



#### 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 result 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 achievement 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 new information, future events or otherwise.

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FROM SMALL EMERGENCY LIGHT BATTERIES TO HUGE SUBMARINE BATTERIES, ONE BRAND ENJOYS AN UNRIVALLED REPUTATION.

# **EXIDE**

AT EXIDE, **WE ARE THE LEADING POWERHOUSE** OF KNOWLEDGE **FOR LEAD ACID STORAGE BATTERY** INDUSTRY, **BECAUSE WE HAVE THE WIDEST SPECTRUM OF LEAD ACID BATTERY** PRODUCTS.

EXIDE IS THE ONLY BRAND THAT
OFFERS A BATTERY FOR EVERY TYPE
OF VEHICLE ON INDIAN ROADS. IT
IS THE PREFERRED BATTERY FOR
MOST INTERNATIONAL AUTOMOBILE
COMPANIES OPERATING IN INDIA.
WITH EXTENSIVE PRESENCE ACROSS
GEOGRAPHIES, EXIDE ENJOYS
TOP-OF-THE-MIND BRAND RECALL
AMONG ITS TARGET AUDIENCE.

NOW THE BIG PICTURE AT EXIDE IS ONE OF PARADIGM CHANGE.

WITH AN ENRICHED PORTFOLIO, CONSISTENT FOCUS ON INNOVATION, OPERATIONAL EFFICIENCIES, DISTRIBUTION NETWORK AND SERVICE DELIVERY, EXIDE IS SETTING NEW TRENDS FOR THE INDUSTRY. THE OBJECTIVE IS TO PROVIDE THE CUSTOMER WITH A DIFFERENTIATED EXPERIENCE AND REACH THE NEXT LEVEL OF BRAND VISIBILITY AND REPUTATION.

FY 2015-16 WAS A LANDMARK YEAR FOR US IN TERMS OF THE INITIATIVES THAT WE HAD UNDERTAKEN TO SET ASIDE THE STATUS QUO AND TRANSFORM.

DURING THE YEAR, WE INTRODUCED A DIVERSE RANGE OF PRODUCTS FOR EXISTING AND NEW MARKETS.

WE ADOPTED ADVANCED TECHNOLOGIES TO ENHANCE PRODUCTIVITY, EFFICIENCY AND INTEGRATION.

WE STRENGTHENED OUR R&D BACKBONE TO MAKE IT MORE RESPONSIVE TO MARKET DEMAND.

WE RESTRUCTURED OPERATIONS AND REVAMPED SERVICE TOUCH POINTS TO MAKE THEM MORE ALIGNED TO CUSTOMER ASPIRATIONS.

WE CONDUCTED EXTENSIVE TRAINING AND ENGAGEMENT INITIATIVES TO INITIATE A CHANGE IN THE THOUGHT PROCESS OF PEOPLE.

WE ARE BECOMING MORE AGILE TO DELIVER ON THE EXPECTATIONS OF CUSTOMERS AND ALL OTHER STAKEHOLDERS.

WE ARE REFRESHED, REALIGNED AND SETTING A NEW COURSE FOR THE FUTURE, BEYOND OLD PARADIGMS AND PERSPECTIVES.

### **Evolution on!**

Ever since inception,
Exide has evolved
through a consistent
focus on customer
aspirations, convenience,
dependability and trust.
The result is that we
are one of the leading
producers of lead-acid
storage batteries for both
automotive and industrial
applications worldwide.

For decades, our brand has been embraced by generations in India and globally, because we have always improved our product portfolio and reinforced our service network in response to changing times. We focus on innovation and technology upgradation to not just meet present needs; but to build batteries that will energise the future.

We integrate insights of customers and business partners in the way we think and act in order to sustain leadership in a dynamic industry scenario. Our brand recall is top-of-the-mind to the extent that it is generic to the category. That is both an honour and a responsibility for us to continue to evolve and deliver on the expectation of customers, shareholders, employees and society.

### **Our 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.

### **Our mission**

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

### **Our core values**

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

### **Quick Facts**

**DECADES OF INDUSTRY PRESENCE** 

No.1

STORAGE BATTERY **COMPANY IN INDIA**  **5,000**+

**EMPLOYEE STRENGTH** 

**35,000**+

TOTAL RETAIL NETWORK

**2.5Ah to** 20,000Ah

**BATTERY STORAGE RANGE** 

**100**+

**OEM PARTNERS** 

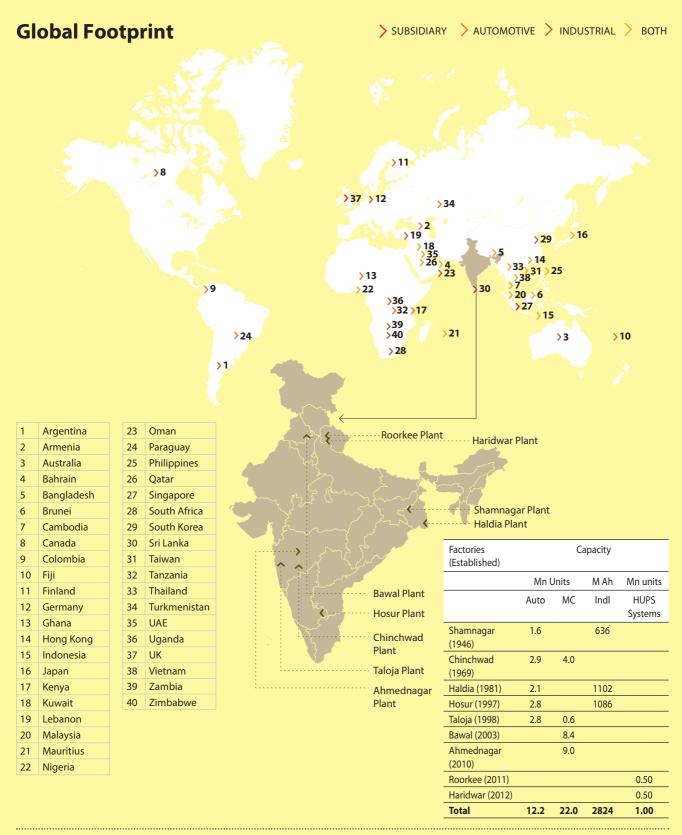
**COUNTRY PRESENCE** 

**REGIONAL OFFICES IN INDIA** 

SALES AND SERVICE OFFICES IN INDIA

### **Our Business Divisions**

#### **Lead Acid Storage Battery Industry Automotive Batteries Industrial Batteries Submarine Batteries** OEM Aftermarket Exports FMIB Infrastructure **Exports** Home UPS Online/Offline UPS Railways Telecom Solar Power **Projects** Traction Miners' Cap Lamp



#### **Manufacturing Capacities**

Exide's range and scale of manufacturing operations can be matched by very few companies in the world. We have nine factories spread across India. Together, they can produce around 34.2 million units of automobile batteries (including batteries for motorcycle applications) annually, and over 2,824 million ampere-hours of industrial power every year.

Our facilities are strategically located near high-growth markets. Moreover, our manufacturing assets are proximate to ports, resulting in significant savings in logistics cost; considering significant imports of capital goods and raw materials. We also have presence in exports.

#### **Equity Share Information**

- > Market Capitalisation (March 31, 2016): Rs.11,870 Crores
- > Proposed Final Dividend: Re.0.80 per share (Face value Re.1)
- > Promoters Holding: 45.99%
- > National Stock Exchange (NSE): **EXIDEIND**
- > Bombay Stock Exchange (BSE): 500086
- > The Calcutta Stock Exchange Limited (CSE): 15060 & 10015060

#### **Our Certifications**

Haldia (West Bengal)

Hosur (Tamil Nadu)



Shamnagar (West Bengal)

Taloja (Maharashtra)

Taloja, Submarine (Maharashtra)

Chinchwad (Maharashtra) Bawal (Haryana)

Ahmednagar (Maharashtra)



- ISO 9001 Quality management
- ▲ TS-16949 Quality management
- ISO 14001 Environment Management System
- OHSAS 18001 Occupational health and safety management

### **Extensive Applications**



#### **AUTOMOTIVE**

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



#### **OTHER AUTOMOTIVES**

- > Hybrid Vehicles
- > Generator Starting
- > Flat Plate GEL



#### **STANDBY**

- > Power & Infrastructural Projects
- > Telecom
- UPS
- Inverter
- > Miners' Cap Lamp



#### NON-CONVENTIONAL **ENERGY**

Solar



#### TWO WHEELERS

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



#### **MOTIVE POWER**

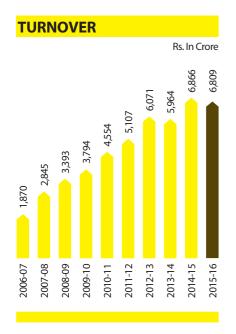
- > Traction
- > Electric Vehicles
- > Golf Cart
- > Submarine Type I, II, III

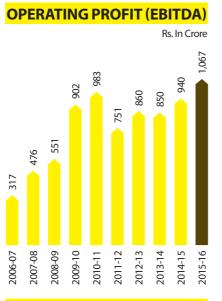


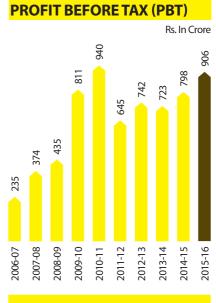
#### **RAILWAYS**

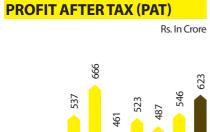
- > Train Lighting & Air-Conditioning
- > Electric Multiple Units
- > Diesel Loco Starters
- Signalling & Telecom

# **Key Performance Indicators**





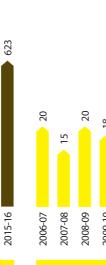


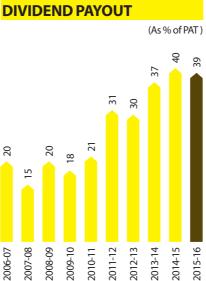


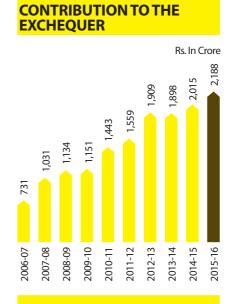
2012-13 2013-14 2014-15

2011-12

2010-11

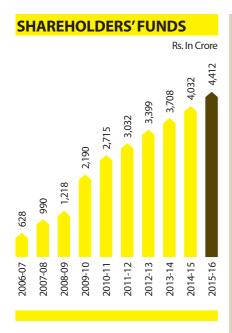






2008-09 2009-10

(Rs.)

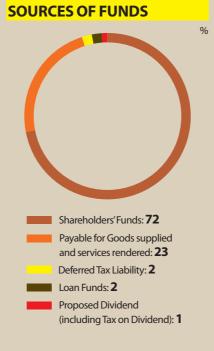


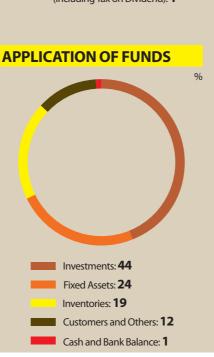
**EARNINGS PER SHARE** 

3.55 3.30

7.84

6.15





**PROFIT AFTER TAX** 14%

**EBITDA** 14%

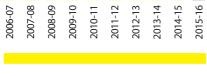
**EARNINGS PER** SHARE

14%

SHAREHOLDERS' **FUND** 

9%

Y-O-Y 🛇



# **Energising Lives**

#### **AUTOMOTIVE BATTERY RANGE**



Four-wheeler



Exide Matrix Exide Mileage Exide EEZY Exide Little Champ **Exide Xpress** Exide Jai Kisan Exide Jai Kisan Shakti



Three-wheeler



Exide E-Ride (E-Rickshaw battery) Exide Eko





Exide Xplore Exide Xtreme Exide Bikerz Exide Skutec



## **Batteries**



Exide Gel Magic Exide Invatall Exide Invamore **Exide Invasmart** Exide Invaplus Exide Instabrite



#### Genset **Battery**



Exide Genplus



# **Battery**



Exide Kiran



#### **Home UPS**



Exide Pure Sine Wave Exide XTATIC Exide ECO