



AMARA RAJA BATTERIES LIMITED

FY 20<sup>14</sup><sub>15</sub>



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In the five years leading up to 2014-15, Amara Raja Batteries Limited...

...streamlined its operations to achieve a higher capacity utilisation

...marketed products faster to double its topline

...optimised operating costs to grow its bottomline more than 170%

...utilised resources efficiently to strengthen return on assets by more than 1,350 bps

... maximised returns from every rupee invested in the business to strengthen capital returns by more than 524 bps

*We are now aiming higher.*

SIZABLE INVESTMENTS  
CAPITALISING ON MEDIUM-TERM  
OPPORTUNITIES

HIGHER+

AIMING HIGHER

ADDED THREE NEW LINES IN THE  
TWO-WHEELER BATTERY UNIT AT  
TRIPPAI

COMMISSIONED GREENFIELD  
FOUR-WHEELER BATTERY FACILITY

# SCALE

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**HAVING** maximised our output, the Amara Raja management had two options. One, make incremental investments in capacity in line with market growth; two, make sizeable investments to capitalise on medium-term opportunities.

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At Amara Raja, we selected the latter with the objective to replicate our retrospective performance.

**We** commissioned our greenfield four-wheeler battery facility (2.25 million batteries per annum) at an investment of more than ₹400 crore in March 2015; our existing infrastructure possesses the foundation to scale capacity to 6 million units per annum in the next phase.

**We** added three lines in our two-wheeler battery unit at Karakambadi, increasing our battery capacity by 3.6 million units; we plan to add two lines in 2015-16, taking our cumulative manufacturing capacity to 10.8 million units per annum.

**We** increased our industrial battery capacity by an additional 180 million Ampere-hours per annum through extensive de-bottlenecking; we intend to increase capacity by another 240 million Ampere-hours per annum in 2015-16.

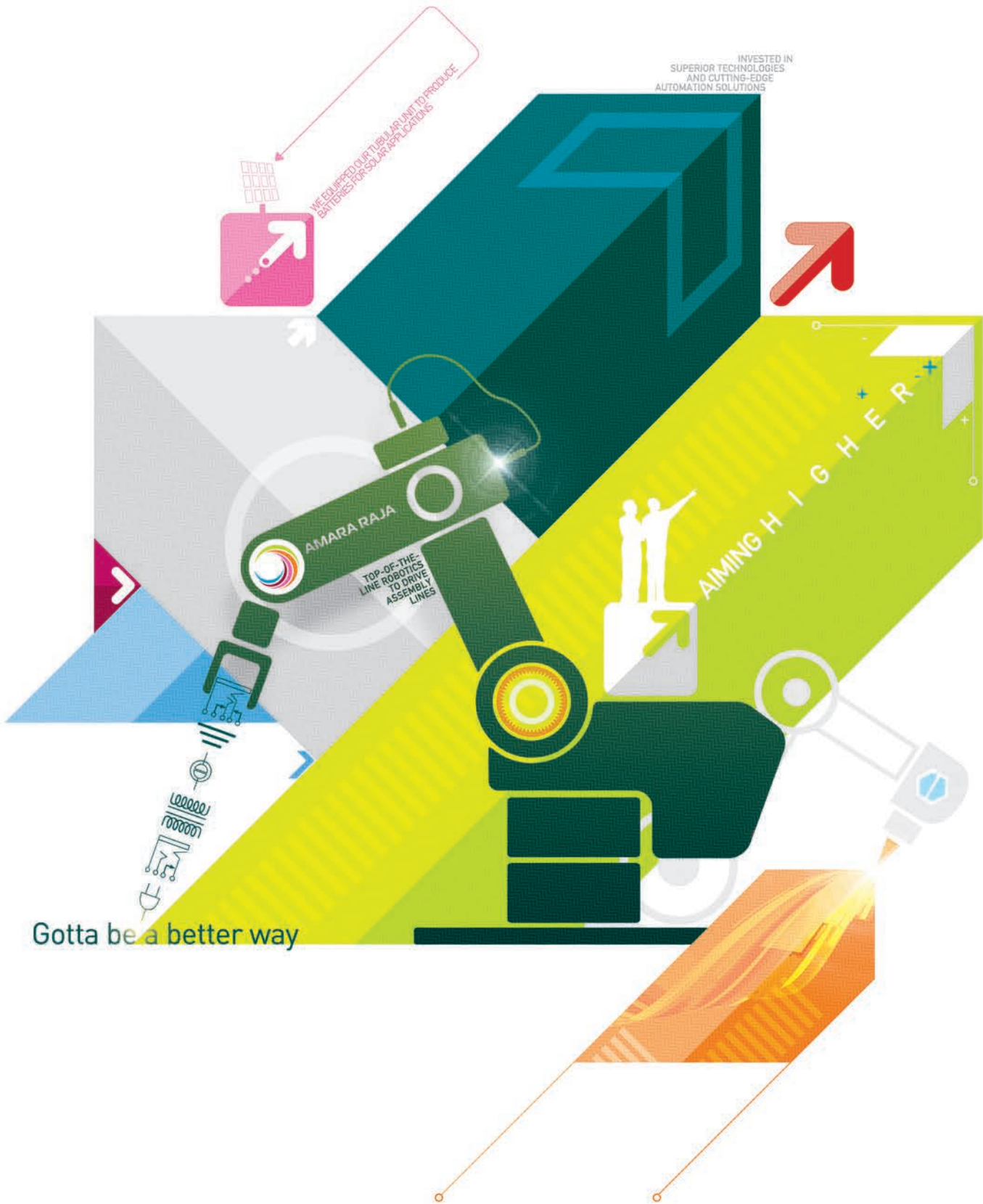
**We** are commissioning a 1.4 million unit greenfield battery unit (tubular technology) for manufacturing batteries addressing the home UPS segment; Phase-I (0.9 million units per annum) is expected to commence by the end of 2015-16.

*We are aiming higher.*



**We intend to increase capacity by another 240 million Ampere-hours per annum in 2015-16.**

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INVESTED IN  
SUPERIOR TECHNOLOGIES  
AND CUTTING-EDGE  
AUTOMATION SOLUTIONS

WE EQUIPPED OUR TUBULAR UNIT TO PRODUCE  
BATTERIES FOR SOLAR APPLICATIONS

AMARA RAJA

TOP-OF-THE-  
LINE ROBOTICS  
TO DRIVE  
ASSEMBLY  
LINES

AIMING H I G H E R

Gotta be a better way

# EFFICIENCY

**AT** Amara Raja the cutting-edge investment in our new facilities will help raise standards across our facilities, kick-starting a dynamic productivity cycle.

We created flexibility in our assembly lines to address diversified responsibilities, de-risking our operations from an excessive dependence on a single product.

**Graduated** our two-wheeler battery unit to produce Quanta® range of SVRLA batteries for application in small UPSs and emergency lamps, among others

**Reinforced** our MVRLA plant to manufacture automotive four-wheeler batteries

**Strengthened** our LVRLA capacity to produce 2V motive power batteries

**Equipped** our tubular unit to produce batteries for solar applications

We invested in superior technologies and cutting-edge automation solutions to enhance productivity.

**Introduced** the expanded metal technology to manufacture negative plates for optimising lead consumption and improving product quality

**Introduced** the gravity lead pot concept in the grid formation unit for all plants

**Invested** in top-of-the-line robotics to drive assembly lines and undertake labour-intensive operations, enhancing quality and productivity

**Invested** in best-in-class environmental management systems and ventilation solutions, reducing shop floor fatigue; this not only ensured stricter compliance but also addressing the requirements of our esteemed customers

These initiatives are expected to strengthen profitability and shareholder value.

*We are aiming higher.*




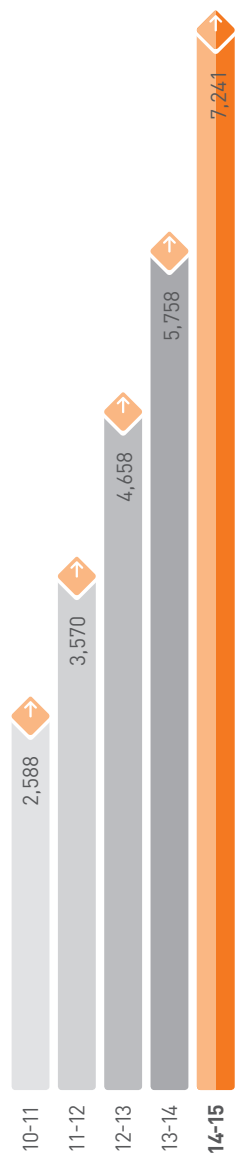
We equipped our tubular unit to produce batteries for solar applications.


# THIS IS OUR PLATFORM FOR AIMING HIGHER

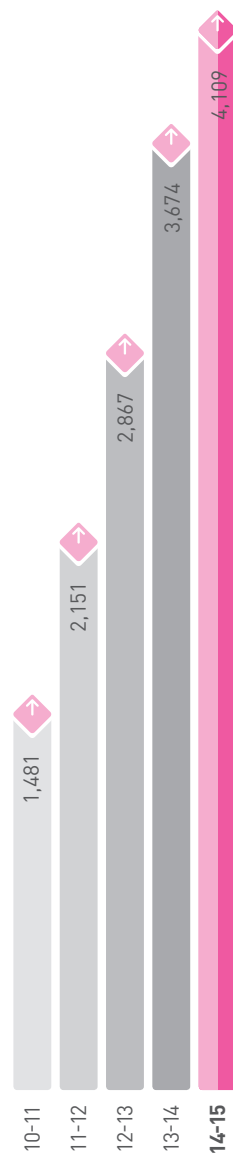
NET REVENUE   
(₹ MILLION)




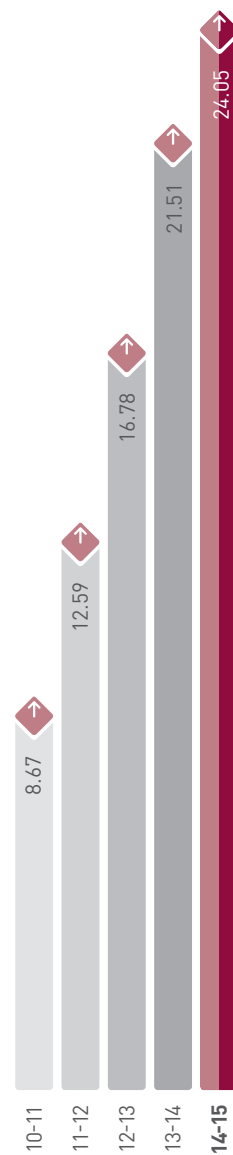
EBITDA   
(₹ MILLION)



NET PROFIT   
(₹ MILLION)



EARNINGS PER SHARE\*   
(₹)



\* For face of ₹ 1 each





# 1,350bps

In the five years leading to 2014-15, Amara Raja Batteries Limited, utilised resources efficiently to strengthen return on assets by more than 1,350 bps

## BOOK VALUE PER SHARE\*

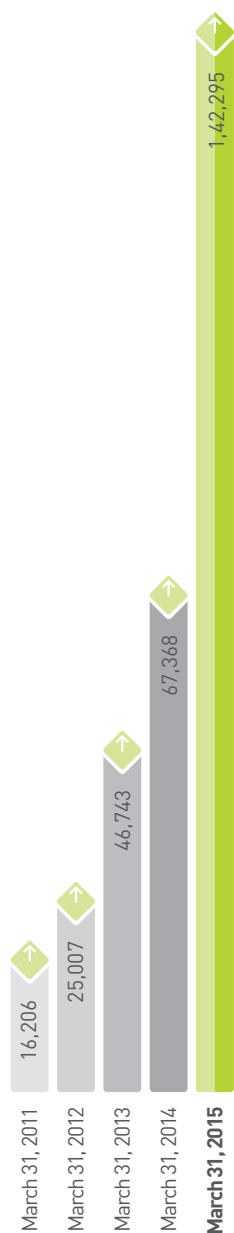
(₹)



\* For face of ₹ 1 each

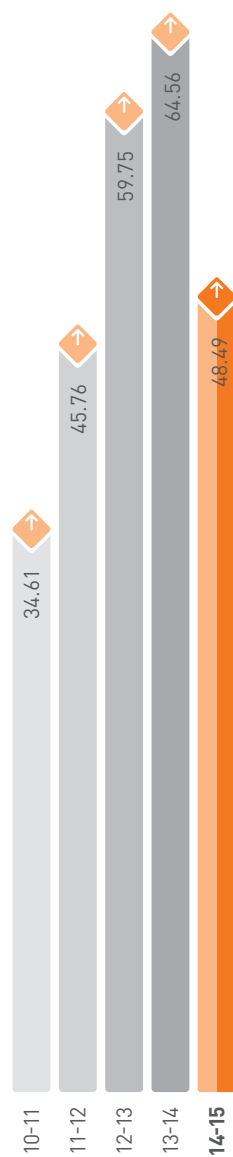
## MARKET CAPITALISATION

(₹ MILLION)



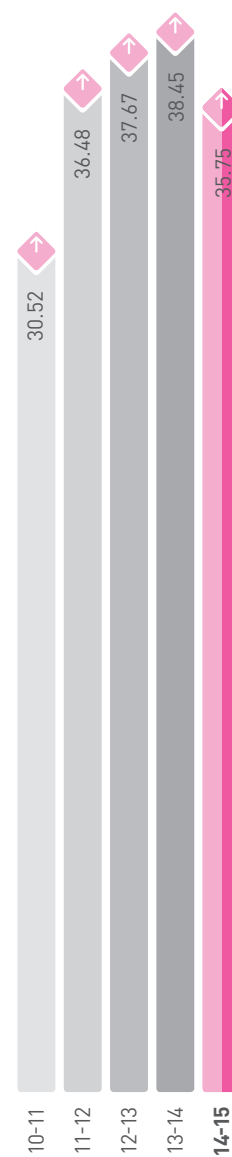
## RETURN ON ASSETS

(%)



## RETURN ON CAPITAL EMPLOYED

(%)





# 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.