

Powering our legacy

75 YEARS AND COUNTING...

EXIDE
75

SPEEDING AHEAD
SINCE 1947

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Outperforming

Net Turnover

₹ **12,382**
Crore

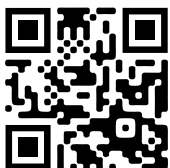
Operating Profit

₹ **1,396**
Crore

Net Profit

₹ **765***
Crore

*Excluding exceptional gain of ₹4683.53 cr. and corresponding tax thereon



For more information,
please visit our
corporate website:

<https://www.exideindustries.com/>

Throughout the report
look out for this



Reference to other
pages within the report

Our legacy binds the core purpose of the business, the values and the achievements across generations

75+

years of posting profit and making dividend payments

Listed on BSE Limited since

1979

At Exide, our journey down the decades has been shaped by our ability to foresee market trends, drive radical transformations, build strong resilience against headwinds and create value for all stakeholders.

Today, Exide is more than a brand, it is the catalyst of progress and represents the aspirations for a better quality of life for billions of people in India. A brand that epitomises the promise of a better tomorrow.

Our focus has always been unwavering on customer aspirations. We listen to our customers, try to understand their specific challenges and incorporate their insights into our products. We have always been a frontrunner in the adoption of

emerging technologies, because we are futuristic in our vision and agile in our execution.

Our innovation enables us to design and manufacture the widest range of battery solutions for the broadest spectrum of applications. We will continue to push the boundaries of innovation and efficiency to stay ahead of the curve.

As global economies return to an accelerated recovery, we are revamping our portfolio to include niche technology with higher efficiency and also exploring new businesses. At the same time, we continue to empower and support our people and all our stakeholders.

We are investing in tomorrow and powering our heritage of 75 years and counting

An aerial photograph of an industrial complex, likely a battery manufacturing plant. The facility consists of several long, rectangular buildings with light-colored roofs. One building in the lower right has the word 'Exide' written on its side in a stylized font. The complex is surrounded by trees and some parking areas with cars. The overall image has a vintage, slightly faded quality.

1947

Batteries under the brand 'Exide' have been present in India since early 1920s

The evolution of Exide Industries dates back to the early 1920s when Chloride Electrical Storage Co. Ltd. (CESCO), UK, started operations in India by importing SLI batteries. In 1946, the 1st battery manufacturing plant was set up in Shamnagar in the state of West Bengal by CESCO.

Associated Battery Makers (Eastern) Limited was established in the following year (1947) to manufacture Exide and Dagenite batteries in the Shamnagar plant. Eventually, Associated Battery Makers (Eastern) Limited was renamed as Exide Industries Limited in 1995, after undergoing a slew of name changes through the 1970s and 1980s.



The Innovators

Innovation-led approach has been an important pillar of growth for Exide. The R&D centre was set up in Kolkata in 1976 which has since been transformed to be among the finest in India, with solutions to produce the world's largest range of automotive and industrial batteries covering the best of modern-day technologies.

We offer wide range of batteries, extending from

2.5 Ah to
20,200 Ah



"In these seven and a half decades, the Company has expanded from a single factory in West Bengal to a manufacturing behemoth with plants in six states in India and a significant presence abroad. During this period, the Company also expanded its product range to include everything from the smallest motorcycle battery to the very large submarine battery."



Subir Chakraborty
MD & CEO



The Power of Partnerships

The strategic partnerships with global multinationals have enabled Exide to bring world-class energy storage solutions to its customers.

It has accelerated the development of new products and technology, clearly bringing together the synergies of partners' expertise and ensured long-term growth of the business.



"East Penn sincerely values its long term partnership with Exide, which has continued to build in strength over these years. The exchange of technical information between the two companies on advanced production engineering, product design and process technologies in the field of Lead-based Storage Batteries has resulted in enhancement of knowledge and improvement on quality and productivity. We look forward to sustaining and growing our partnership in the years to come."

Chris Pruitt

President & Chief Executive Officer
East Penn Manufacturing Co., USA



Brazil

Moura Batteries



USA

- East Penn Manufacturing
- Advance Battery Concepts



Japan

- Furukawa Battery Company
- Showa Denko K.K. (formerly Shinkobe Electric Machinery Co. Ltd.)



China

SVOLT Energy Technology Co. Ltd



Switzerland

Leclanché S.A

Building our Legacy

Exide® → **EXIDE**

Exide's brand story has been focused on one simple promise – The long-life battery.

This promise has evolved only to encompass multiple applications of Exide battery across different industries.

Our creative vision behind every marketing campaign is to understand our customers and communicate our brand story.



Champions of Exide



"Greatly privileged for a long association with Exide, an organisation with strong operating systems and transparent ethical business values."

Pradeep Bagchi

Past Employee -
Automotive Sales
and Marketing



"I have been a lifer at Exide because employee well-being is reflected in a number of sensitive policies that make this organisation unique in itself."

Krishna Kant Singh

Present Employee -
Manufacturing



"For over 30 years I have been a part of the trendsetting journey of Exide. What Exide thinks today, competition thinks tomorrow."

Ramswarup Gour

Shree Krishna Agency
Guwahati Automotive Dealer



"As an industrial customer of Exide we interact as much with their marketing team as much as we do with their R&D team thereby proving their commitment to innovate for our needs."

Schneider Electric

Bangalore Industrial
Customer



"A stronger production planning has ensured better proximity with customers and just in time supply has reduced our inventory holding costs."

Moon Power

Bangalore Industrial Dealer

A History of Firsts in India

1960



Plante Batteries

Introduced the Plante plate technology

1978



Polypropylene Batteries

Exide's polypropylene batteries are the one of its kind in India

1991



Submarine Batteries

Only Company to manufacture high capacity specialised batteries for all submarine applications

2000



Tubular Inverter Batteries

Exide's unique tubular batteries for inverters

2011



Idle-Start-Stop Batteries

Exide introduced Start-Stop technology in lead-acid batteries for OEMs

2017



Punched Grid Batteries

Initially commercialised by Exide

2018



Ultra Batteries

Exide introduced a state-of-the-art Partial State of Charge battery for industrial applications

2022



Enhanced Flooded Batteries (EFBs)

Enhanced flooded batteries were launched by Exide

2022



Ultra Auto Batteries

High-power ultra battery for hybrid cars to be introduced by Exide