

# Smart Strategies. Smarter Solutions.



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### Highlights of FY 2017-18

**Rs. 9,186 crore**

Net Turnover  
21% (Y-o-Y)

**Rs. 1,241 crore**

Operating Profit (EBIDTA)  
15% (Y-o-Y)

**Rs. 1,048 crore**

Profit Before Tax\*  
7% (Y-o-Y)

**Rs. 18,870 crore**

Market capitalisation  
as on 31st March, 2018

Y-o-Y: Growth in 2017-18 vis-a-vis 2016-17

\*Before Exceptional Item

### Equity Share Information

National Stock Exchange (NSE):  
EXIDEIND

Bombay Stock Exchange (BSE):  
500086

Calcutta Stock Exchange (CSE):  
15060 & 10015060

Promoters' holding as on  
31st March, 2018: 45.99%

Proposed Final dividend:

80% (Re. 0.80 per share on face value of Re. 1/- per share)

### 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 keep this in mind. We undertake no obligation to publicly update any forward-looking statement, whether as a result of any new information, future events or otherwise.

As we look towards the future, we see that the opportunity landscape around us is widening. With the mindset of a constant and agile learner, we are transforming from a product manufacturer to a comprehensive energy solutions provider by integrating advanced technologies into our operations.

We are now focusing on bringing in the new-age technologies, both in conventional as well as in digital space to provide our customers a whole new spectrum of conveniences on a real-time basis. At the same time, we have revamped our brand identity to connect better with the energetic, ambitious and aspirational New India.

We are strengthening global technology collaborations for product development and focusing on higher quality benchmarks and operational efficiencies. We are also exploring new markets, expanding our digital outreach, elevating our service excellence and embracing new opportunities in India and other geographies.

Our strategies today are now more holistic, our solutions smarter and business approach more futuristic. On the strength of our seven decades of leadership and culture of innovation, we are shaping our way forward.

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**We are living  
our vision and  
loving the journey**



## Exide Powers Possibilities

THE NATION RELIES ON EXIDE AND ITS DECADES-RICH LEGACY OF INNOVATION AND TECHNOLOGICAL UPGRADATIONS. THE BRAND POWERS THE ASPIRATIONS OF MILLIONS OF PEOPLE ACROSS THE SOCIAL SPECTRUM.



### SUSTAINING LEADERSHIP

India's most reliable energy solutions brand

Leadership position

**No. 1**

Offers one of the widest battery storage range from

**2.5 Ah to 20,200 Ah**

Robust annual capacity of

**42.7 mn units**

Automotive and MC battery and

**4,500 mn Ah**

Industrial battery

Pan-India outreach through

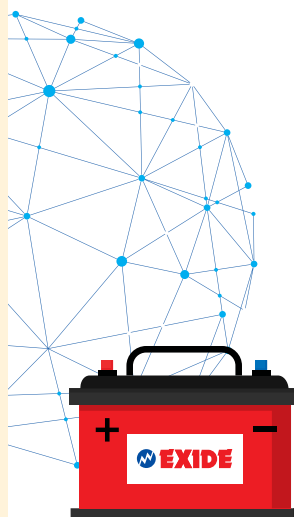
**48,000+ outlets and 180+ sales and service touch points**

Exide Industries Limited (Exide) is India's largest manufacturer of lead acid storage batteries for both automotive and industrial applications. It is also a comprehensive power storage solutions provider in the areas of equipment selection, battery sizing, optimum room layout, installation and operation and maintenance.

At Exide, we specialise in both conventional flooded as well as the latest VRLA batteries. We design, manufacture, market and sell the widest range of lead acid storage batteries. Our batteries enjoy the widest application in industries, including automotive, power, telecom, infrastructure projects, computer industries and railways, as well as in the mining and defence sectors.

Our manufacturing strength includes nine factories strategically located all over India, of which seven factories are dedicated to batteries and the other two manufacture Home UPS Systems. We are the only company having multilocal manufacturing units across India, equipped with best-in-class technologies. On the strength of our R&D capabilities, manufacturing excellence and distribution outreach, we have steadily evolved as one of India's largest manufacturers and exporters of batteries in the sub-continent.

Our international collaborations are instrumental in keeping us ahead of the competition curve. Our technology partners include Hitachi Chemical (Shin Kobe) and Furukawa of Japan, Zhejiang Chaowei Chuangyuan Shiya of China, East Penn of the US and its subsidiary company Ecoult of Australia and Advanced Battery Concepts LLC of USA (ABC).



## OUR CAPEX OUTLAY

Since FY 2015-16, we have committed significant capital expenditure (capex), anticipating business needs. The capex has helped us enhance our manufacturing capacity and upgrade technology base, resulting in improved performance of automotive batteries and other energy storage applications. During FY 2017-18, our capex stood at more than Rs. 750 crores, primarily in different manufacturing plants. Our key objective for undertaking this capex was to meet global standards for different applications.



### VISION

To become a Global Power House respected by customers and preferred by investors, known for innovative products and solutions.



### MISSION

To outperform at market, exceeding expectations of customers and shareholders through the accelerated evolution of people, processes and technologies in its journey towards excellence.



### CORE VALUES

- Leadership
- Integrity
- People Development and Involvement
- Agility
- Passion for Innovation and Technology
- Channel Partner Relationship
- Striving for Excellence
- Customer Orientation
- Management by Processes and Facts
- Responsible Corporate Citizenship

## EXTENSIVE APPLICATIONS

Brand Exide is synonymous with batteries and portable energy solutions across industries. We lead from the front in the areas of product innovation and technology upgradation. Over the years, we have evolved by consistently catering to the demands of customers and building a brand of trust and reliability.

### Automotive Batteries

- 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



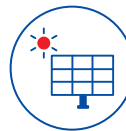
### Railways

- Train lighting and Air Conditioning
- Electric multiple units
- Diesel loco starters
- Signalling and Telecom



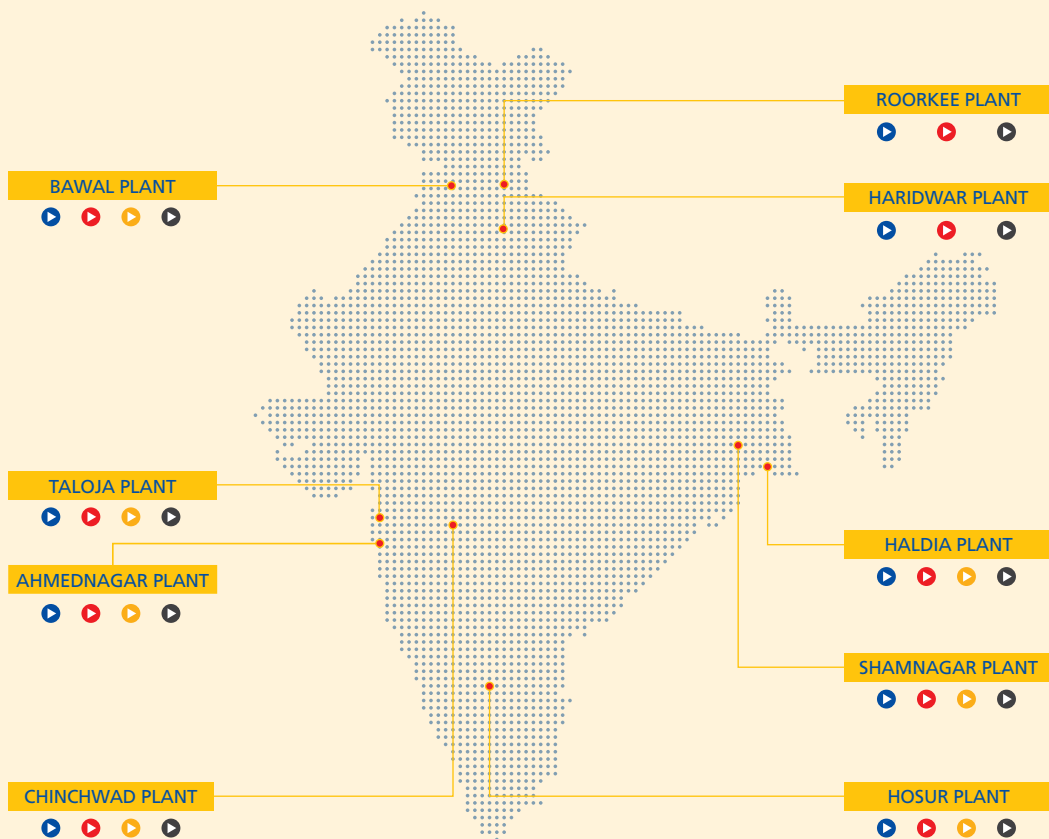
### Non-Conventional Energy

- Solar



# Growing Global Operations

## MANUFACTURING CAPACITIES



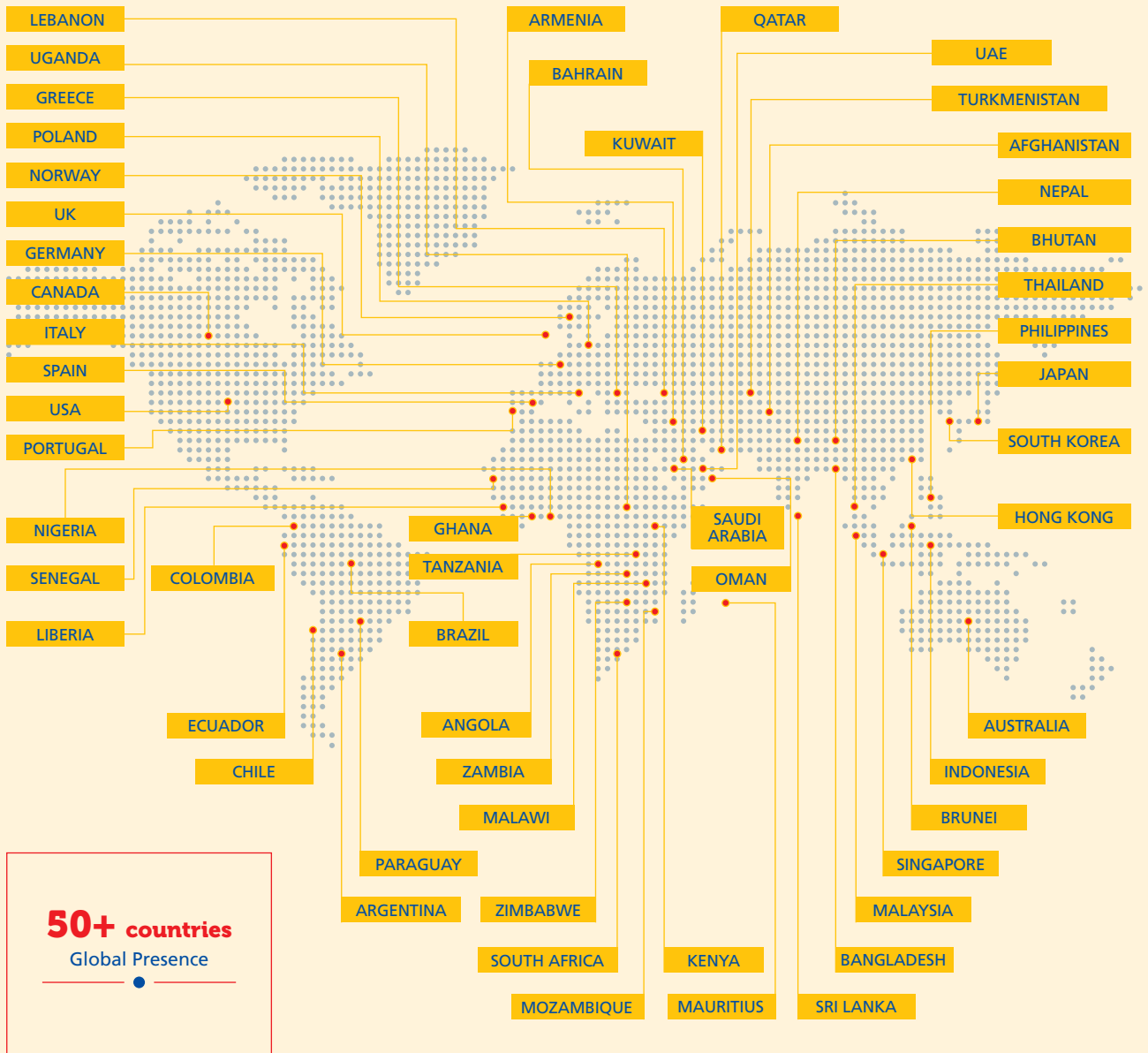
### Locational Advantage

- Multi-locational facilities evade supply risks, ensuring delivery
- Strategically located near markets
- Proximity to ports facilitate cost-efficient exports and imports

### Legend

- ISO 9001:2015
- ISO 14001:2015
- IATF 16949-2016
- OHSAS 18001:2007

### GEOGRAPHIC PRESENCE



# Progressing Sustainably

## TURNOVER (NET)

RS. IN CRORE

2017-18	9,186
2016-17	7,583
2015-16	6,848
2014-15	6,866
2013-14	5,964
2012-13	6,071
2011-12	5,107
2010-11	4,554
2009-10	3,794
2008-09	3,393

10-YEAR CAGR **12%** ↑ Y-O-Y GROWTH **21%**

## OPERATING PROFIT (EBIDTA)

RS. IN CRORE

2017-18	1,241
2016-17	1,082
2015-16	1,026
2014-15	917
2013-14	825
2012-13	790
2011-12	687
2010-11	903
2009-10	893
2008-09	549

10-YEAR CAGR **10%** ↑ Y-O-Y GROWTH **15%**

## PROFIT BEFORE TAX (PBT)\*

RS. IN CRORE

2017-18	1,048
2016-17	976
2015-16	908
2014-15	798
2013-14	723
2012-13	742
2011-12	645
2010-11	893
2009-10	811
2008-09	435

10-YEAR CAGR **10%** ↑ Y-O-Y GROWTH **7%**

\*Before Exceptional Item

## PROFIT AFTER TAX (PAT)

RS. IN CRORE

2017-18**	668
2016-17	694
2015-16	624
2014-15	546
2013-14	487
2012-13	523
2011-12	461
2010-11	666
2009-10	537
2008-09	284

10-YEAR CAGR **10%** ↑

\*\*Profit after tax for 2017-18 was lower, compared to previous year, due to exceptional items and higher incidence of tax

## DIVIDEND PAYOUT

RS. IN CRORE

2017-18*	246
2016-17	243
2015-16	243
2014-15	220
2013-14	178
2012-13	156
2011-12	145
2010-11	140
2009-10	95
2008-09	56

\*Proposed

## SHAREHOLDERS' FUNDS

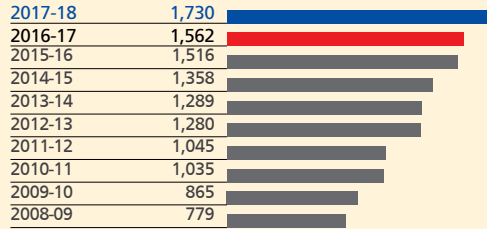
RS. IN CRORE

2017-18	5,389
2016-17	4,964
2015-16	4,511
2014-15	4,032
2013-14	3,708
2012-13	3,399
2011-12	3,032
2010-11	2,715
2009-10	2,190
2008-09	1,218



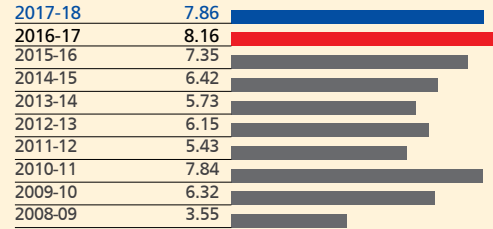
### CONTRIBUTION TO THE EXCHEQUER

RS. IN CRORE



### EARNINGS PER SHARE

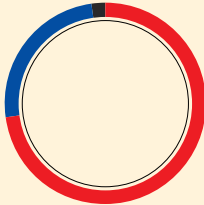
RS.



### SOURCES OF FUNDS

IN %

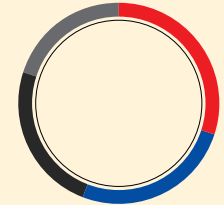
Shareholders' Funds	73	
Payable for goods supplied & services rendered	25	
Deferred Tax Liability	2	
Borrowings	Nil	



### APPLICATION OF FUNDS

IN %

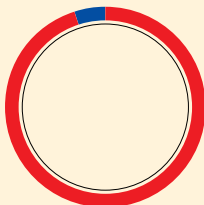
Fixed Assets	30	
Investments	26	
Inventories	24	
Customers and Others	20	



### REVENUE MIX (GEOGRAPHY-WISE)

IN %

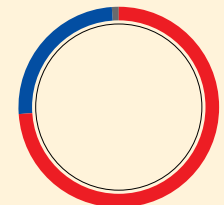
Domestic	95	
Export	5	



### REVENUE MIX (BUSINESS-WISE)

IN %

Automotive	74	
Industrial	25	
Others	1	



# Opportunity landscape for smarter solutions

