

**2016-17**

ANNUAL REPORT  
EXIDE INDUSTRIES LIMITED

*do*

WHERE DYNAMISM MEETS OPTIMISM

# Inside

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#### 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.

#### Equity share information

- > Market Capitalisation  
(31st March, 2017): Rs. 19,040 Crore
- > Proposed dividend: Re. 0.80 per share (Face value Re. 1 per share)
- > Promoters holding: 45.99 %
- > National Stock Exchange (NSE): EXIDEIND
- > Bombay Stock Exchange (BSE): 500086
- > Calcutta Stock Exchange (CSE): 15060 & 10015060

### 11 % YoY

Revenue

### 11 % YoY

EBITDA

### 7 % YoY

Profit Before Tax

### 11 % YoY

Profit After Tax

### 11 % YoY

EPS

Y-o-Y: Growth in 2016-17 vis-a-vis 2015-16

A large, stylized red 'do' logo, where the 'd' and 'o' are connected and have a thick, rounded font style.

**is not a decorative**  
**WORDPLAY FOR US.**

IT IS THE OPERATIVE WORD, WHICH ENCAPSULATES THE DYNAMISM OF OUR BRAND, DRIVEN BY THE OPTIMISM IN THE MACRO ENVIRONMENT.

**FY2016-17**  
WAS THE YEAR OF  
ACTION AT EXIDE.



We expanded our capacity, engaged more with our customers through various digital platforms, and reinforced our R&D focus to build a pipeline of future-ready products. Not just that. We consistently upgraded our technology in collaboration with our global technology partners and elevated the service standards of our customers at Exide Care outlets and beyond.

We believe our talent squad must drive our organisation to a higher trajectory of growth. Our teams are consistently being trained through strategic and need-based interventions. We follow a holistic training approach and impart technical, behavioural and cross-functional training.

We are doing all this and more because we believe the opportunity landscape is widening globally, despite volatility.

At the intersection of dynamism and optimism stands our legacy brand growing from strength to strength.



# Building AN AGILE BRAND

## EXIDE POWERS THE ASPIRING NATION ON THE MOVE.

Exide Industries Limited (Exide) is India's largest manufacturer of lead acid storage batteries and power storage solutions provider. From small emergency light batteries to huge submarine batteries, our brand enjoys a nationwide respect and recall.

Our unwavering emphasis on innovation, extensive geographic reach, strong relationship with distinguished customers and consistent technology upgradations has enabled us to stay ahead of the curve.

Our nine factories are strategically located all over India, of which seven factories are dedicated to batteries and

the other two factories manufacture Home UPS systems. We are the only company with multi-locational manufacturing units spread across the country and equipped with advanced technology.

We manufacture a wide range of batteries for the automotive, power, telecom, infrastructure projects, computer industries, railways, mining, renewable energy and defence sectors, among others. We offer a comprehensive solution in areas of equipment selection, battery sizing, optimum room layout, installation, operation and maintenance. Our distribution network and service

spectrum are continuously monitored and kept contemporary in line with changing market dynamics.

We consistently remain at the forefront of international battery technology with the help of our collaborators – Shin Kobe and Furukawa of Japan, Zhejiang Chaowei Chuangyuan Shiya of China, East Penn of the US and its subsidiary company Ecoult of Australia. We have introduced various best-in-class products and power storage solutions for domestic and global markets.

### 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 aspiration 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

# 70+

Years of rich experience

# 35,000+

Total outlets across the country

# 220+

Sales and service offices across India

# NO. 1

Leadership position

# 45+

Country presence

# 39.9 mn units

Automotive and MC battery capacity annually

# 2.5 Ah to 20,200 Ah

Battery storage range

# 5,000+

Team strength

# 3,336 mn Ah

Industrial battery capacity

## Widespread Applications



### 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 & Air Conditioning
- > Electric Multiple Units
- > Diesel Loco Starters
- > Signaling & Telecom



### Non Conventional Energy

- > Solar

# Global Presence

## AND MANUFACTURING BASE

WE HAVE CREATED SIGNIFICANT DOMESTIC, AS WELL AS GLOBAL PRESENCE THROUGH OUR STRATEGICALLY PLACED DISTRIBUTION NETWORK.

### Global Footprint

1	Argentina
2	Armenia
3	Australia
4	Bahrain
5	Bangladesh
6	Brunei
7	Cambodia
8	Canada
9	Colombia
10	Germany
11	Hong Kong
12	Indonesia

13	Japan
14	Kenya
15	Kuwait
16	Malaysia
17	Mauritius
18	Nigeria
19	Oman
20	Paraguay
21	Philippines
22	Qatar
23	Singapore
24	South Africa

25	South Korea
26	Sri Lanka
27	Tanzania
28	Thailand
29	Turkmenistan
30	UAE
31	Uganda
32	UK
33	Vietnam
34	Zambia
35	Zimbabwe
36	Afghanistan

37	Chile
38	Greece
39	Italy
40	Norway
41	Poland
42	Spain
43	Yemen
44	Malawi
45	Senegal
46	Ecuador
47	Liberia
48	Mozambique



Map not to scale

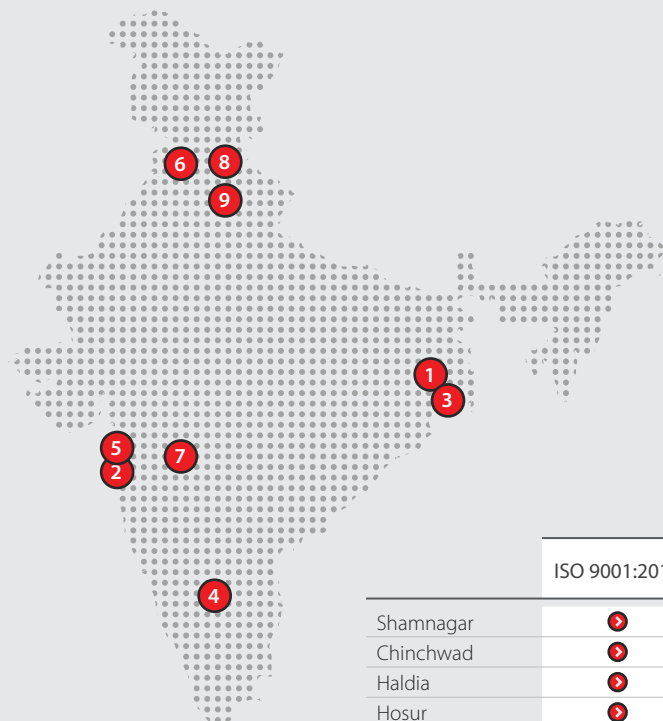
## Capital Expenditure Outlay

During FY 2015-16, we had chalked out a cumulative Rs. 1,400 crore investment plan to introduce high performance and more durable automotive batteries in India.

In furtherance to the plan, in the first phase, we commenced our new state-of-the-art Haldia plant with an investment of Rs. 700 crore in FY 2016-17. This new Haldia plant manufactures next-gen automotive batteries using new punched grid technology. Gradually, few of our manufacturing units will also produce the same kind of batteries.

The balance Rs. 700 crore will be distributed among the rest of the manufacturing plants during FY 2017-18. We will be introducing robotics technology to meet global standards.

## Manufacturing Capacities

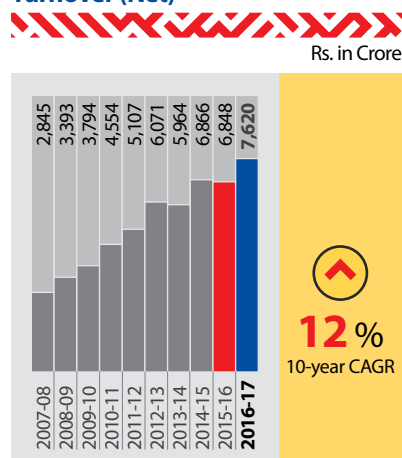


	ISO 9001:2015	ISO 14001: 2015	TS 16949:2009	OHSAS 18001:2007
Shamnagar	➤	➤	➤	➤
Chinchwad	➤	➤	➤	➤
Haldia	➤	➤	➤	➤
Hosur	➤	➤	➤	➤
Taloja	➤	➤	➤	➤
Bawal	➤	➤	➤	➤
Ahmednagar	➤	➤	➤	➤
Roorkee	➤	➤	Not Applicable	➤
Haridwar	➤	➤	Not Applicable	➤

# Key Performance INDICATORS

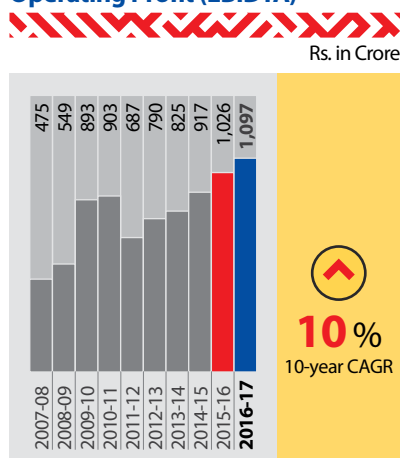
WE ARE TRANSFORMING AT A RAPID PACE TO REMAIN PROFITABLE AND REWARD OUR SHAREHOLDERS FOR HAVING REPOSED THEIR PRECIOUS TRUST IN OUR CAPABILITIES AND VISION.

## Turnover (Net)



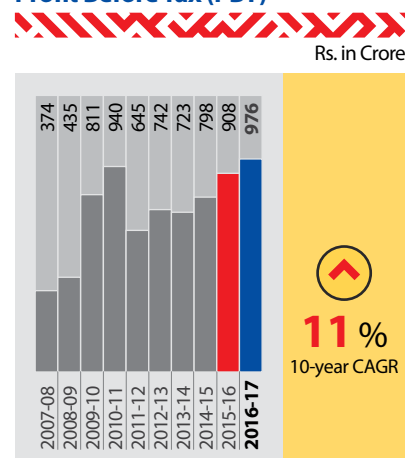
Turnover increased on account of proactive product launch, enhanced market penetration and widening footprint.

## Operating Profit (EBIDTA)



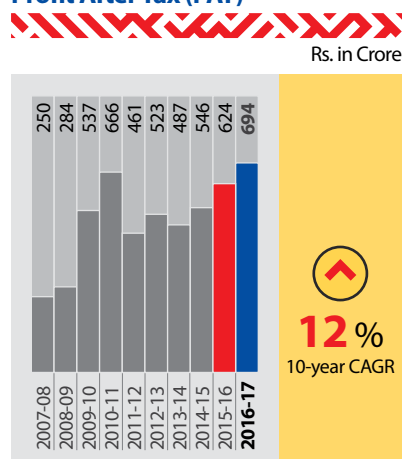
Operating profit grew as a result of multiple cost optimisation measures across all our manufacturing facilities.

## Profit Before Tax (PBT)



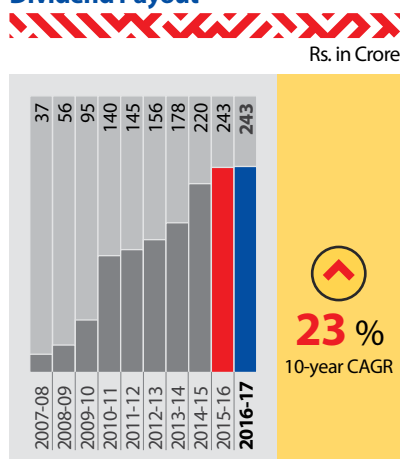
Our focus on growing revenues and moderating costs, resulted in profitable growth.

## Profit After Tax (PAT)



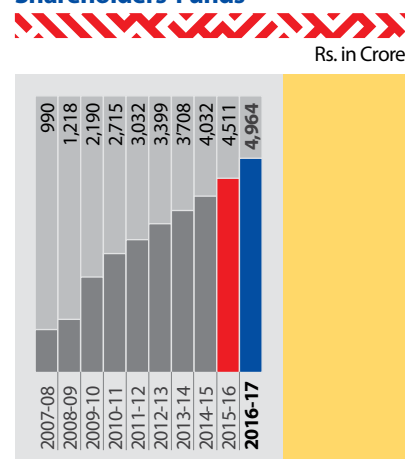
Continuous growth in PAT resulted in sustained return to stakeholders.

## Dividend Payout



We are paying dividends to shareholders in a consistent manner.

## Shareholders' Funds

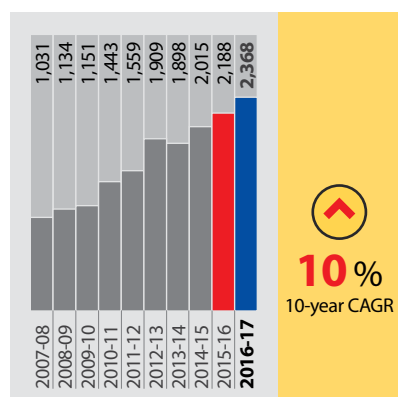


We have focused on the sustainable growth of our shareholders' fund.



## Contribution to the Exchequer

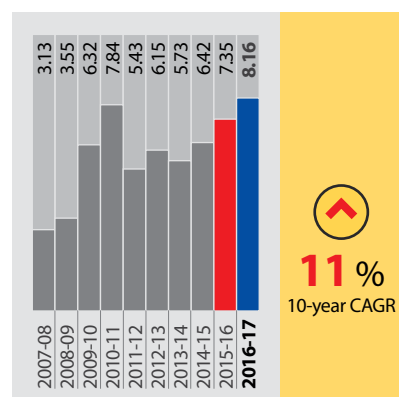
Rs. in Crore



We have been a responsible and consistent contributor to the exchequer.

## Earnings Per Share

Rs.

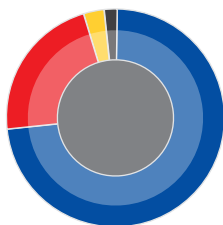


Our focus on growing shareholder value was reinforced through an undiluted equity and rising net profits.



## Sources of Funds

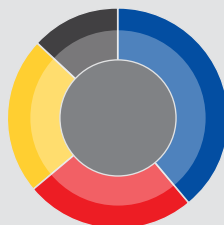
%



- 73** ■ Shareholders' Funds
- 22** ■ Payable for goods supplied & services rendered
- 03** ■ Borrowings
- 02** ■ Deferred Tax Liability

## Application of Funds

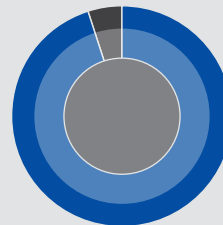
%



- 39** ■ Investments
- 25** ■ Fixed Assets
- 23** ■ Inventories
- 13** ■ Customers and Others

## Revenue Mix (geography-wise)

%



- 95** ■ Domestic
- 05** ■ Export

# Our Business

## DIVISIONS

WE ENJOY WELL ENTRENCHED RELATIONSHIPS WITH INDUSTRY LEADERS ACROSS AUTOMOTIVE AND INDUSTRIAL SEGMENTS.

- › **The largest lead acid storage battery manufacturer in India**
- › **Strong relationship with customers and partners**
- › **Focus on innovation and consistent product launches**
- › **Extensive sales and distribution network and quality customer service**
- › **State-of-the-art manufacturing facilities at diversified locations**

## AUTOMOTIVE

### Division



Exide is a leading name in the automotive batteries market, supplying batteries to most cars, two-wheelers, three-wheelers and e-rickshaws in India. We primarily sell automotive batteries in the domestic market under brand names, such as Exide and SF Sonic, among many others. Our export brands include Exide, SF Sonic, Index, Dynex and CEIL. We enjoy significant market share in the automotive OEM and organised retail space.

#### **MILESTONES, 2016-17**

- › Initiated installation of Point of Sale (POS) machines across all our dealer centres in step with our national agenda of a cashless economy

