader in Telecom and UPS Sectors.
 - ◆ Powering over 55% of Indian Telecom network with 90% MSCs
 - ◆ >20% Africa, Sri Lanka, Thailand & Taiwan telecom networks
 - ◆ >45% of Indian UPS Sector
 - ◆ Significant battery supplier to APAC & MENA, Nigeria etc.
 - ◆ Global UPS OEMs viz. Vertiv, Eaton among others
- Installation foot print in over 40 countries
- Recognized as technology leader across business segments



Socially Responsible... Business ventures with purpose

Amara Raja CSR :
Creating opportunities
& taking them to
people who never had
access earlier.

- Employee volunteering
- Rajanna Trust
- KECA (*Education support to needy*)
- Amara Hospital
- Amara Raja Educational Society
- Amara Raja Skill Development Centre
- Calamity / Disaster management support



Gotta be a better way



dedicated, to making our society a better place to live...

Thank you

