

LEADING  
WITH **ENERGY**

## Forward Looking Statement

In this Annual Report, we have disclosed forward looking information to enable investors to comprehend our prospects and take investment decisions. This report and other statements – written and oral – that we periodically make contain forward looking statements that set out anticipated results based on the management’s plans and assumptions. We have tried wherever possible to identify such statements by using words such as ‘anticipate’, ‘estimate’, ‘expects’, ‘projects’, ‘intends’, ‘plans’, ‘believes’, and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward looking statements will be realised, although we believe we have been prudent in our assumptions. The achievements of results are subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.

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**Exide is more than a brand to millions of people in India. It is a promise for a better and a brighter life, for an aspiring society.**

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**Our customers continue to repose their trust in that promise and the legacy that sustains it.**

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**Our market leadership is driven by our deep customer insight. We engage with customers, listen to their evolving aspirations and integrate their insights into our products.**

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**To deliver on our stakeholder commitments we have drawn up our strategic imperatives: achieve higher operational efficiencies as an industry frontrunner; sharpen our R&D capabilities to remain a futuristic brand; deepen geographic footprint to touch more customers; and build a talent pool to elevate to the next level of growth. We also continue to be responsible to the community and the environment.**

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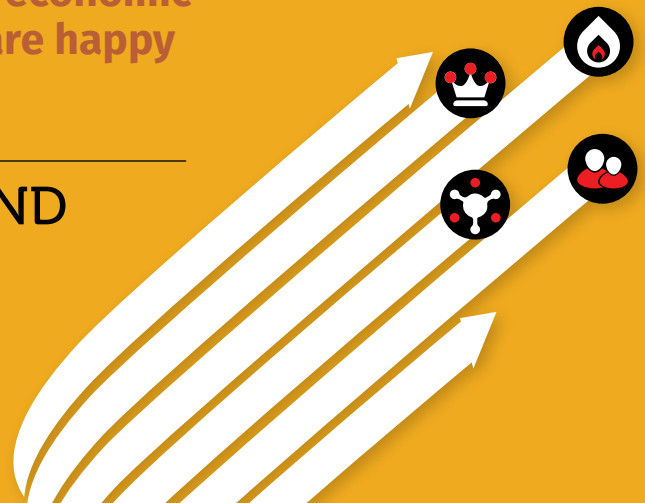
**Fiscal 2014-15 saw us working diligently on these strategic imperatives and growing sustainably.**

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**As India seeks new ways to power economic growth and social prosperity, we are happy to partner its progress.**

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**WE LEAD WITH ENERGY AND INFUSE DYNAMISM FOR A NATION ON THE MOVE.**



# BEING EXIDE

FOR MORE THAN SIX DECADES, EXIDE HAS BEEN ONE OF INDIA'S MOST RELIABLE BRANDS, ENJOYING UNRIVALLED REPUTATION AND RECALL. OUR EMPHASIS ON INNOVATION, EXTENSIVE GEOGRAPHIC FOOTPRINT, STRONG RELATIONSHIP WITH MARQUEE CLIENTS AND TECHNOLOGY UP-GRADATION WITH GLOBAL JOINT VENTURES HAVE MADE US A DISTINCT FRONTRUNNER IN THE LEAD-ACID STORAGE BATTERIES SPACE FOR BOTH AUTOMOTIVE AND INDUSTRIAL APPLICATIONS.

Our products cover a wide spectrum of applications, touching people's lives across more than 39 countries globally. We are also the largest power storage solutions company in South East Asia.



## VISION

Providing credible value addition to customers, employees and shareholders, while simultaneously being recognised by society as a responsible corporate citizen. In addition, achieving operational excellence while addressing and taking steps towards environmental protection.



## MISSION

Strive to carefully balance the interest of all stakeholders; to fulfil aspiration of the employees and to passionately pursue excellence without deviating from our core values.



## CORE VALUES

Fundamental axioms that the organisation believes in and which the people respect and work towards.

- Customer Orientation
- Personal Integrity & Commitment
- Teamwork and Mutual Support
- Employee Development and Involvement
- Striving for Excellence
- Management by Processes and Facts
- Responsible Corporate Citizenship



## WIDE RANGE OF APPLICATIONS



### AUTOMOTIVE

- + Passenger Vehicles
- + Automotive Stop Start
- + Commercial Vehicles
- + Tractors



### TWO WHEELERS

- + MC Conventional
- + Motorcycle MF
- + MC VRLA
- + E Bike



### OTHER AUTOMOTIVE

- + LI-Ion Hybrid Vehicles
- + Generator Starting
- + Flat Plate GEL



### MOTIVE POWER

- + Traction
- + Electric Vehicles
- + Golf Cart
- + Miner's Cap Lamp
- + Submarine - Type I, II, III



### STANDBY

- + Power
- + Telecom
- + UPS
- + Inverter



### RAILWAYS

- + Train Lighting & Air-Conditioning
- + Electric Multiple Units
- + Diesel Loco Starters
- + Signalling & Telecom

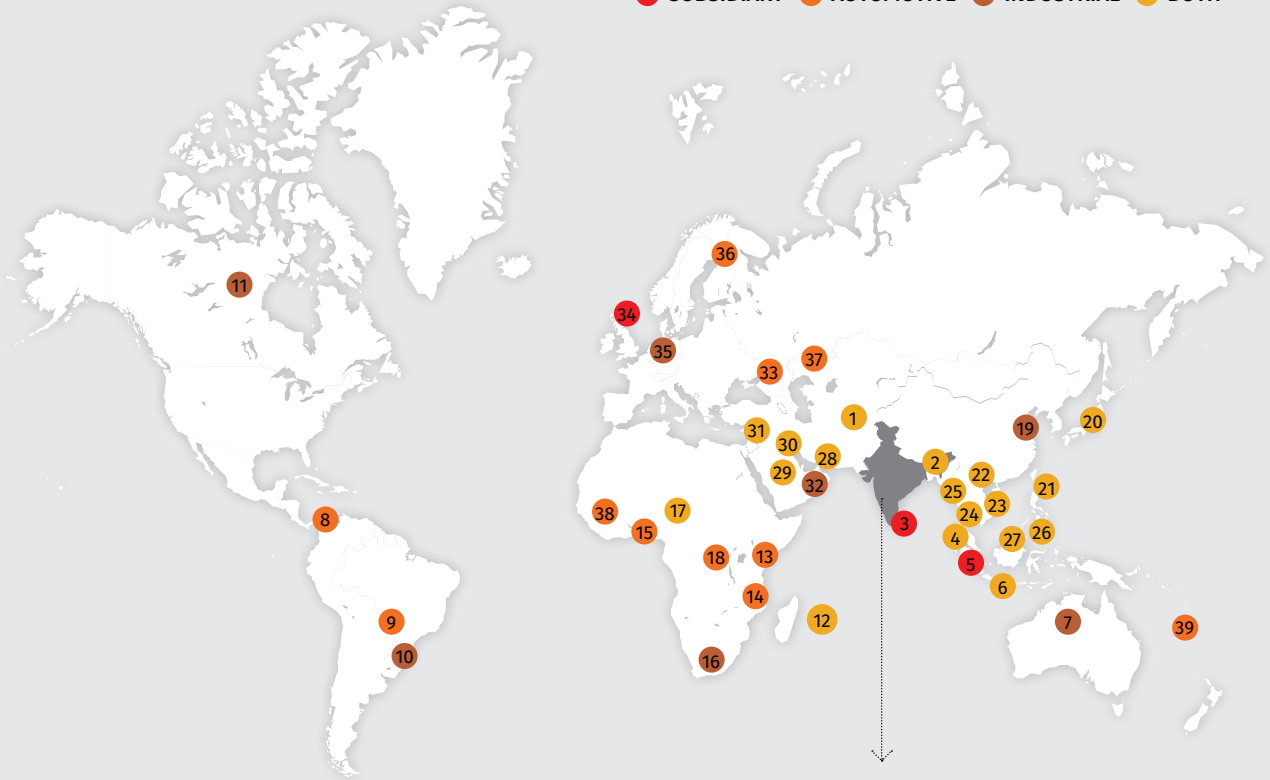


### NON CONVENTIONAL ENERGY

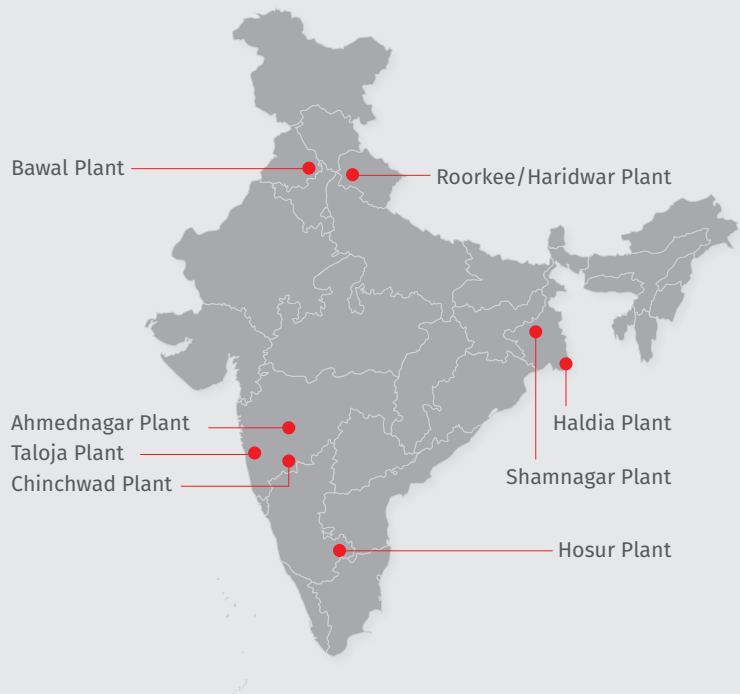
- + Solar

# WORLDWIDE PRESENCE

● SUBSIDIARY ● AUTOMOTIVE ● INDUSTRIAL ● BOTH



1	Afghanistan	21	Taiwan
2	Bangladesh	22	Hong Kong
3	Sri Lanka	23	Vietnam
4	Malaysia	24	Cambodia
5	Singapore	25	Thiland
6	Indonesia	26	Philippines
7	Australia	27	Brunei
8	Colombia	28	UAE
9	Paraguay	29	Qutar
10	Argentina	30	Bahrain
11	Canada	31	Kuwait
12	Mauritius	32	Oman
13	Kenya	33	Armenia
14	Tanzania	34	UK
15	Ghana	35	Germany
16	South Africa	36	Finland
17	Nigeria	37	Turkmenistan
18	Dr Congo	38	Liberia
19	South Korea	39	Fiji
20	Japan		





# A DECADE IN RETROSPECT

	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
Sales (Gross)	1606	2170	3294	3857	4122	5040	5672	6862	6755	<b>7655</b>
Operating Profit	229	317	476	551	902	983	751	860	850	<b>940</b>
Profit before tax	152	235	374	435	811	940	645	742	723	<b>798</b>
Taxation	51	80	124	151	274	274	184	219	236	<b>252</b>
Net Profit	101	155	250	284	537	666	461	523	487	<b>546</b>
Cash Profit	156	209	315	352	618	750	562	636	613	<b>685</b>
Earning Per Share (Rs.)	13.43	2.07 <sup>+</sup>	3.30	3.55	6.69	7.84	5.42	6.15	5.73	<b>6.42</b>
Dividend Payout*	26	31	37	56	95	140	145	156	178	<b>220</b>
<b>Balance Sheet</b>										
Net Fixed Assets**	408	455	565	653	685	874	967	1028	1025	<b>1168</b>
Investments	279	378	518	668	1335	1378	1555	1640	1967	<b>1896</b>
Current Assets	440	572	877	742	912	1329	1547	1856	1941	<b>2317</b>
<b>Total Assets</b>	<b>1127</b>	<b>1405</b>	<b>1960</b>	<b>2063</b>	<b>2932</b>	<b>3581</b>	<b>4069</b>	<b>4524</b>	<b>4933</b>	<b>5381</b>
Loans	290	325	350	317	90	2	-	-	-	<b>18</b>
Current Liabilities	282	407	572	487	593	796	954	1027	1120	<b>1205</b>
Sub Total	572	732	922	804	683	798	954	1027	1120	<b>1223</b>
Deferred Tax Liability	51	45	48	41	59	68	83	98	105	<b>126</b>
Net Worth**	504	628	990	1218	2190	2715	3032	3399	3708	<b>4032</b>
<b>Total Liabilities</b>	<b>1127</b>	<b>1405</b>	<b>1960</b>	<b>2063</b>	<b>2932</b>	<b>3581</b>	<b>4069</b>	<b>4524</b>	<b>4933</b>	<b>5381</b>
Book Value Per Share (Rs.) ***	6.72	8.37	12.37	15.22	25.76	31.94	35.67	39.99	43.62	<b>47.44</b>
Return on Net worth (%)	23.5	30.8	39.9	28.7	44.1	30.4	17.0	17.2	14.3	<b>14.5</b>

\* Including Dividend Distribution Tax

\*\* Net of Revaluation Reserve

\*\*\* At same per value of share

+ Post Sub-division of Shares

## 25%

Growth in Market Capitalisation

## 17%

Growth in Operating Profit (EBIDTA)

## 20%

Growth in Revenue

## 20%

Growth in Net Profit

## 20%

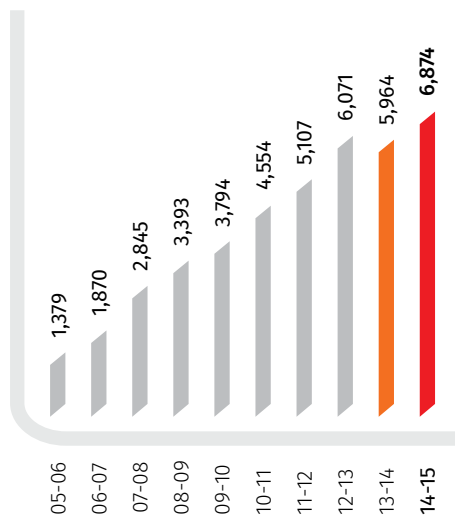
Growth in PBT

Growth Figures indicate CAGR

# ENERGISED PERFORMANCE

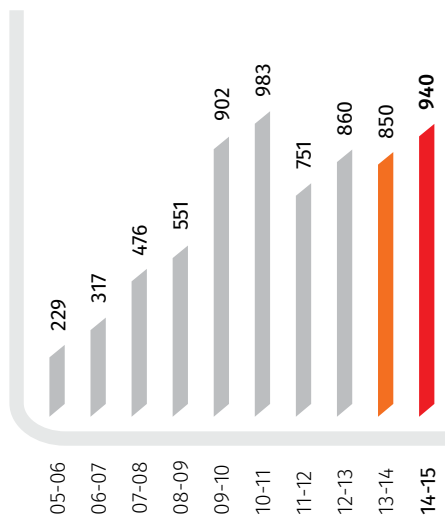
## TURNOVER GROWTH

(Rs. in Crore)



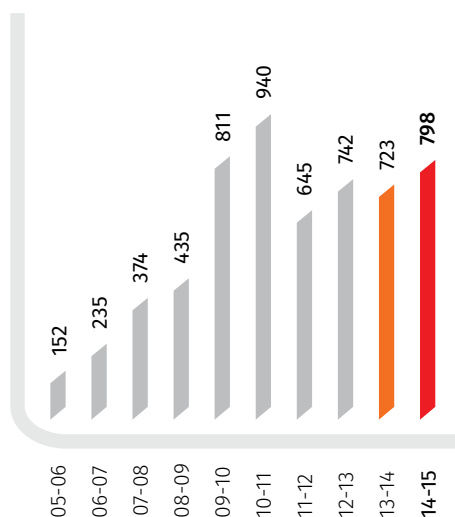
## OPERATING PROFIT (EBITDA)

(Rs. in Crore)



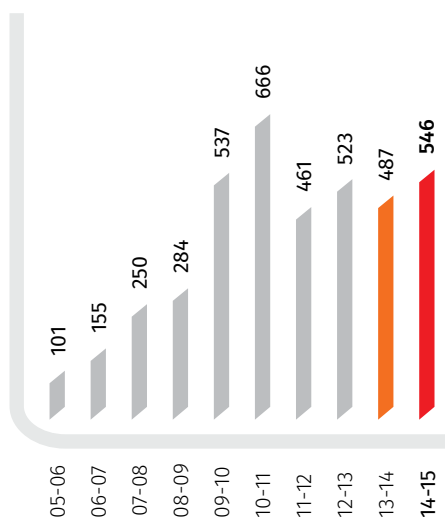
## PROFIT BEFORE TAX (PBT)

(Rs. in Crore)



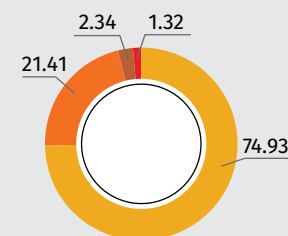
## PROFIT AFTER TAX (PAT)

(Rs. in Crore)



## SOURCES OF FUNDS

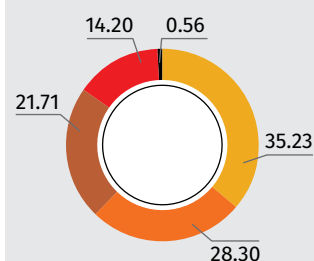
(%)



- Payable for Goods supplied & services rendered
- Proposed Dividend (including Tax on Dividend)
- Deferred Tax Liability
- Shareholders' Funds

## APPLICATION OF FUNDS

(%)



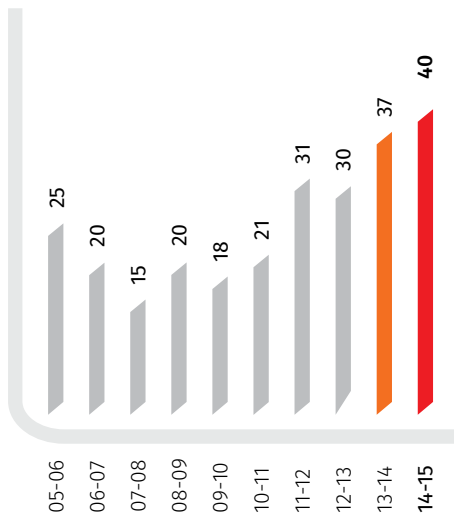
- Fixed Assets
- Inventories
- Investments
- Customers and Others
- Cash & Bank Balances





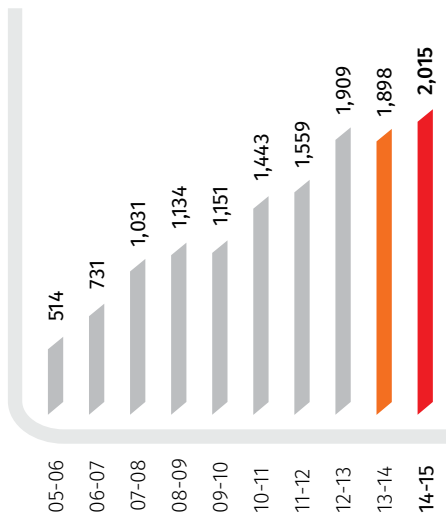
### DIVIDEND PAYOUT

(As % of PAT)



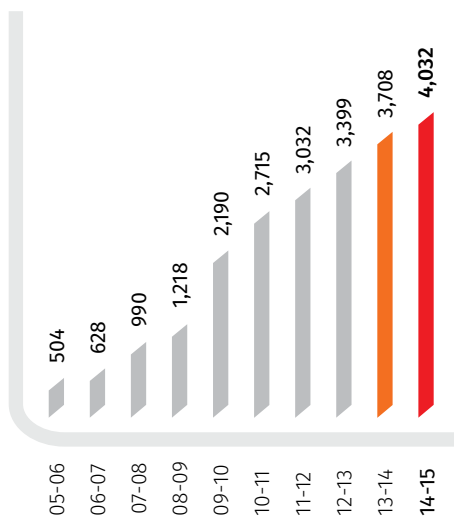
### CONTRIBUTION TO THE EXCHEQUER

(Rs. in Crore)



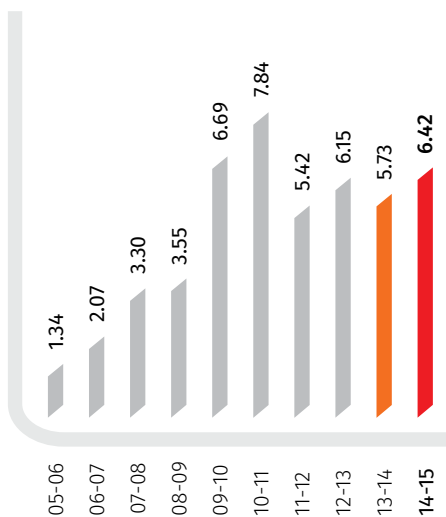
### SHAREHOLDERS FUNDS

(Rs. in Crore)



### EARNINGS PER SHARE

(Rs.)



# DECADES OF LEADERSHIP

**1920**

+ Chloride Electrical Storage Co. (CESCO), UK set up trading operations in India as Import House

**1946**

+ First factory established in Shamnagar, West Bengal

**1969**

+ Second factory established in Chinchwad, Pune

**1976**

+ R&D Centre established in Kolkata, West Bengal

**1981**

+ Third factory established in Haldia, West Bengal

**1994**

+ Technical collaboration with Shin Kobe Electric Machinery Co. Ltd., Japan, a subsidiary of the Hitachi Group

**1995**

+ Chloride Industries Ltd. renamed as 'Exide Industries Ltd.'

**1997**

+ Fourth factory established in Hosur, Tamil Nadu

**1998**

+ Takeover of the industrial undertakings of Standard Batteries Ltd. as a going concern

**2000**

+ 100% acquisition of CBSEA, Singapore.  
+ 49% acquisition of ABM (Ceylon), Sri Lanka