



# **GOTTA BE A BETTER WAY**

AMARA RAJA BATTERIES LIMITED | 2010-11 ANNUAL REPORT



## Our new baseline

Better is the most important word in the history of the world.

It never allows us to rest on our laurels.

It gently reminds us to do better than yesterday.

It prods us to think better than yesterday.

It pushes us to create better experiences for people working and interacting with us.

It urges us to be better human beings than we are.

Better. It's not a word.

It is a higher calling.

Gotta be a Better Way



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## OUR NEW CORPORATE IDENTITY

Amara Raja Batteries Limited unveiled a new corporate identity in 2010-11, the 25th year of its existence.

This new identity, recognised as the Amara Raja Way, showcases the Company's five core values - experiences, innovation, excellence, entrepreneurship and responsibility.

The new logo identifies these values through separate colours on the one hand and the five natural elements on the other - integrating them through a sense of harmony.



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RESPONSIBILITY

ENTREPRENEURSHIP

EXCELLENCE

INNOVATION

EXPERIENCES

Blue signifies indelible Experiences created which, like the serene and deep Water, engulfs all our stakeholders.

Burgundy symbolises Innovation which, like the vastness of Space, provides us with 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.

Green indicates our sense of Responsibility which, like the nurturing Earth, guides us in all we do.

The new logo is the symphony of diverse elements coming together and moving forward in perfect harmony.

**THE AMARA RAJA WAY.**

# AMARA RAJA

## A DOMINANT PLAYER IN THE INDIAN BATTERY SPACE

During an eventful 25-year journey, Amara Raja Batteries Limited altered the dynamics of the Indian battery industry, established itself around innovation and consolidated its brand as a 'green battery' manufacturer.

### Amara Raja has a lasting recall

- Altered the image of a battery from a mundane black box to a youthful, sleek green power pack
- Transformed the perception of lead-acid standby batteries from a product that leaked acid and corroded surroundings to a safe energy box
- Redefined the job of battery dealers from selling, filling acid and charging to only selling as Amaron batteries emerged as fully charged, 'fit and forget' when they were dispatched

Supplied the first ever VRLA battery used by Indian Railways – 1100Ah for coach air-conditioning

1996 :

Inaugurated greenfield automotive battery plant with a 1 million unit capacity

2001 :

## MILESTONES

1992 :

- Commenced production in India's first and most advanced VRLA battery plant

1997 :

- Signed JV with Johnson Controls Inc (JCI), USA

2002 :

- Received ISO 14001 certification
- Launched Quanta™ UPS, Amaron Hi-way® and Amaron Harvest® batteries

## Amara Raja is a pioneer

- Pioneered the use of VRLA technology in India
- Only battery with the patented Silver X Alloy that protects the insides from corrosion
- Introduced expanded metal technology successfully for the first time in India
- Pioneered the zero maintenance battery with a 60-month warranty
- Introduced the innovative 'Amaron®'

Pro Bike Rider™ battery with VRLA technology for the two-wheeler segment

- Pioneered the PowerSleek™ Front Access Terminal (FAT) battery, a neat stylish 12V mono-block power source for telecom networks
- Provided a memorable urban (Amaron® Pitstop) and rural (PowerZone™) customer purchase experience (formatted, air-conditioned outlets)

## Amara Raja is a leader

- Sole supplier to Ford India
- Largest supplier of industrial standby storage power in India
- Largest single location fully integrated manufacturing facility in Asia

- Launched PowerZone™ branded batteries – part of rural retail initiative
- Launched new look Amaron® product range (PRO, FLO, GO, Black and Fresh)

**2007 :**

- Doubled both LVRLA and MVRLA battery capacities
- Awarded the Best Telecom Equipment Manufacturer by BSNL
- Awarded Quality Excellence Award by INDUS Towers

**2009 :**

**2004 :**

- Received the Ford World Excellence award
- OE agreement with Maruti Udyog Limited

**2008 :**

- Launched the Amaron® Pro Bike Rider™ – first VRLA two-wheeler batteries in India

**2010 :**

- Featured in the Forbes' 'Best under a USD billion' Asia list
- Received the Supply Chain Leader 2011 Award under the category 'Dry cells and storage batteries' by Industry 2.0 India SCM Conclave
- Received the award for 'Best HR Strategy in line with Business' at the National Round



# 2010-II IN RETROSPECT

- Achieved a 20% growth in sales volume of automotive and industrial batteries
- Achieved a 20% growth in net sales
- Doubled two-wheeler/small VRLA battery capacity from 1.80 million units to 3.60 million units per annum
- Touched one billion Ah sales in industrial battery business
- Introduced Amaron Volt™ Hi-Life batteries in the 2V high integrity series, a specialised storage battery used in the Indian telecom industry
- Achieved market leadership in the telecom and UPS segments
- Declared a special dividend of ₹ 2 per share on the occasion of the silver jubilee
- Received OHSAS-2007 certification
- Featured in Forbes 'Best under a USD billion' Asia list
- Received the first prize under the 'discrete manufacturing category' in CII – 4th National conference and competitions for Six Sigma
- Received the Supply Chain Leader 2011 Award under the category 'Dry cells and storage batteries' by Industry 2.0 India SCM Conclave
- Won the commendation (Foundation Award) 'Strong commitment to HR Excellence' award at the National HR Conclave of CII





Our growth  
in numbers

Revenue growth  
**20%**  
Over 2009-10

Book value growth  
**19%**  
Over 2009-10

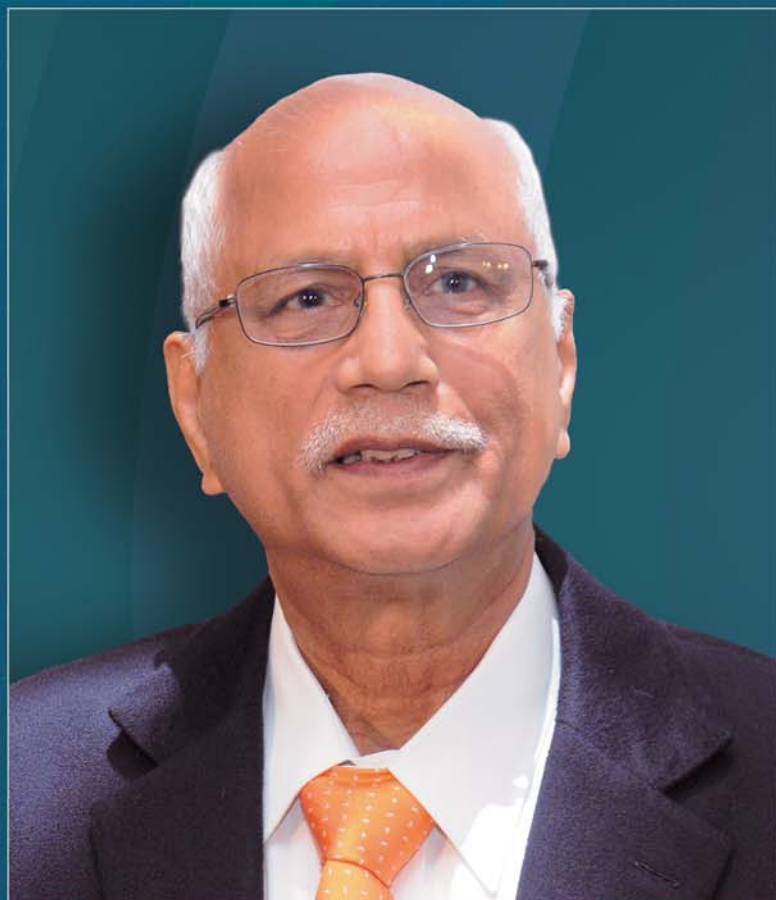
Volume growth  
**20%**  
Over 2009-10

Export growth  
**60%**  
Over 2009-10

Dividend payout  
**58%**  
Over 2009-10



**"OUR CORE VALUES  
THAT PAVED OUR PATH  
TO SUCCESS OVER THE  
LAST 25 YEARS WILL  
CONTINUE TO GUIDE US  
TO REACH AND PASS  
MANY MORE SUCH  
MILESTONES".**



Dr. Ramchandra N Galla, *Chairman*

THE GLOBAL ECONOMY SHOWED STRONG INDICATIONS OF A TURNAROUND AT THE BEGINNING OF 2010-11 AND EXPECTATIONS WERE GENERALLY OPTIMISTIC. While the state of affairs is recovering from the global meltdown two years ago, the global economy is still not back to desired health. While developed nations are growing slowly, emerging economies are standing out as real drivers of the global economic activity, India and China the prime movers with India's GDP growth at 8.6 per cent in 2010-11.

The Indian manufacturing sector grew 8.8% in 2010-11. India is ranked second in terms of manufacturing competence and is currently rated as one of the most attractive global investment destinations. As per the super-cycle report by Standard Chartered's global research team, China is likely to grow at 6.9% rate over the next two decades while India is likely to grow on an average of 9.3% over the same period and trail the US as the third-largest economy by 2030. The said report also sees the world economy reaching USD308 trillion by 2030. Based on the growth and inflation forecasts, China will be a USD73 trillion economy and India will be a USD30 trillion economy by 2030. Currently, India is slightly over a trillion dollar economy.