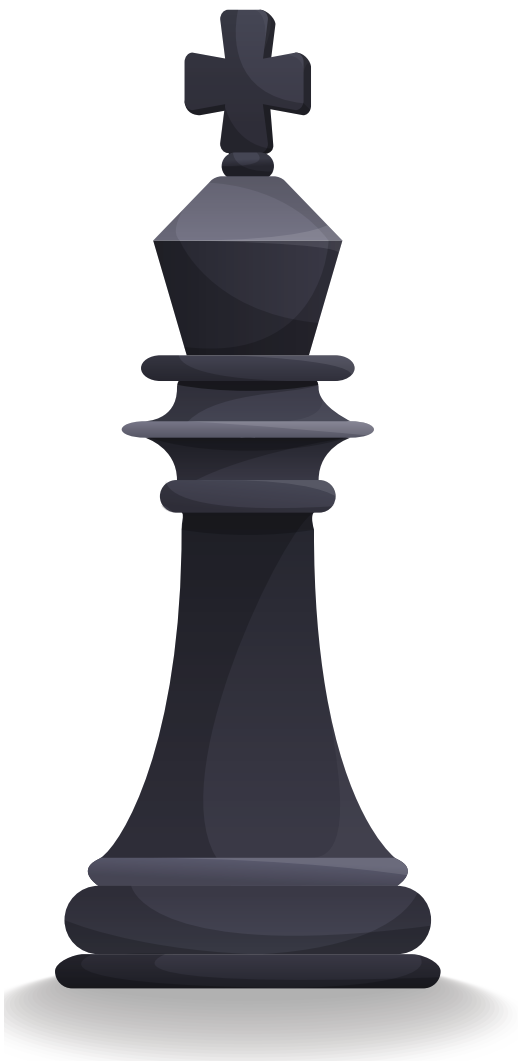
AMARA RAJA
Gotta be a better way

AMARA RAJA BATTERIES LIMITED
ANNUAL REPORT 2015-16

# CHALLENGING FOR
# LEADERSHIP






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# CHALLENGING FOR LEADERSHIP

It has taken years of hard work, to reach where we are today. The most dominant player in the Automotive and Industrial Battery space in India, with a growing global footprint.

Led by our vision, driven by a pioneering zeal, we have redefined the battery industry in the country. Introducing new age technologies, we have transformed it to be more energy efficient and environment friendly.

Building world class manufacturing facilities, enhancing people and process efficiency and effectiveness, earning the trust of customers and increasing stakeholder worth- we have consolidated our strengths for the pole position. And are ready and waiting.

Each of our businesses have demonstrated market leadership, leveraging on the opportunities of a dynamic environment, with innovation-led, custom designed products and services. Yet, we are not content.

Foraying into white spaces with new age products, emerging technologies we are building a blue-print, that is growth-centred, future- bound.

At Amara Raja, we are confident that the time has come. To don the mantle of a leader. To demonstrate the readiness to lead…



## MOMENT OF PRIDE



Dr. Ramachandra N Galla, Chairman, was awarded 'EY Entrepreneur of the Year 2015,' in the Manufacturing Sector.

## MOMENT OF ACHIEVEMENT



Mr. Jayadev Galla, Vice Chairman and Managing Director, receiving the Business Today 'Best CEO Award' for the Auto Ancillary Category for the year 2015, from Mr. Jayant Sinha, Hon'ble Minister of State for Finance.

2015-16 - a defining year at Amara Raja. A year, of consolidation of capabilities and an overarching drive for market leadership. capability building, capacity augmentation, new product innovation - each of the businesses steered ahead, driven with the passion to push limits, redefine boundaries.

Demonstrating the vision of a pioneer, the Company expanded its footprints into new geographies.

At Amara Raja, the direction was focused, forward bound. With a roadmap global in scale and scope, the Company powered ahead.

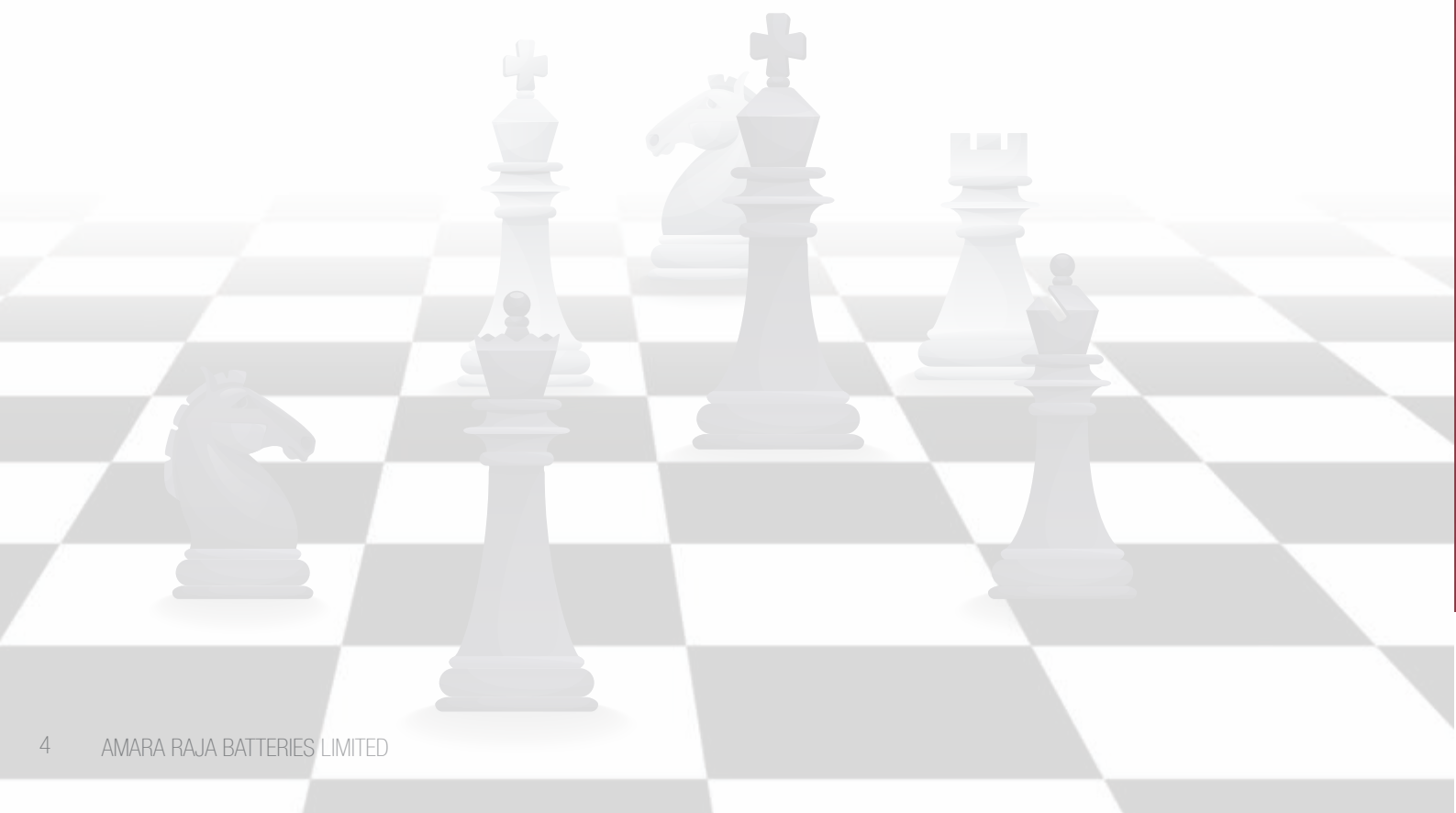
## READY TO LEAD…

## VISION

"Through the Amara Raja way and through enduring progressive partnerships we will be a Global Leader in Batteries and Battery Technologies and a dominant player in the Indian Ocean Rim"

## CORE PURPOSE

"To transform our increasing spheres of influence and to improve the quality of life by building institutions that provide better access to better opportunities, goods and services to more people… all the time"



## Innovation

Innovation for us is proactively rebelling for better ways of doing things, leading to newer possibilities.

## Excellence

Excellence to us is continually enhancing our performance to consistently produce outstanding results with lasting impact.

## Entrepreneurship

Entrepreneurship to us is leading with courage and conviction to convert gaps into opportunities, create wealth and contribute to growth.

## Experience

Experience to us is what we create for our stakeholders, which makes them feel part of something special, leading to endearing relationships.

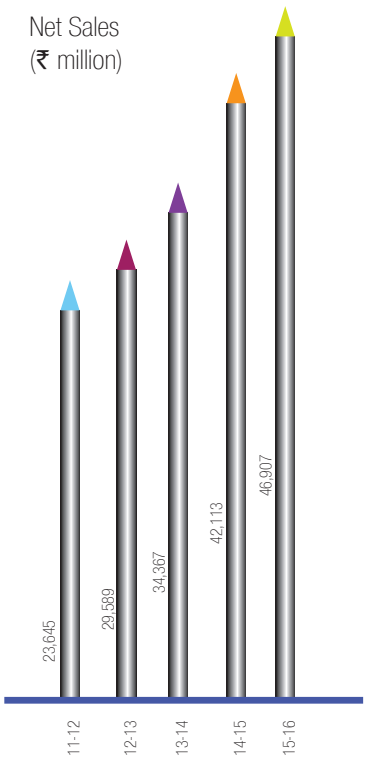
## Responsibility

Responsibility to us is the total ownership of our thoughts and actions in every situation to achieve maximum common good in the best interest of Environment, Society, Customer, Supplier, Employee and Shareholders.

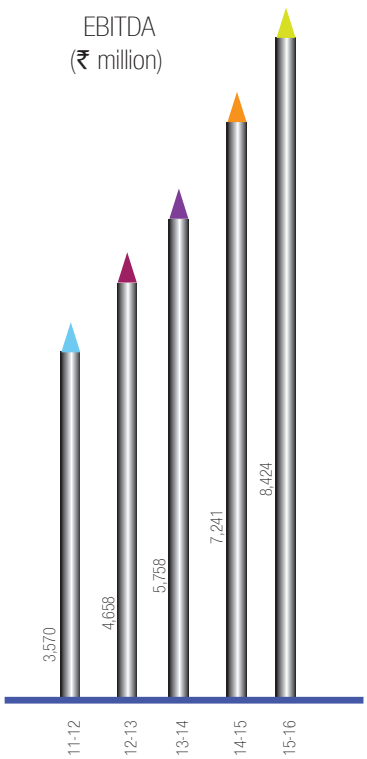
CHALLENGING STRENGTH

# PERFORMANCE

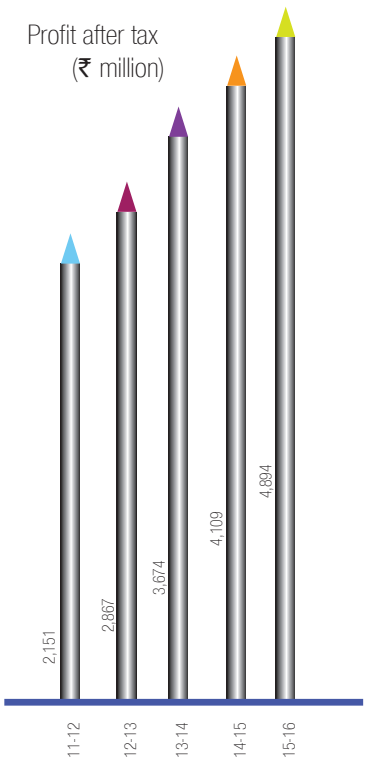
Net Sales
(₹ million)



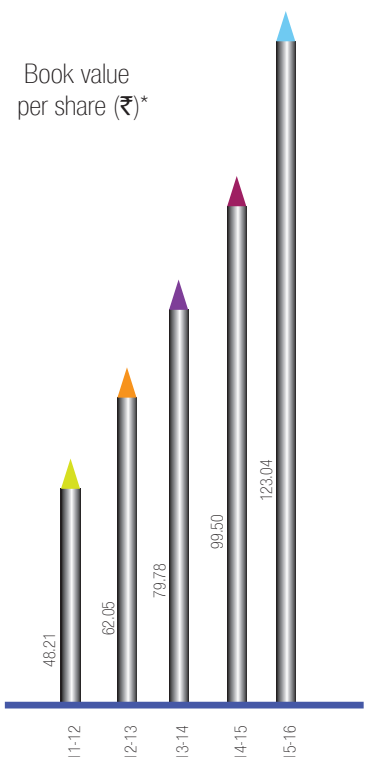

EBITDA
(₹ million)



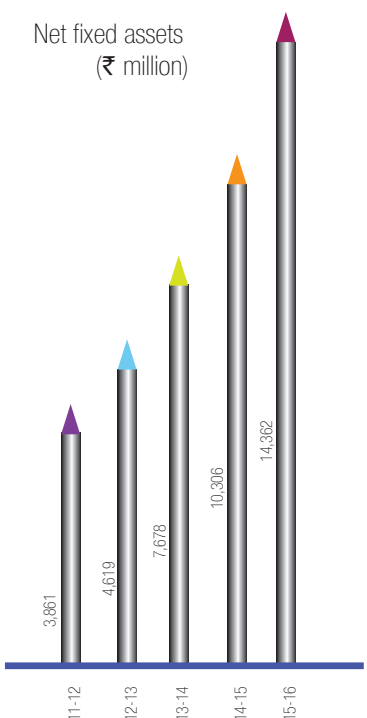

Profit after tax
(₹ million)



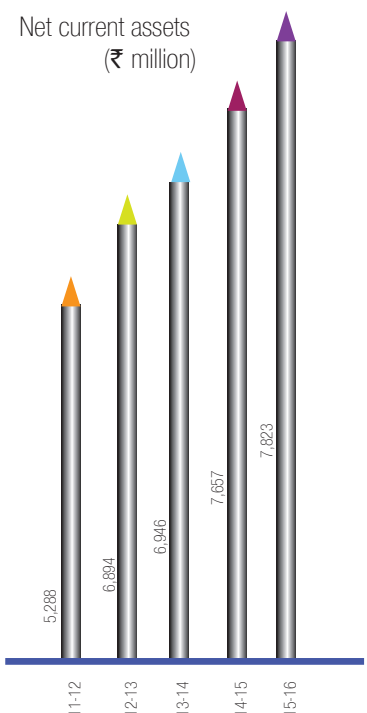

Book value
per share (₹)*



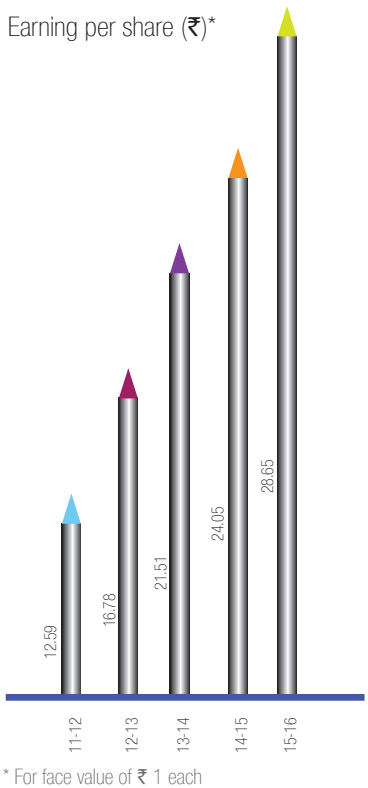

Net fixed assets
(₹ million)



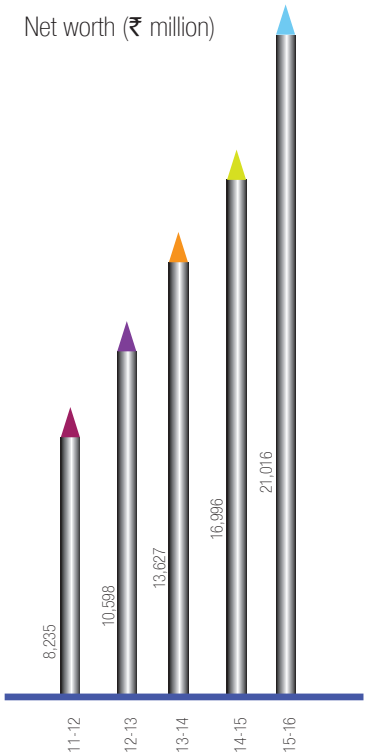

Net current assets
(₹ million)

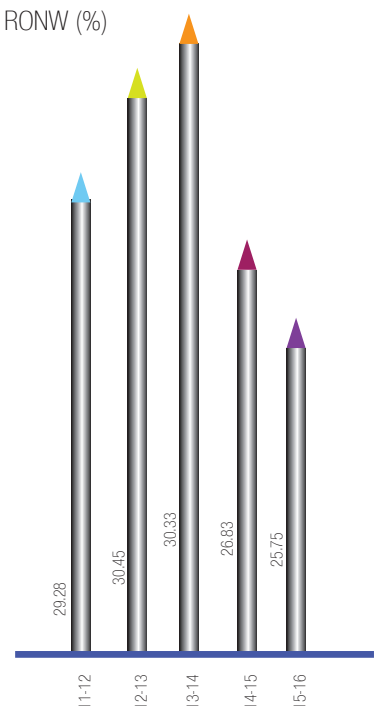


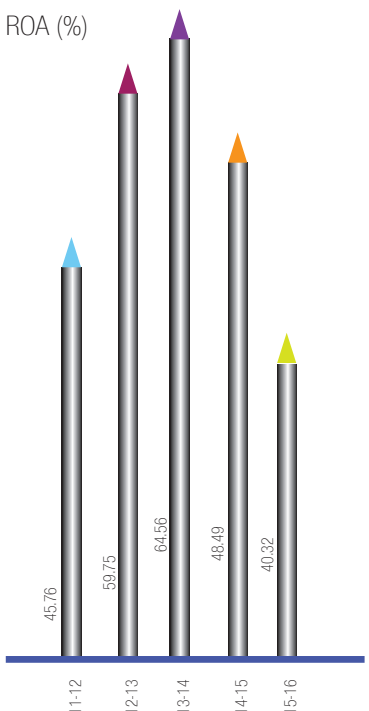

* For face value of ₹ 1 each

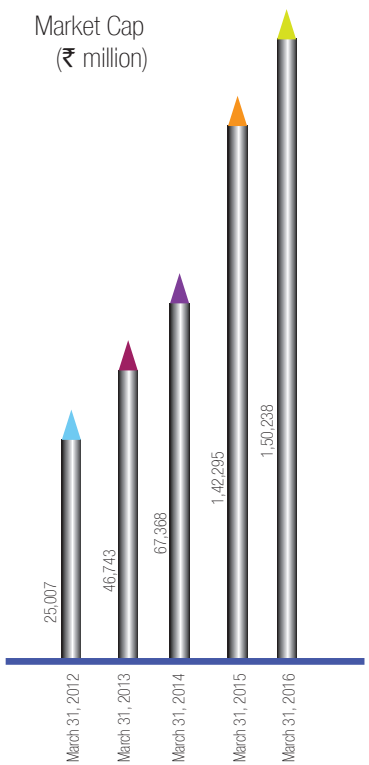



* For face value of ₹ 1 each



# MESSAGE FROM THE MANAGEMENT



Dear Friends,

At Amara Raja, fiscal 2015-2016 was marked with a drive for consolidation of competencies, of internal efficiencies and an aggressive gearing up for market leadership. The Company continued on its growth path, recording an upward graph of 11% in revenue and 19% in net profits.

Global economic growth for the year stood at a very moderate 3.1%,while the Indian economy recorded a growth of 7.6% riding on the back of strong domestic demand, progressive Government policies and expected reforms in the core sectors of banking and industry.

The Central Government's Make-in-India initiative, a focus on Rural Development, drawing the blueprint for 'Smart Cities', the 'Digital India' drive and programs for Urban upgradation, offers immense opportunities for businesses to explore. Opportunities, that Amara Raja is also eager to pursue in its vision to be a global leader.

Dr. Ramachandra N Galla
Chairman