



# TRANSFORMING & PERFORMING

ENTERPRISES OF TODAY ARE FACING TWO RELENTLESS AND OPPOSING PRESSURES.

**ONE**, THE INTENSE DEMAND TO PERFORM - TO DELIVER SHORT-TERM RESULTS DESPITE MAJOR SHIFTS IN CUSTOMER NEEDS.

**TWO**, THE URGENT NEED TO TRANSFORM - TO REIMAGINE THE FUTURE OF THE MARKETPLACE AND CONSEQUENTLY THE WORKPLACE, GIVEN THESE SHIFTS; TO REINVENT THE COMPANY'S STRATEGY AND CULTURE TO WIN THAT FUTURE.

INTERESTINGLY TODAY'S BUSINESS ENVIRONMENT REWARDS ORGANISATIONS THAT CAN MANAGE BOTH.

AT AMARA RAJA, WE HAVE TAKEN UP THIS DAUNTING CHALLENGING OF TRANSFORMING THE ORGANISATION WHILE ENSURING THAT THE BUSINESS CONTINUES TO PERFORM IN OUR EVOLVING ECOSYSTEM.



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THE SUCCESS OF THIS STRATEGY,  
**WILL DRIVE US TO EMERGE AS THE**  
PREFERRED BRAND IN THE  
**ENERGY STORAGE &  
MOBILITY SOLUTIONS SPACE.**



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# 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 to more people...

***All the time...***





CORE VALUE 01

## INNOVATION

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



CORE VALUE 02

## EXCELLENCE

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



CORE VALUE 03

## ENTREPRENEURSHIP

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



CORE VALUE 04

## EXPERIENCES

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



CORE VALUE 05

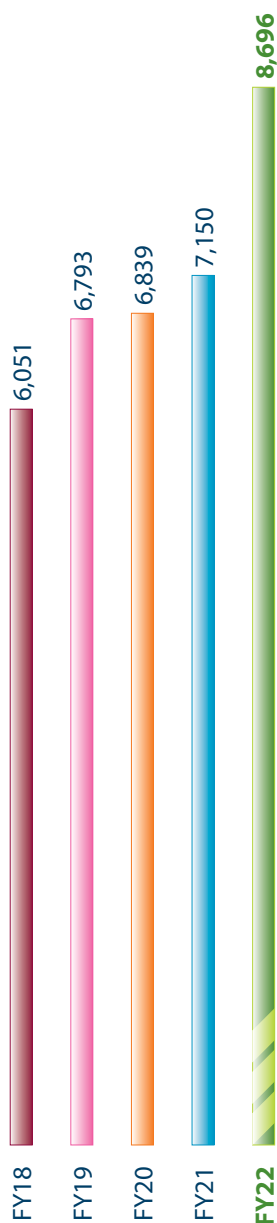
## RESPONSIBILITY

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



# KEY PERFORMANCE INDICATORS

## Revenue (₹ crore)



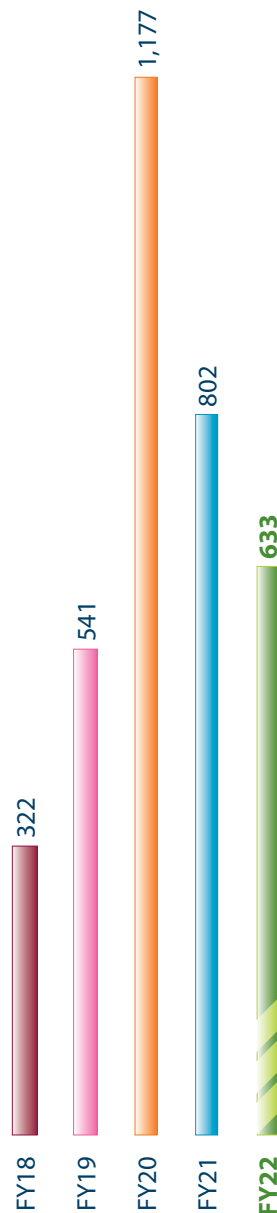
## EBITDA (₹ crore)



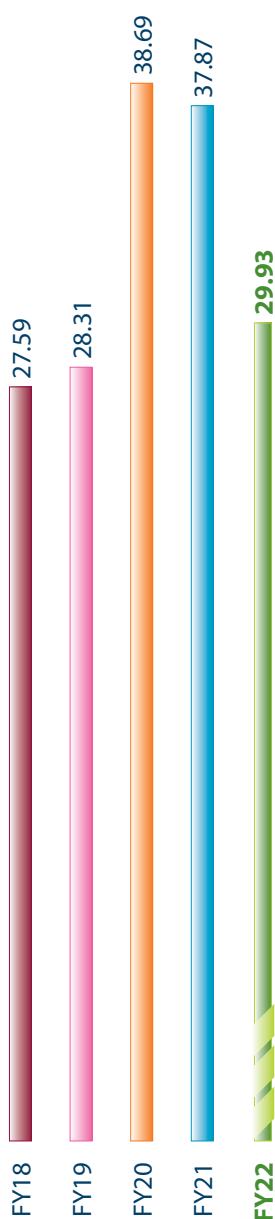
## Profit After Tax (₹ crore)



## Net Cash from Operations (₹ crore)



### Earnings per share (₹)



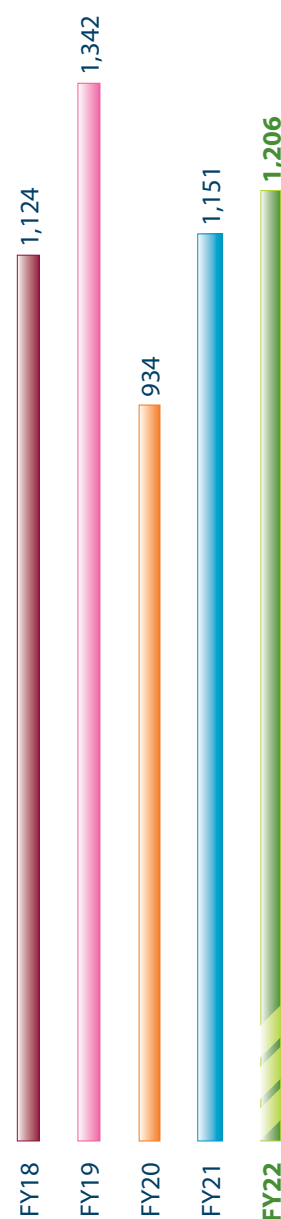
### Networth (₹ crore)



### Net Fixed Assets (₹ crore)



### Net Current Assets (₹ crore)





# AMARA RAJA WILL PROVIDE ENERGY STORAGE AND MOBILITY SOLUTIONS **TO THE NEW WORLD**

.....  
**JAYDEV GALLA**

CO-FOUNDER, CHAIRMAN & MANAGING DIRECTOR





DEAR  
SHAREHOLDERS,

It's a mixed time to be communicating with you through this narrative as the pandemic appears to have relented its aggression and intensity for now, however global manufacturing woes are far from over.

FY22 started with the second wave. It tested us severely. At Amara Raja, we responded deftly in overcoming this challenge, the organization demonstrated remarkable resilience to carry on its business of delivering world class batteries. We had a satisfying performance even as multiple headwinds in the nature of fuel and commodity price spikes and supply chain issues threatened to derail our resolve. These are the realities of business that we need to live with and de-risk ourselves from time to time.

Amara Raja is not just a battery manufacturer, we are in the business of energy and mobility solutions. Internally, we have already broadened the perspective from product orientation to solutions orientation. When we thus broaden the definition and look at the evolving panorama, the future is brighter than ever before. The world has taken a united stand towards lowering carbon emissions,

at the same time, automation, mobility, and lifestyle amenities have increased the demand for energy, year on year.

Our new energy vertical is making great strides in moving towards eventual commercialization of Li-Ion battery systems.

In the lead-acid business, I expect consolidation opportunities to emerge over the near term. We will strive to increase our market share in the domestic market, and we have in place a larger vision for our global presence as well, which should help us in achieving our growth plans for this business.

The journey ahead is indeed riveting. With Harsha and Vikram at the helm of our two technology verticals and backed by an experienced and



I say this with conviction because venturing into and deploying new-age technology solutions is in our DNA. When we started, we introduced a new technology which allowed us to make superior batteries