

May 24, 2023

National Stock Exchange of India Limited
Listing Compliance Department
“Exchange Plaza”
Bandra – Kurla Complex
Bandra East, Mumbai – 400 051
NSE Symbol: AMARAJABAT

BSE Limited
Corporate Relations Department
Phiroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai – 400 001
BSE SCRIP CODE: 500008

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Investor Presentation

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation for Q4 FY23.

This is for your information and record.

Thanking you

For Amara Raja Batteries Limited

Vikas Sabharwal
Company Secretary

Encl: a/a



Amara Raja Batteries Limited

Q4 & FY 23

Earnings Presentation



This document contains statements that are not historical facts and are forward looking statements. These forward looking statements inter-alia include our financial and growth projections as well as statements concerning our plans, strategies, intentions and beliefs concerning our business and the markets in which we operate.

We have based these forward-looking statements on our current expectations and projections about future events. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual result to differ materially. Such factors include, but are not limited to, changes in general economic conditions, our ability to successfully implement our strategy, the market acceptance of and demand for our products, our growth and expansion, technological change and our exposure to market risks.


By their nature, these expectations and projections are only estimates and could be materially different from actual results in the future. This communication is not an offer to sell or the solicitation of an offer to buy securities.





Our Core Purpose

To transform our increasing spheres of influence and to improve the quality of life by building institutions that provide better access to better opportunities, goods and services to more people. . . all the time.



The Amara Raja Way

INNOVATION

Innovation to us is proactively rebelling for better ways of doing things leading to newer possibilities.

Element

Space

Mind State

Synthesising



THE AMARA RAJA WAY...[®]

EXCELLENCE

Excellence to us is continually enhancing our performance to consistently produce outstanding results with lasting impact.

Element

Wind

Mind State

Disciplined

ENTREPRENEURSHIP

Entrepreneurship to us is leading with courage and conviction to convert gaps into opportunities, create wealth and contribute to growth.

Element

Fire

Mind State

Creative

EXPERIENCES

Experiences to us is what we create for our stakeholders which make them feel part of something special, leading to endearing relationships.

Element

Water

Mind State

Spiritual

RESPONSIBILITY

Responsibility to us is the total ownership of our thoughts and actions in every situation to achieve maximum common good in the best interest of Environment, Society, Customer, Supplier, Employee and Share holders.

Element

Earth

Mind State

Respectful & Ethical



Journey So far



- ARPSL the 1st company of the group was incorporated
- ARBL was incorporated
- Technology agreement with GNB Batteries Inc

- ARBL introduces VRLA technology in India
- ARBL goes public
- ARBL launched VRLA batteries in Indian Railways for rolling stock application

- ARBL received ISO certification
- ARBL diversified into automotive batteries and signed a JV with Johnson Controls Inc.
- ARBL received QS-9000 certification
- Supply of 1st batch of automotive batteries to Ford India Pvt. Ltd.

- AMARON brand automotive batteries launched
- Quanta Branded UPS Batteries launched
- Amaron Hi-way and Amaron Harvest Batteries launched
- Amaron PRO, Amaron GO, Amaron FRESH and Amaron SHIELD batteries launched

- PowerZone Brand launched
- ARBL launched 2 Wheeler battery plant
- Amaron Black, Flo brands launched
- Amaron Probike Rider, the first AGM battery for 2W was launched.

- New Amaron Logo unveiled
- Amaron Sleek and Amaron Volt brands for industrial applications launched
- World's largest MVRLA Battery plant launched in Chittoor

- 2nd automotive battery plant inaugurated
- Amaron received Super brands status from Super brands council
- ARBL inaugurated Tubular battery plant
- Amaron Brute brand launched

- Subsidiary AMARA RAJA ADVANCED CELL TECHNOLOGIES started in 2022. Enters into MOU with Govt of Telangana for setting up of a 16 Gwh Gigafactory and advanced innovation hub.

1985

1990

1995

2000

2005

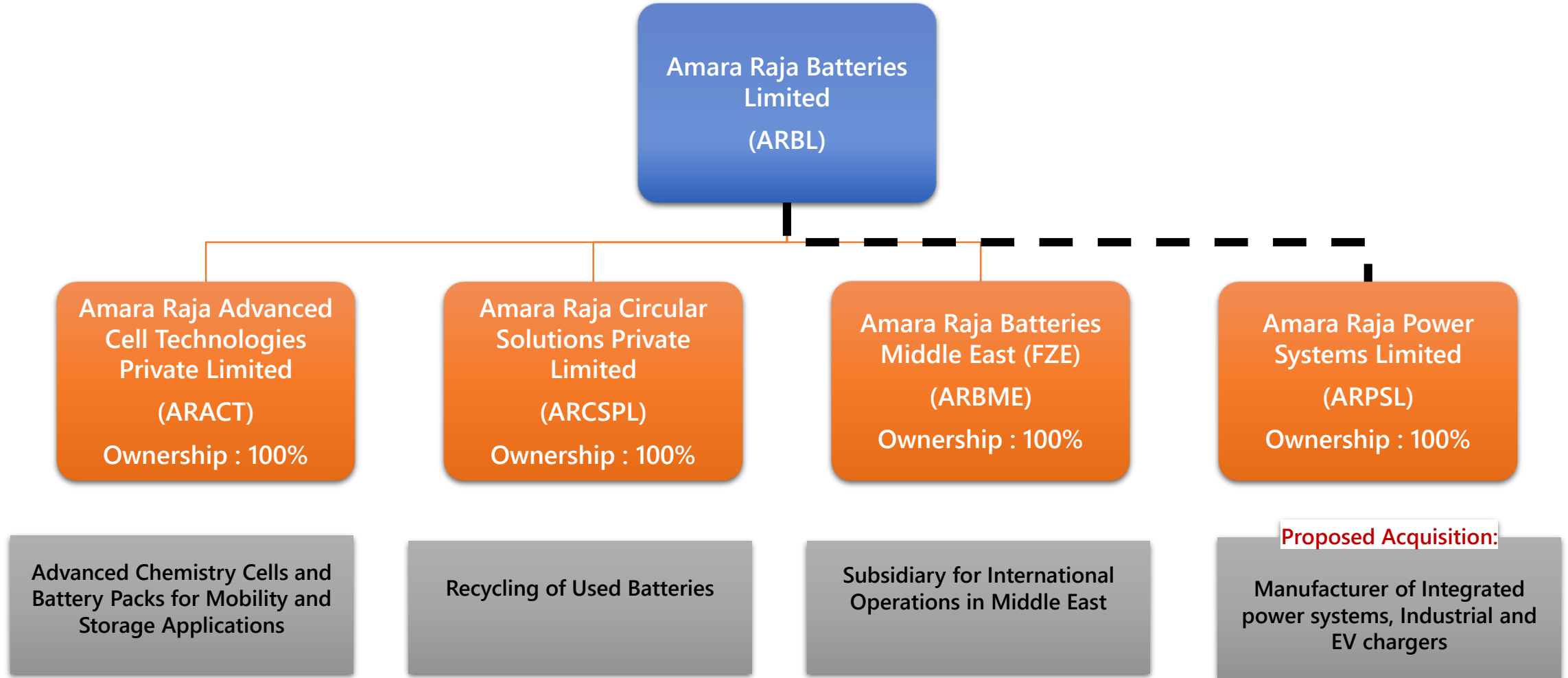
2010

2015

2020



Structure

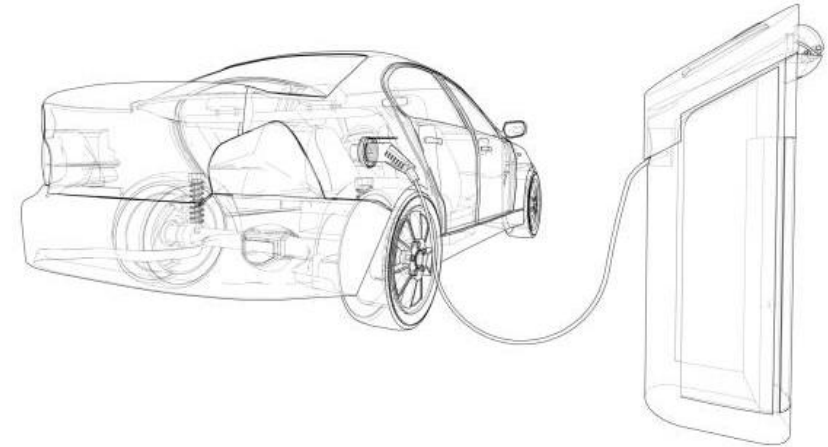


Focus on lead acid batteries (LAB) value maximisation and transition to new age technologies.



LEAD ACID BATTERIES (LAB)

- Focus on Improving Efficiencies by leveraging improved process/Product Technologies
- International Expansion



NEW ENERGY & MOBILITY

- Li Cell and Pack Manufacturing
- EV Charging Products
- Energy Storage Solutions



Amara Raja Batteries Limited : Lead Acid Battery Business

ARBL

- ❖ 7 Battery Manufacturing Plants in two locations
- ❖ Largest Private Sector Employer in AP
- ❖ Strong work force with average age of 29 years

AUTOMOTIVE

- ❖ Leading Automotive Battery Brand
- ❖ Largest Exporter of 4W Batteries in India
- ❖ First AGM battery manufacturer for 2W

INDUSTRIAL

- ❖ First VRLA Battery Manufacturer in India
- ❖ Market Leader in Telecom.
- ❖ Largest Integrated Facility for MVRLA Batteries.
- ❖ Pioneered Battery Solutions for Indian Railways.

CURRENT CAPACITIES

4W Batteries

- Annualised Capacity: 19 Mn Nos

2W Batteries

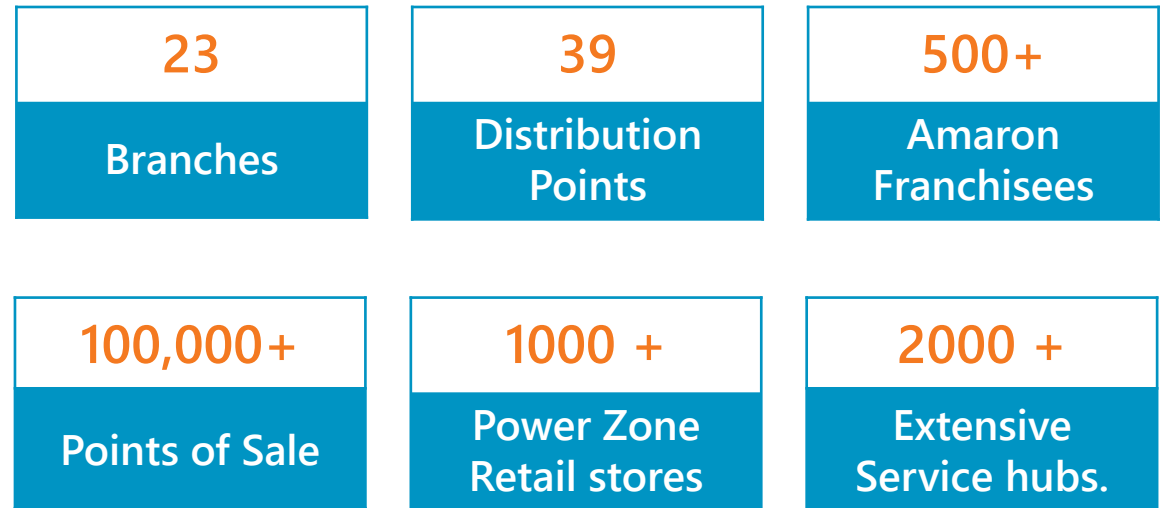
- Annualised Capacity: 30 Mn Nos

Industrial Batteries

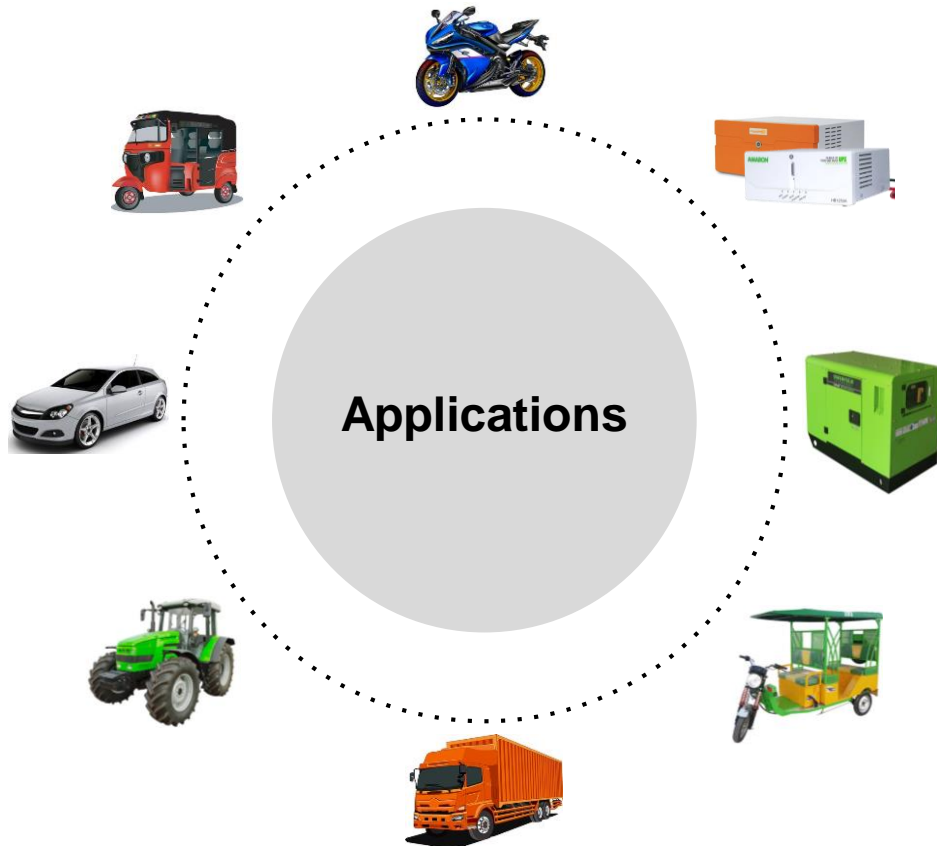
- Annualised Capacity: 2.3 Bn Ah



SALES & DISTRIBUTION NETWORK - INDIA



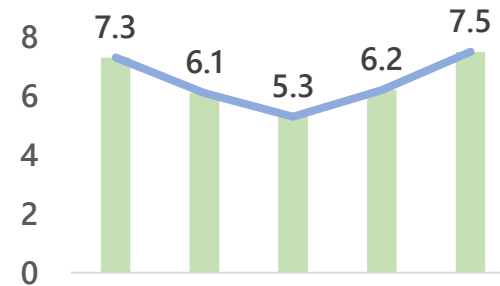
Brands, Applications



Business Outlook

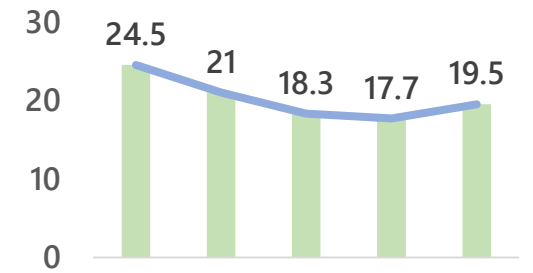
- Demand for fuel efficient vehicles, meeting stringent regulatory norms, is increasing
- Increased use of ISS, EFB, AGM technologies will result in increased share of organized brands
- Auxiliary batteries for electric vehicle to enhance demand

India 4W Production Trend (Mn nos)



FY 19 FY 20 FY 21 FY 22 FY 23

India 2W Production Trend (Mn Nos)



FY 19 FY 20 FY 21 FY 22 FY 23

- 4W volumes in FY 23 back to pre-covid levels
- In 4Ws, healthy vehicle parc of over 70Mn vehicles to sustain the growth

- Uptick in 2W volumes in FY 23
- In 2W, healthy vehicle parc of over 200Mn vehicles to sustain the growth



Major Accomplishments

Market Gains



MS gain in 4 Wheeler aftermarket

MS gain in 2 Wheeler aftermarket

Customer Connect

- Amaron eCommerce enabled Website
- Launched 
- 100,000+ touch points/ retail presence

Brand Identity

- Launch of The brand mascot
- "The RONS" 
- Significant investment in brand building

Planned Initiatives

Going Digital

Hyperlocal Activity

Digital Warranty

Geographic targeting campaigns

New Products

Introducing New Products with channel and brand synergy

New Brands

New brands to explore different consumer segment



Automotive growing footprint

- 12% of Total Revenue from Exports
- Last 5 years Revenue CAGR of 14%

NAMR BRP : 84M

Europe BRP : 56M

CIS BRP : 23M

APAC BRP : 30M



Grow to
80+
countries
by FY28

Presence in
50
countries



SAMR BRP : 61M

MEA BRP : 47M

 Current ARBL presence
 Expansion plan

Industrial Batteries: Double digit growth in FY 23



- Strong growth due to **5G rollout** & related network Augmentation.
- ARBL continues to have dominant market share.

- Demand for industrial UPS batteries continues to be robust.
- ARBL meets more than half of the lead acid battery requirement in **Data Centres.**

- Focus on emerging **BESS market** in Commercial and Industrial Segments

- Developing Lithium Solutions for Telecom, Data Centre, BESS and other applications in Industrial segment to get future ready
- Expanding to Newer Geographies /Markets





Automotive

Drive Efficiencies

Cost Efficiencies with ASG/MSG technologies.

Deepen the market presence

Leverage the channel network for distributing other allied products



International

Expand the presence

Expand presence to Europe and American Markets

Deepen presence in SE Asia, West Asia and African Markets

Global manufacturing foot print to avoid tariff barriers



Industrial

Energy Solutions

Hold the current Market shares in Telecom and UPS

Build Capabilities for Battery Energy solutions by offering Chemistry Agnostic Solutions



Initiatives for Growth / Value Maximization

Advanced Products

- AGM batteries for ICE & Micro Hybrids
- Auxiliary batteries (AGM) for EV's
- Nest Gen UPS and High Wattage Batteries
- Batteries with Eco friendly FR components

Process Technology

- Complete migration to Stamped Grid range : Cost savings
- Stamped Grid technology for higher wattage to result in superior product performance for UPS,ESS and Telecom
- Advanced and efficient manufacturing process for AGM and Flooded Products

Digital & Efficiency

- Digitizing of service and distribution operations
- Further Reduction in Warranty Replacements

Recycling & Sustainability

- Recycling of Batteries through best process Technology
- Increase Usage of Renewable power (Current Capacity of 65 Mw)





New Energy Business






...New Growth Engine



Market Potential and Market Fit : Indian Market ~ 150 Gwh

Market Fit

Market Potential by FY 30

Pouch		-----
Prismatic		
Cylindrical		
	NMC	LFP

Application	Potential in GwH
LEV	45 to 50
PV	50 to 55
CV	15 to 25
Storage	20 to 30
Total	130 to 160

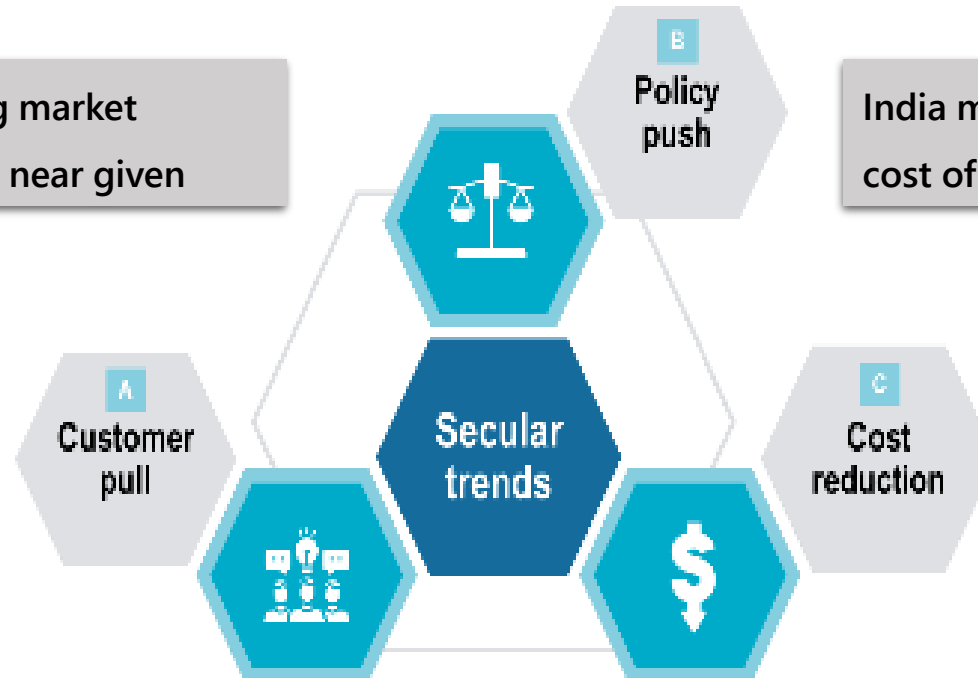


Underlying Demand Drivers



High customer pull for EVs ensuring market expansion in specific segments as a near given

B
Policy push

India manufacturing subsidies ensure that the delivered cost of the final product is efficient and competitive

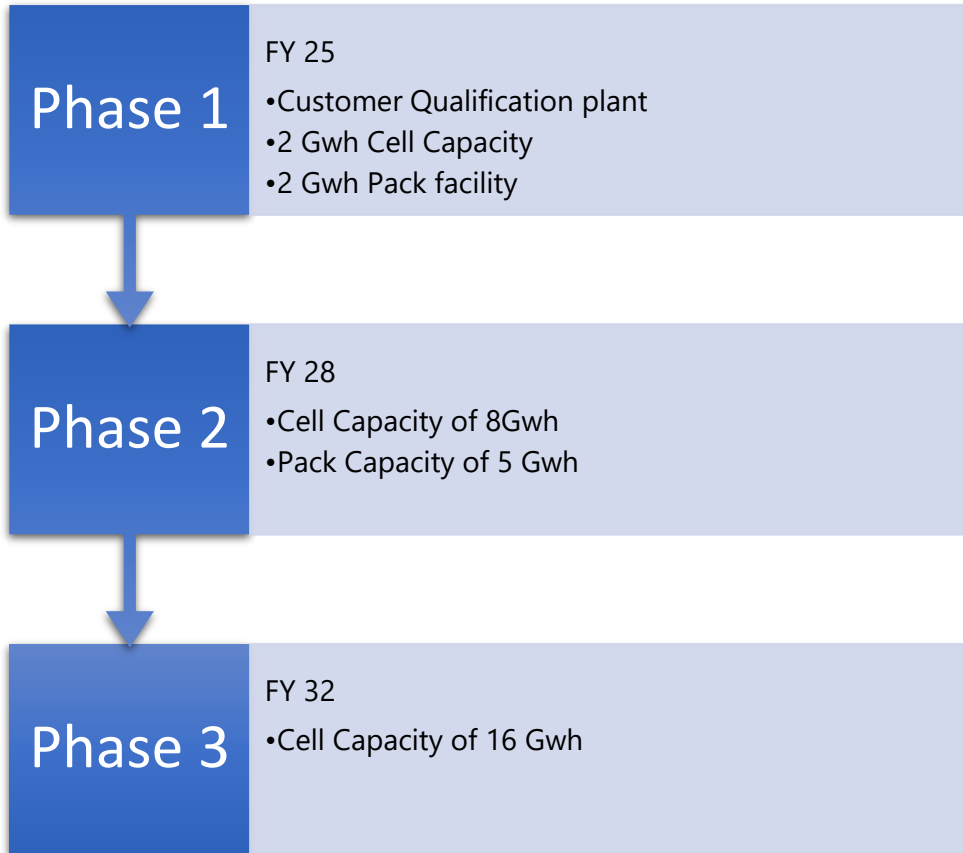


EV Chargers

	Off Board Charger	AC Charger	DC Fast Charger	12Channel Battery Swapping Station
				
Input supply	150 to 280VAC	230VAC/415VAC	415VAC	415VAC
Output	48-59VDC	230VAC/415VAC	200-1000 V DC	42-58VDC
Range	500W to 3000W	3 KW to 22KW	30 KW to 300KW	Max. Power of 20KW
Conversion details	AC to DC Conversion	No Power Conversion	AC to DC Conversion	12 Nos of 1.9kWH Batteries
Application	Off Board Charger supplies DC power to E-2Wheelers & 3 Wheelers	Supplies controlled AC power supply to the On Board Charger for E-4 Wheelers	DC Fast Charging of E-4 Wheelers	To Charge E- 2/3 Wheeler batteries of 1.9kWHr Swappable Batteries



Giga Corridor Roadmap: Divitipally in Telangana



Key Strategic Building Blocks



Technology

- Build in-house competency in cell technology development
- Build strategic technology partnerships.
- Establish *Advanced Energy Research and Innovation Centre* in Hyderabad
- Create best-in-class product portfolio for both EV and ESS



Customers (Cells, Packs and Chargers)

- Leverage Customer Relationships and collaborate to create custom built products for Mobility and Stationary storage segments.
- Current Customers: Piaggio, Mahindra, Omega SEKI, Greaves Mobility, Tork motors and Baxy mobility, etc..



SCM

- Work with Strategic Vendors for Capital Equipment and Critical Raw Materials
- Support initiatives for strengthening domestic Supply Chain



Talent

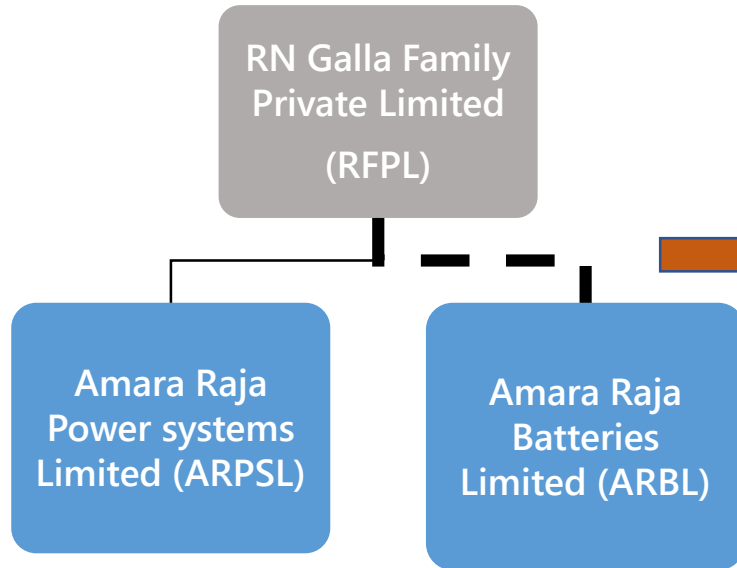
- Recruitment and on boarding of subject matter experts
- Build Deep Tech Expertise in Technology, Supply Chain and Operations
- To Promote Diversity & Inclusion
- Conscious initiatives on hiring of diverse gender
- Affirmative action efforts
- Rural & Urban Mix



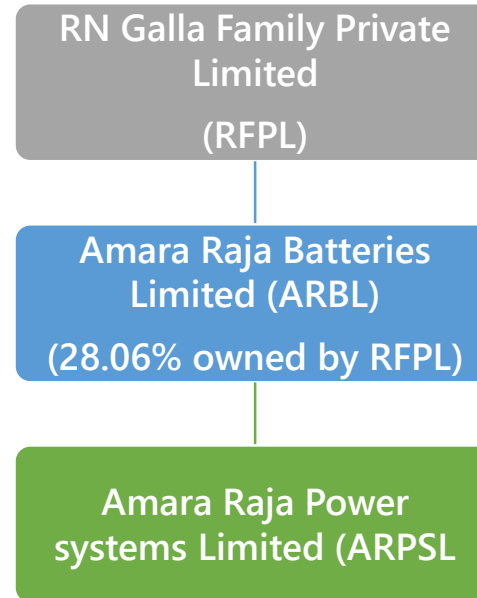
Acquisition of Amara Raja Power Systems Limited

ARBL to acquire 100% of shares of ARPSL from RFPL

Pre-Transaction Structure



Post-Transaction Structure



ARPSL: Financial Highlights

Rs in Cr

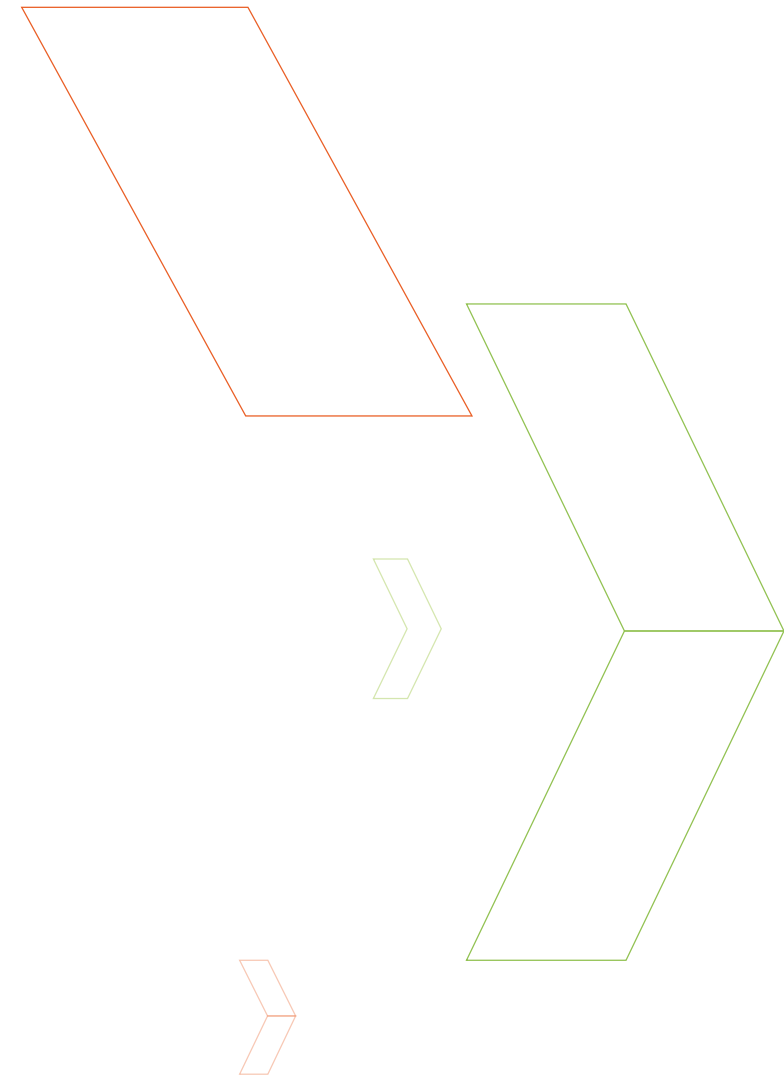
	FY 22	FY 23
Revenue	131	184
EBITDA	13	20
EBITDA %	10%	11%

ARPSL is involved in the manufacture of

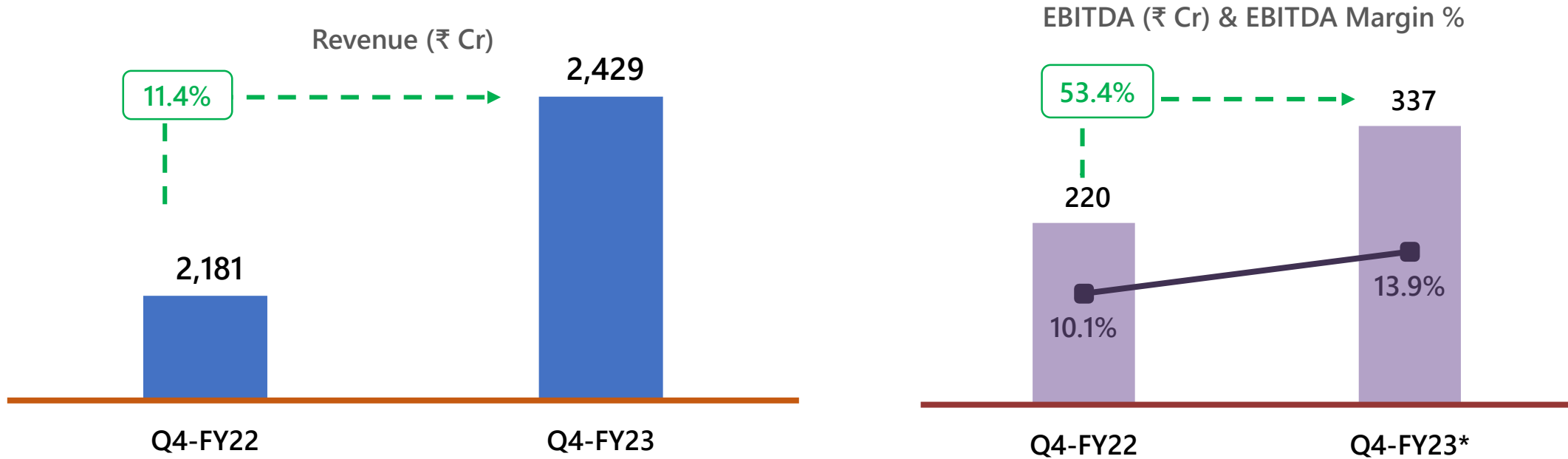
- Industrial Chargers and Integrated Power Systems for Indian Railways
- EV chargers for 2W/3W applications and is developing products for other EV applications



Financial Highlights



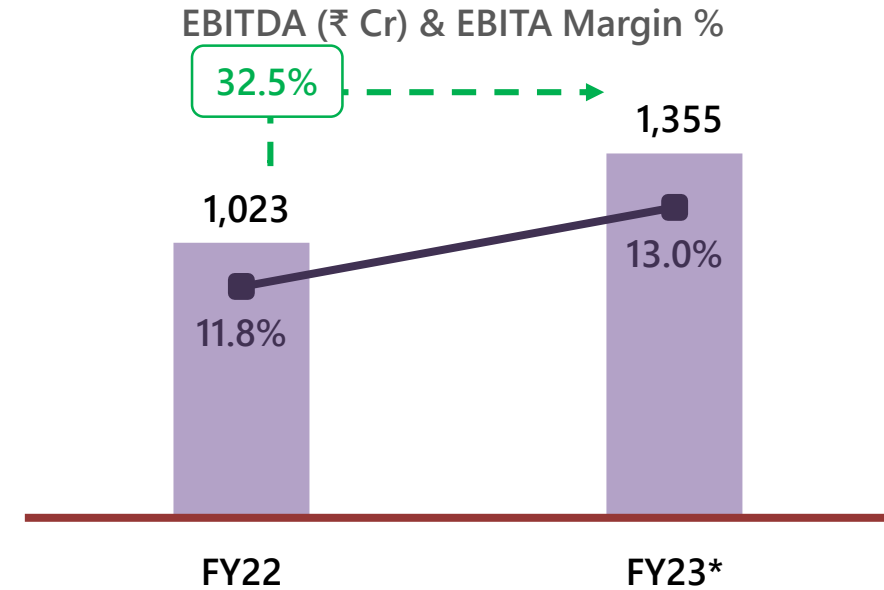
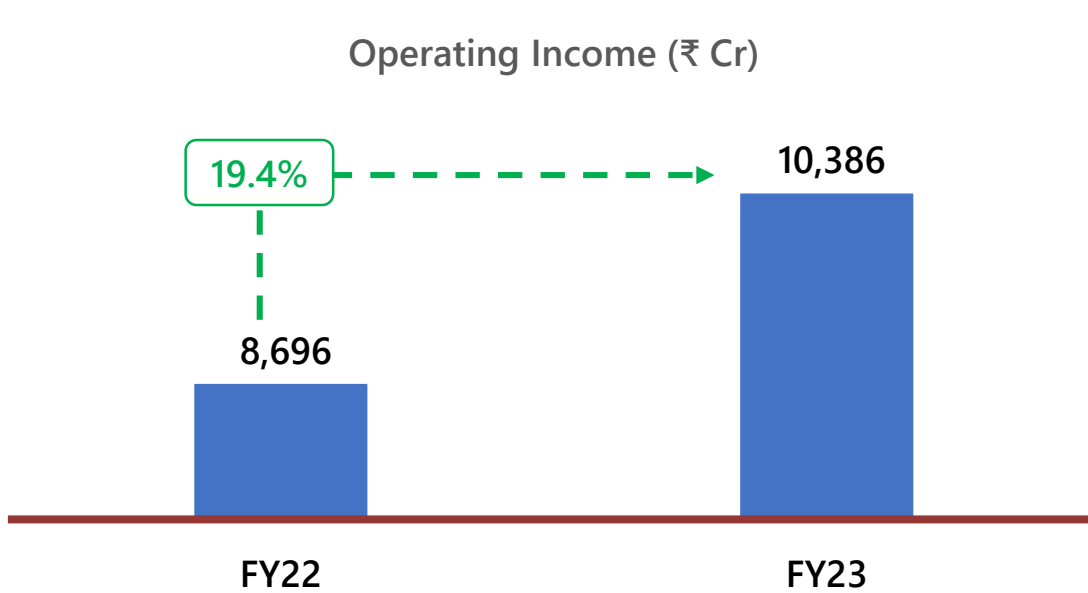
Q4 FY23 Standalone Financial Highlights



- Over all Automotive Volume growth of 10% to 13% except for tubular Batteries.
- Industrial Battery volume grew around 6% to 7%
- Revenue from EV chargers and Lithium Battery Packs grew by 5 times.
- Margin improvement due to Better operational Efficiencies and Higher Realization.



FY23 Financial Highlights

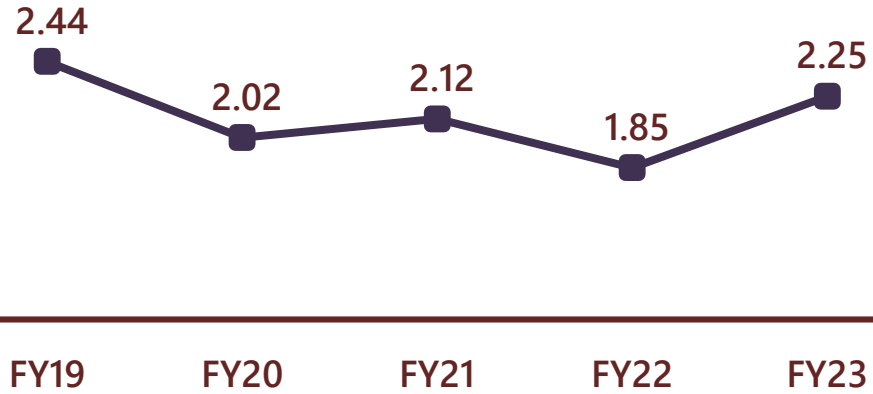


- Strong Volume Growth in Automotive Batteries around 13% and Industrial Batteries is around 12% while the Home UPS battery volume was stable compared to the previous year
- Revenue from EV chargers and Lithium Battery Packs grew by 3.5 times.
- Margin improvement due to lower input costs and higher realization.

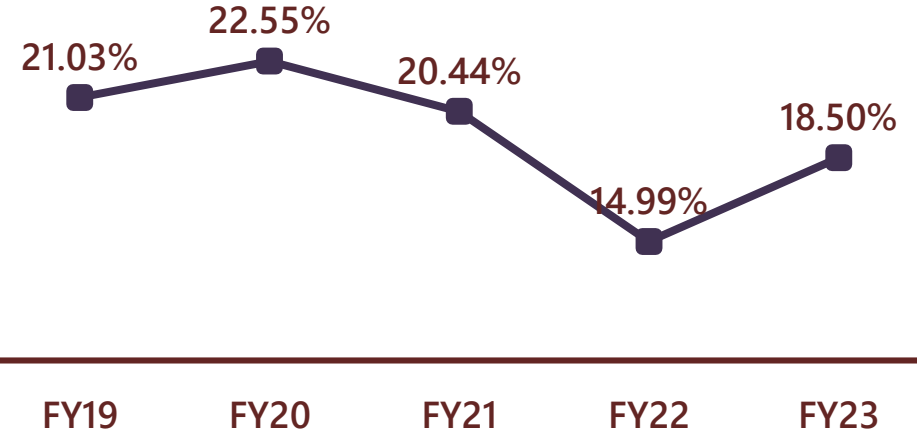


Key Financial Ratios

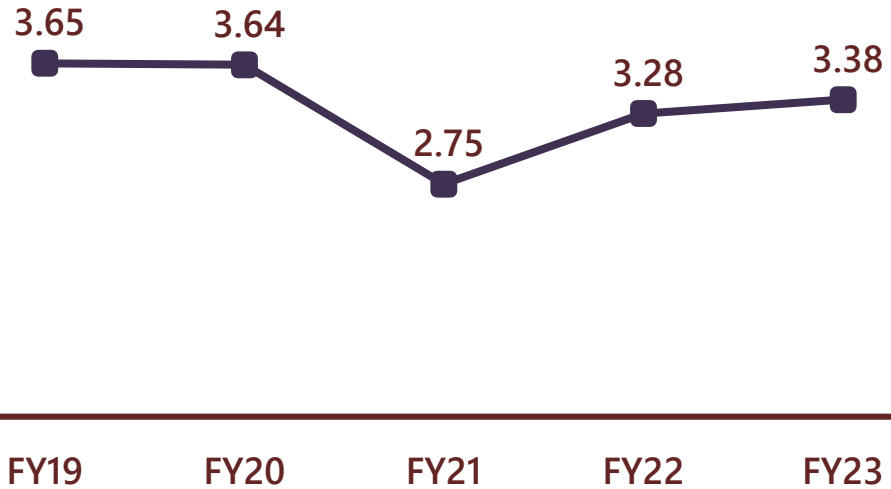
Current Ratio



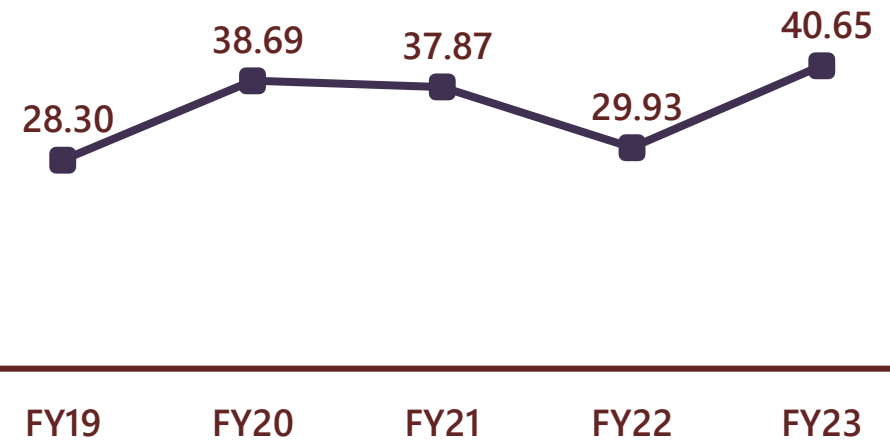
ROCE



Asset Turnover Ratio



EPS



Amara Raja Skill Development Centre (ARSDC)



- Mission - **Skilling Rural India To 'Make In India'**
- Objective to provide systematic technical & non-technical **training to people** from rural India
- A **free of cost** 18-month course including food and accommodation for all the students
- Spread over **5 acres** of land
- Capacity for **800 students** per year



Village Development



● Developed 2 Villages: Diguvmagham | Petamitta Village

● Drinking Water | Roads | Complete Electrification

● Primary Health Care | School | College

● Skill Development Centre | Bank | Telephone Exchange

● Recreational Park | Library | Women Employment



Environmental Initiatives

Social Forestry

- 222 acres of barren hillock Adopted for greenery development
- 30 acres purchased and donated to Government
- 70,000 + saplings planted
- 40 Tribal families employed
- Protected by all-around fence
- Plant varieties (Jamun, Neem, Amla and other medicinal plants)



Water Resources for Farming

- 23 Check dams for water conservation
- De-silting of 3 water bodies
- Supply channels to harvest rain water
- Benefits 12 panchayats, covering 60 villages



Leader Quotes



Dr. Ramachandra Galla
(Visionary, Founder Chairman)

“ To be an entrepreneur is to be a social worker.”



Jayadev Galla
(Chairman and Managing Director)

“ Gotta be a better way reflects our attitude of constantly looking for better ways to do things.”





THANK YOU

