



EXIDE
#DriveTheNext

CORPORATE PRESENTATION

25.05.2018

A Journey Through Time...



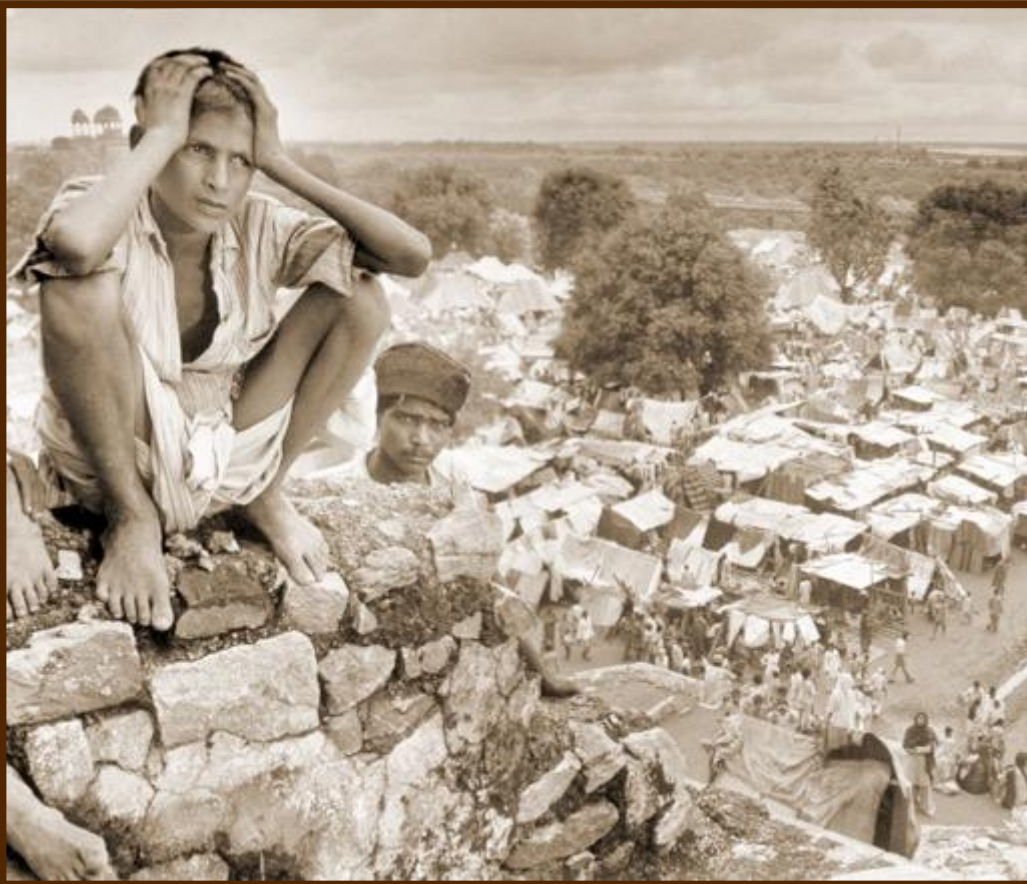
I came to India in 1916...



I have seen two World Wars...



I saw my country get partitioned...



I start motorcycles...



...And power submarines



I light up homes...



...And protect nuclear
power plants



I drive mining locos four kilometres
inside the earth...



...And harness solar energy in the Himalayas at 15,000 feet



I store power across five continents...



I have fifteen crore users
at any point of time...



I have been a market leader every
year for more than **100** years...



I have made profits every year
for more than **100** years...



I have paid dividends every year
for more than **100** years

I sell one product every second



I only compete with time

I am ageless



I am timeless

Who am I?



I am **EXIDE**

CELEBRATING

- ❖ 100 YEARS OF INNOVATION
- ❖ 100 YEARS OF ASPIRATION
- ❖ 100 YEARS OF DREAMS

FOR

UNINTERRUPTED MARKET LEADERSHIP



MARKET CAP GROWTH OVER TWO YEARS



2017 – The Year Of Reckoning

Brand Rank

❖ Automobile Related Super Category

1

EXIDE

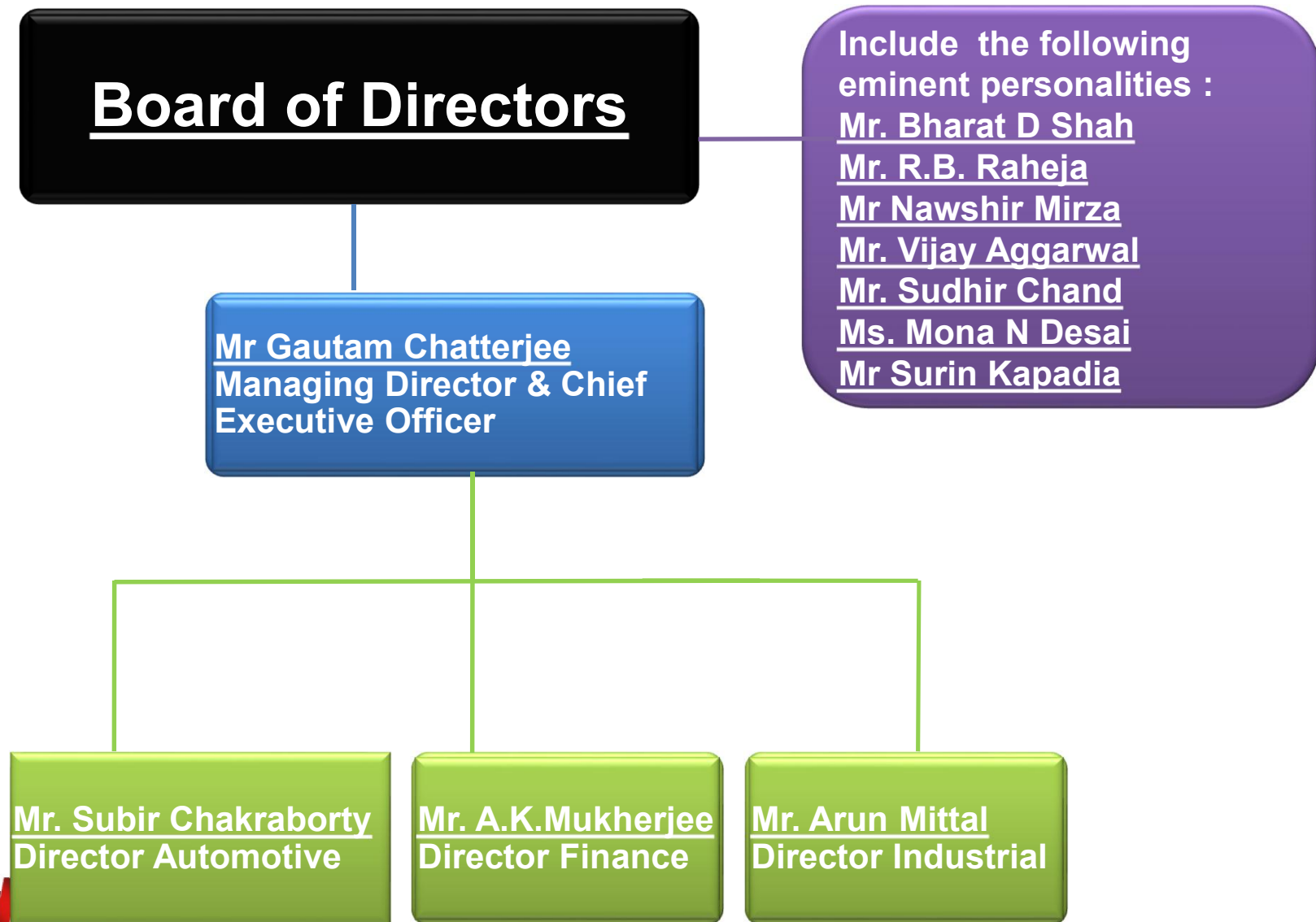
- | | |
|------|---------|
| # 2 | MRF |
| # 3 | BOSCH |
| # 4 | APOLLO |
| # 5 | CEAT |
| # 6 | CASTROL |
| # 11 | SERVO |

ABOUT US



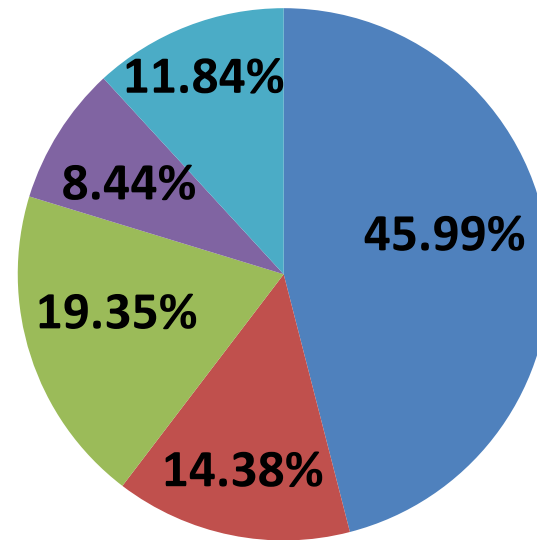
- Independent company headquartered in Kolkata , India
- Products – Lead Acid Storage Batteries (2.5Ah to 20,000Ah) & Inverters
- One of the leading producers of lead-acid storage batteries for both automotive and industrial applications globally.

ORGANISATIONAL STRUCTURE

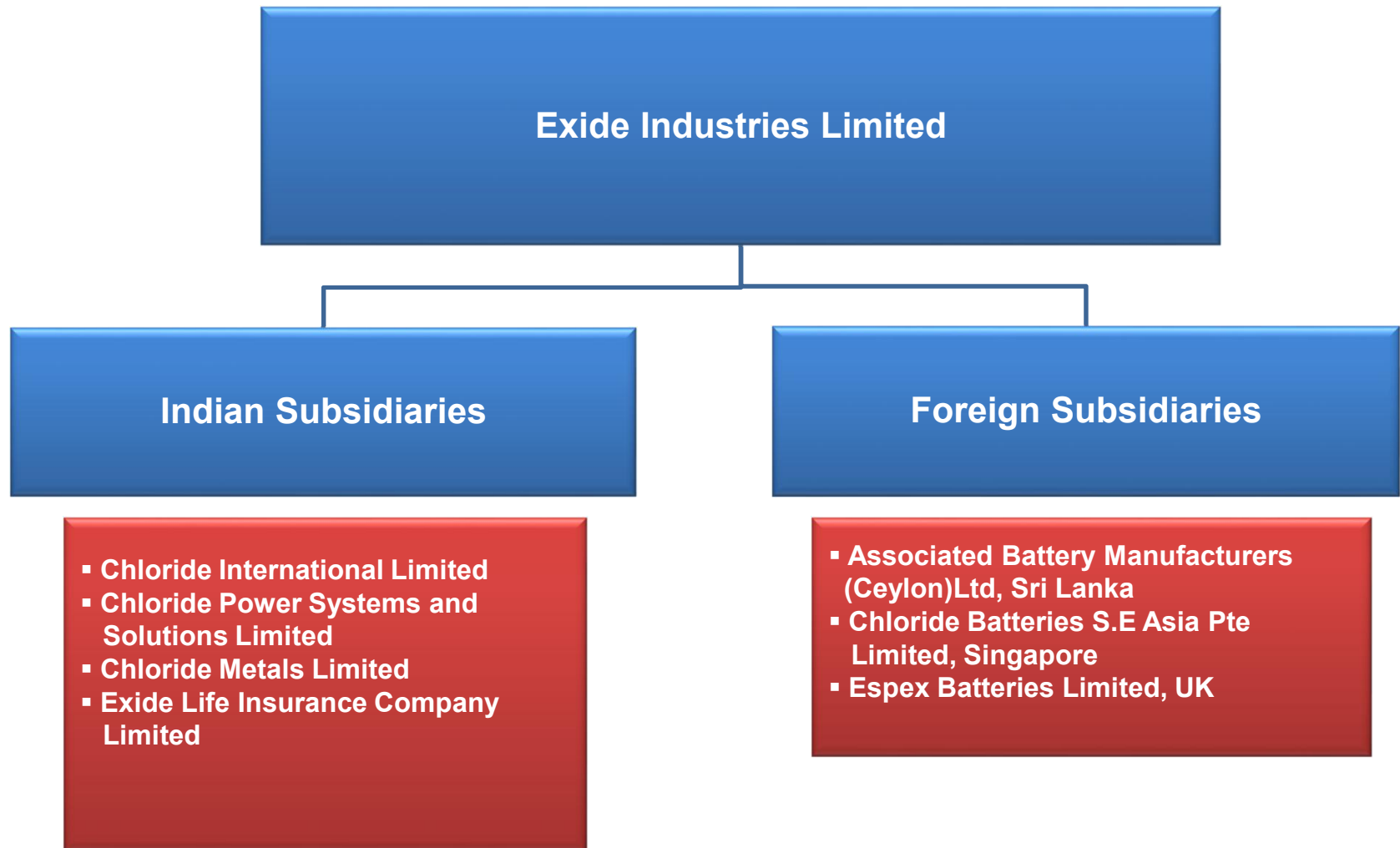


SHAREHOLDING PATTERN %

- Promoter Holding
- Foreign Institutional Investors
- MF's and other Financial Institutions
- Bodies Corporate
- Individuals and others

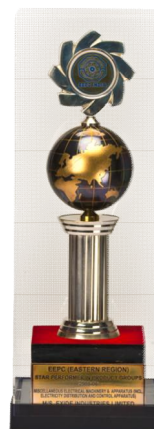
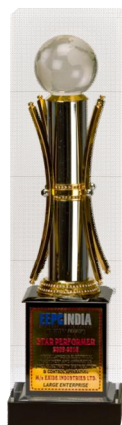
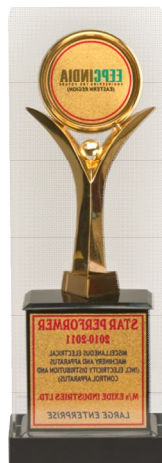
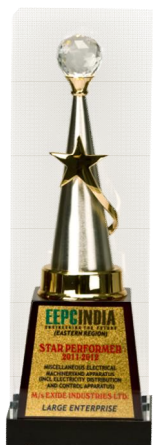


CORPORATE STRUCTURE



MILESTONES - FIRSTS

- First PP Batteries in India
- First to launch battery with warrantee for life of vehicle.
- First choice of all manufacturers.
- First to have totally sealed for life batteries in India
- First to supply Li-Ion in India
- First to produce batteries for E-Bikes in India
- First approved battery for Tata Nano
- First to win export award for 10 years in a row from EEPC



OUR VISION, OUR MISSION & OUR CORE VALUES

Our Vision

- “Simultaneous to providing credible value addition to customers, employees and shareholders ; being recognized by society as a responsible corporate citizen . In addition achieving operational excellence along with caring for environmental protection”

Our Mission

- “ To carefully balance the interests of all stakeholders strive to fulfill aspirations of the employees and pursue excellence with passion without deviating from core values”

Our Core Values

- Customer Orientation
- Personal Integrity and commitments
- Teamwork and mutual support
- People development and involvement
- Striving for excellence
- Measurement by processes and facts
- Responsible corporate citizenship

1916 – 1981



1916

Chloride Electrical
Storage Co. (CESCO)
UK set up Trading
Operations in India as
an Import House

1946

First factory
- Shamnagar,
West Bengal

1969

Second factory
- Chinchwad,
Pune

1976

R&D Centre
established in
Kolkata

1981

Third factory
- Haldia,
West Bengal



1994 – 2000



1994

1995

1997

1998

2000


Technical
collaboration with
Shin Kobe Japan

Chloride
Industries
renamed as Exide
Industries Ltd.

Fourth factory
- Hosur, Tamil
Nadu

Takeover of the
industrial undertakings
of Standard Batteries
as a going concern

100% Acquisition in
CBSEA, Singapore &
49% Acquisition in
ABM Sri Lanka

 Shin-Kobe Electric Machinery Co., Ltd.

 **FURUKAWA BATTERY**

2003 – 2007



2003

Commissioning of Plant at
Bawal

New JV Company
in UK - ESPEX
formed 51%
holding

2005

50% Acquisition in
ING Vysya Life
Insurance

2007

51% Acquisition of
Leadage Alloys
India Ltd.



2010 – 2014

2010

Exide signs separate agreement v Furukawa for Tech transfer for Sta Stop Battery

Commissioning of Ahmednagar Plant

2012

Acquisition of balance 49% shares in ESPEX Batteries Ltd, UK

Technical collaboration with East Penn Manufacturing Co., USA

Forayed into manufacture of Sine Wave Invertors for Home & Industrial Usage



2013

Acquisition of balance 50% shares in I Vysya Life Insurance

2014

ING Vysya Life Insurance renamed as Exide Life Insurance

2016 – 2018

2016

Technical Collaboration with
Chilwee, China

Technical
Collaboration with
E-Coult, Australia

Ultra Battery
(Industrial)
Collaboration with
EPM, USA

2017

EIL gets total Brand Rights in India and for
other Countries after Out of Court Settlement
with Exide Technologies, USA

Technical
Collaboration
with ABC, USA

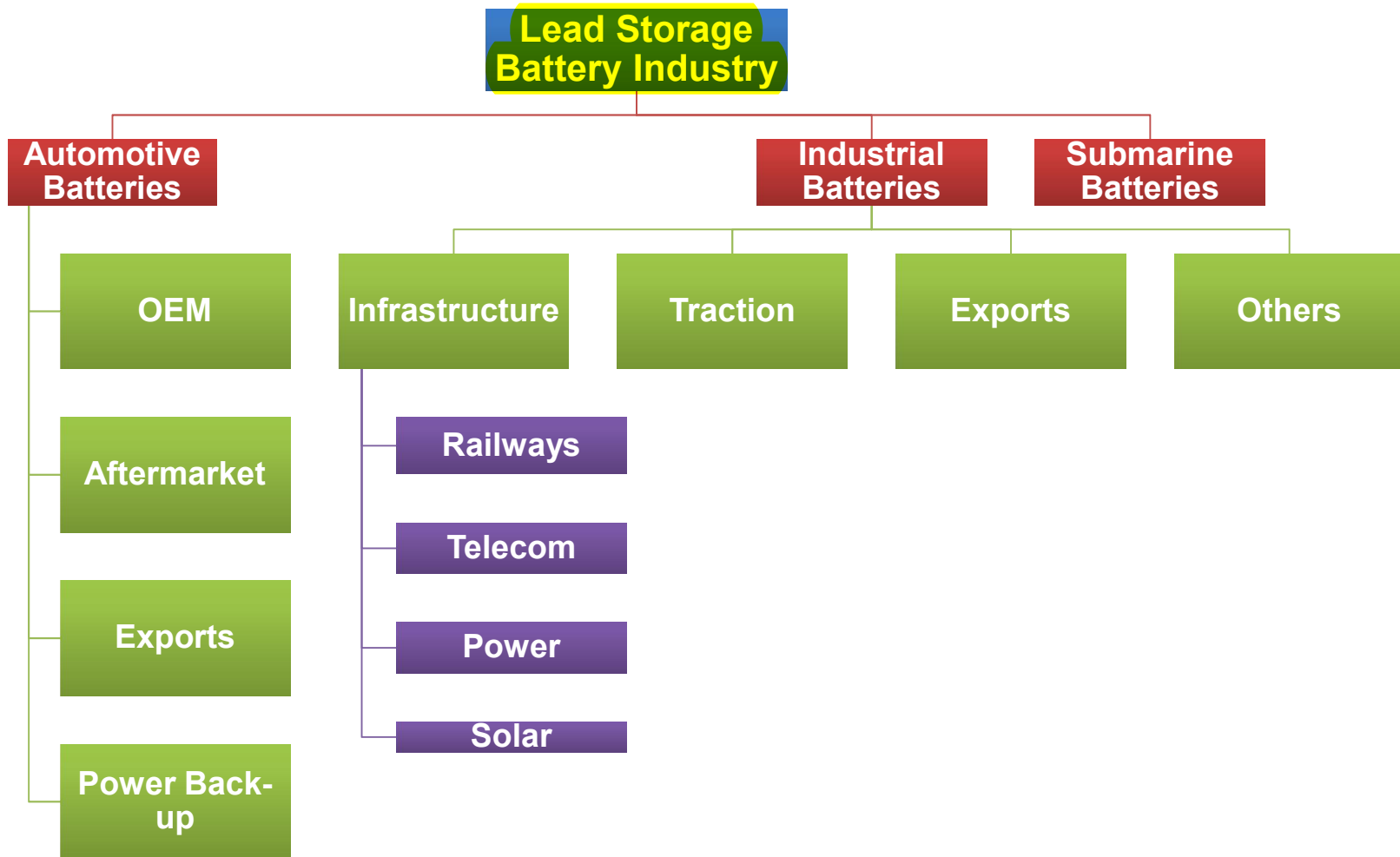
Partnership with
IIT, Chennai for EV
Batteries

2018

Technical Collaboration with Moura, Brazil

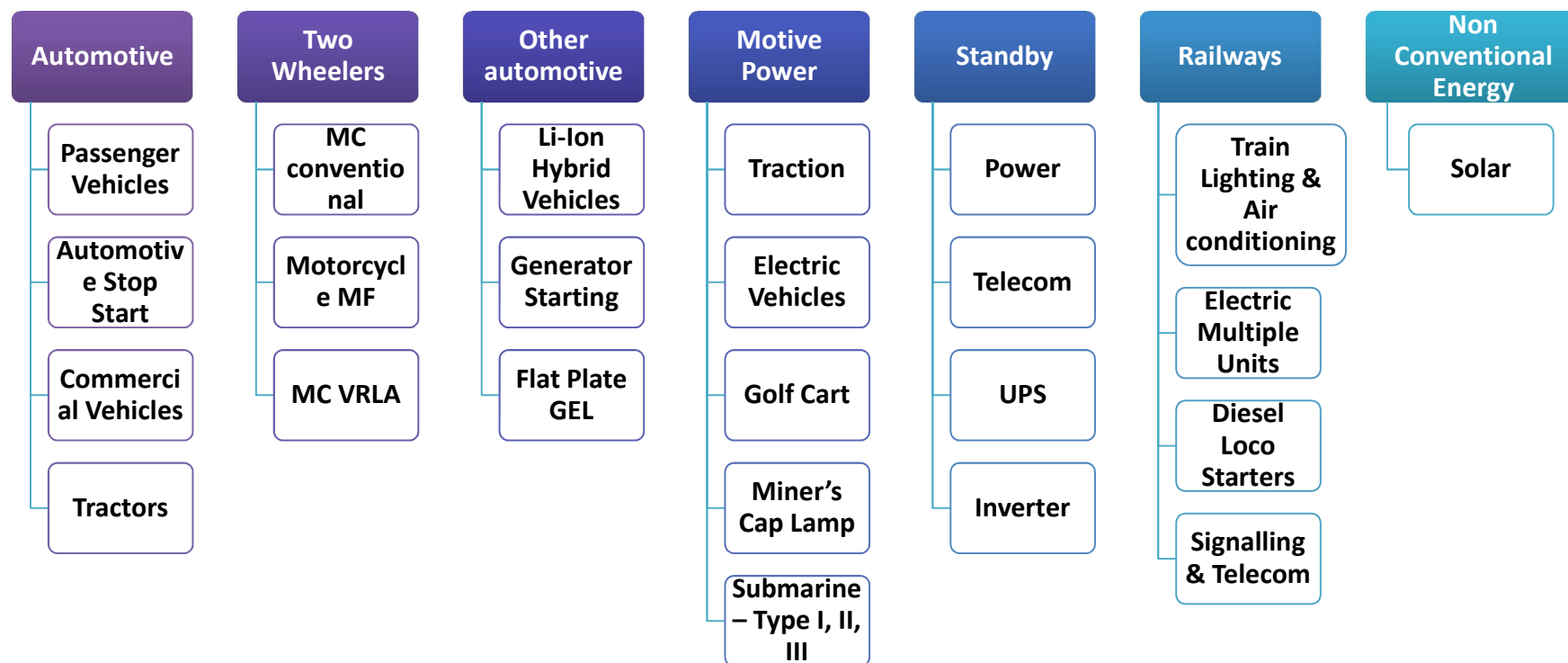
Technical Collaboration with
Furukawa, Japan for Ultra Battery
(Auto)

INDUSTRY STRUCTURE



OUR PRODUCT RANGE

APPLICATION AREAS



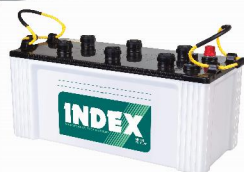
OUR PRODUCT RANGE

Automotive

- Conventional - 32 AH To 200 AH
- Maintenance Free - 32 AH To 200 AH

Motorcycle

- Conventional - 2.5 AH To 14 AH
- Maintenance Free - 2.5 AH To 9 AH
- VRLA MF - 3 AH To 8 AH



“most trusted
Battery Brand”



Standby Flooded

- 16 AH To 3000 AH

Motive Power

- 50 AH To 1550 AH

VRLA AGM

- 2V - 80 AH To 6000 AH
- 12V - 7 AH To 200 AH

VRLA GEL

- 2V - 200 AH To 600 AH
- 12V - 30 AH To 165 AH

Monobloc

- 6V - 200 AH To 300 AH
- 12V - 20 AH To 200 AH

Cap Lamp

- 4V - 12 AH (GT Type)
- 3.7V - 5 AH (LED WITH Li-on battery)

Inverter

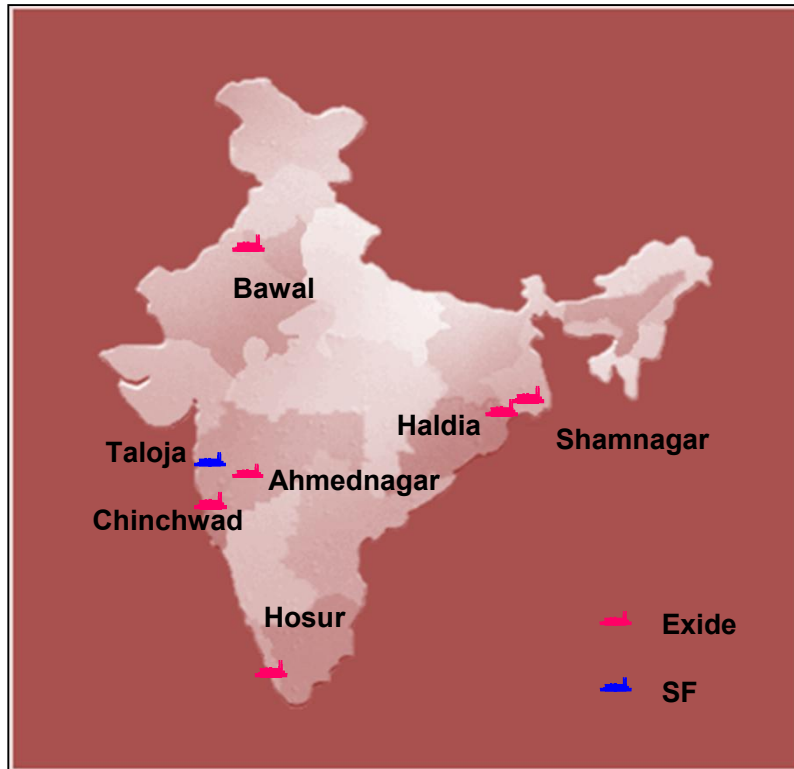
- 650VA To 12 KVA

Submarine

- 6700 AH To 20200 AH



MANUFACTURING CAPACITIES



- Technology
- Quality System
- Cost

Factories (Established)	Capacity per year		
	Mn Units		M Ah
	Auto	MC	Indl
Shamnagar (1946)	1.4		636
Chinchwad (1969)	3.4	2.6	
Haldia (1981)	3.8		1102
Hosur (1997)	3.0		1086
Taloja (1998)	2.8	1.2	
Bawal (2003)		13.2	
Ahmednagar (2010)		11.3	
Total	14.4	28.3	2824

- Multi location hedge supply risks to customers - delivery confidence
- Strategically located near markets
- Logistically efficient, considering 40% raw materials imported
- Proximity to ports - cost efficiency in exports

TECHNOLOGY – OUR R&D CENTRE

- Recognized by the Department of Scientific & Industrial Research, Ministry of Science & Technology, Government of India since April 1977.
- Various patents filed in Japan/India & Published in Japan, Europe, USA
- Over 50 professionals working in this facility
- A special focus on the development of differentiated technology for the tropical countries for long life and low top up characteristics
- Development of a variety of new products for the Domestic and International Markets



Established 27
January 1976

Manned By

Doctorates 4

Engineers 61

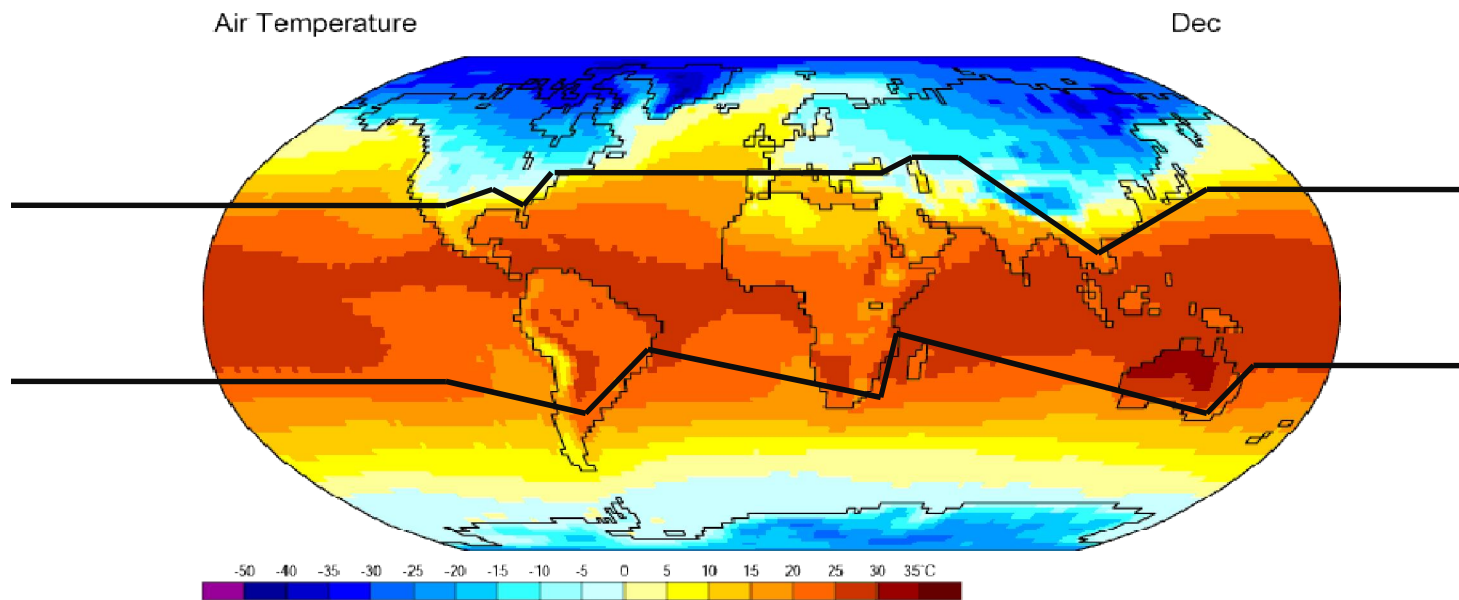
Diploma Engineers 21

Technologists 7

Others 29

NEW PRODUCT DEVELOPMENT

- Meet stringent OEM specifications of Global Giants. Specifications in line with all specifications and in addition individual requirements of different customers.
- Cold starting - or export market – OEM exports to Europe – High CCA
- LONG LIFE – Warranty on batteries are 60 months, 48 months , 36 months
- Bad Road Conditions – Vibration , Old Vehicle Population , Abusive conditions – quality inputs – lead etc
- Hot conditions - Very High Ambient temperature - Long Life



Data: NCEP/NCAR Reanalysis Project, 1959-1997 Climatologies
Animation: Department of Geography, University of Oregon, March 2000

QUALITY SYSTEMS – CERTIFICATIONS - TUV



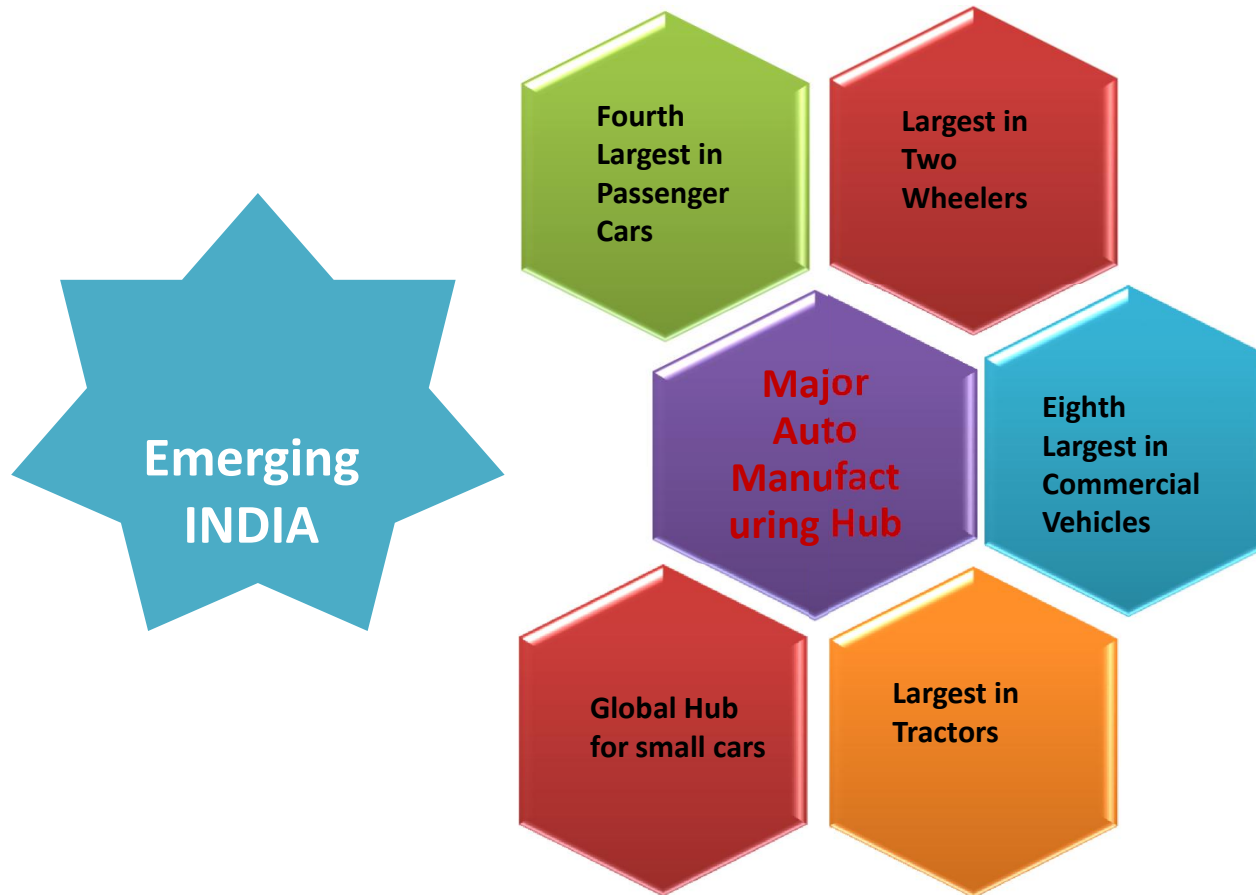
Factories

Shamnagar	• ①	②	③
Chinchwad	• ①	②	③
Haldia	• ①	②	③
Hosur	• ①	②	③④
Taloja	• ①	②	③
Bawal	• ①	②	③



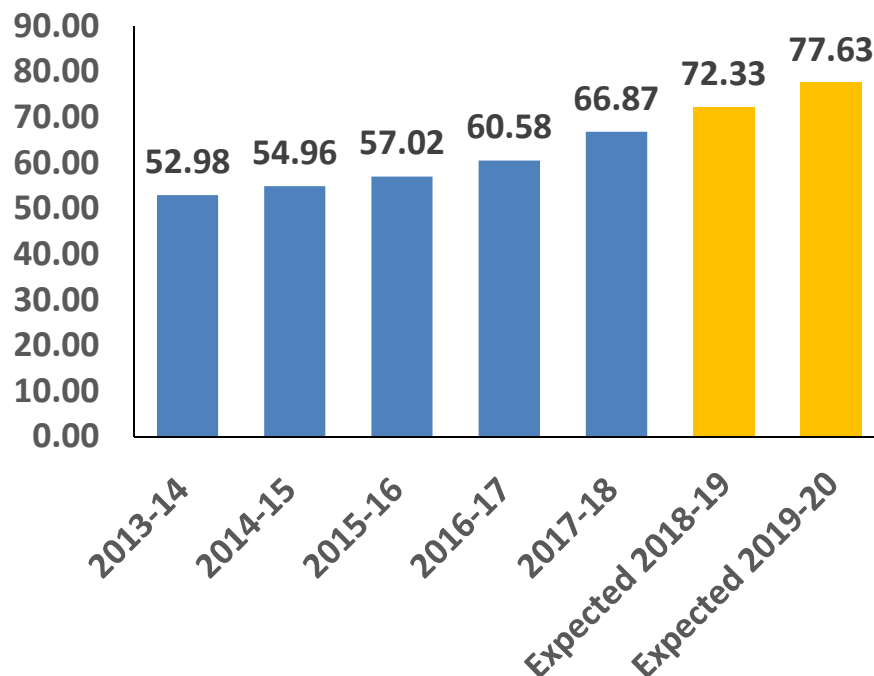
- ISO 9001:2008
- ISO 14001:2004
- TS 16949 : 2009
- OSHAS 18001 : 2007

AUTO INDUSTRY HIGHLIGHTS



4-WHEELER PRODUCTION

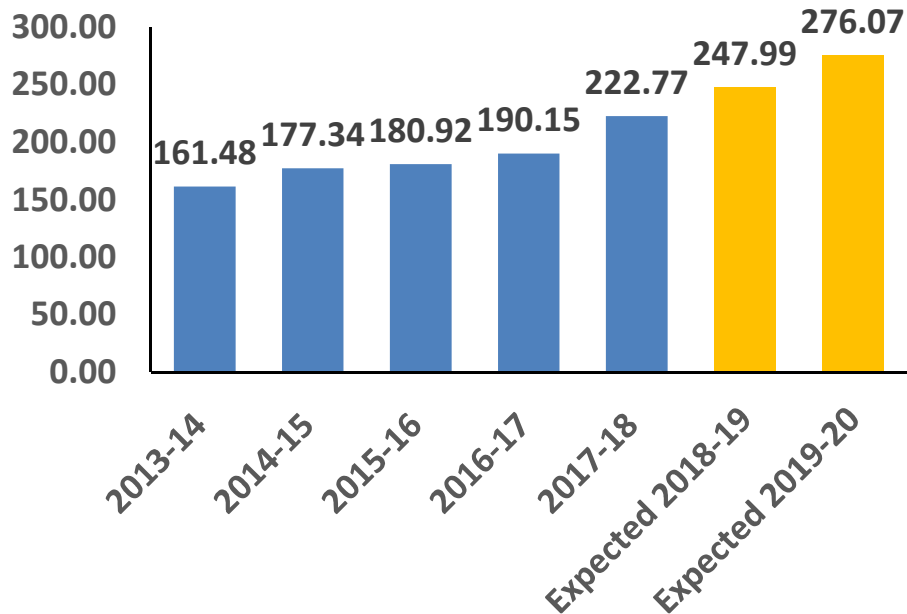
SIAM Production Qty (in Lakhs)



**Industry Growth Momentum to continue.
EIL has and will maintain same pace of
growth as the Automobile Industry**

2-WHEELER PRODUCTION

SIAM Production Qty (in Lakhs)



Industry Growth Momentum to continue. EIL has and will maintain same pace of growth as the Automobile Industry

SOME OF OUR AUTOMOTIVE CUSTOMERS



HYUNDAI



SIMPLY CLEVER



NEW HOLLAND

Your success – Our specialty



India's largest selling battery



SOME OF OUR MOTORCYCLE CUSTOMERS



COST & QUALITY – OUR SMELTING BUSINESS



Chloride Metals Limited

Location: Pune

Capacity: 54,000 MT p.a.

Chloride Metals Limited

Location: Bangalore

Capacity: 84,000 MT p.a.



OUR GLOBAL NETWORK



SUBSIDIARIES - CBSEA

CBSEA – Chloride Batteries South East Asia Pte. Ltd., registered office at Singapore.

A 100% subsidiary of EIL

CBSEA caters to south east Asian markets, Japan, Korea and China

The Singapore bus company, SBS Transit relies on automotive batteries from CBSEA

The Comfort Delgro taxi company also relies for special taxi batteries from CBSEA



SUBSIDIARIES - ESPEX

Espex Batteries Ltd - registered office at Cardiff UK

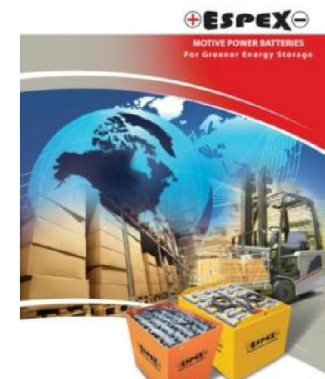
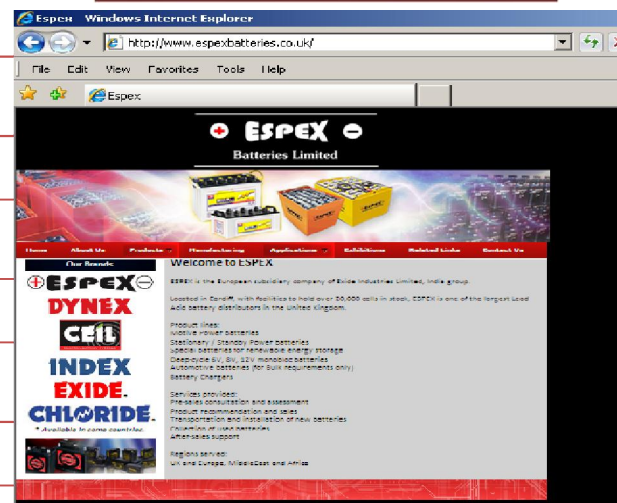
Espex was established with 51% stake of EIL in 2003.

In 2012 with additional 49% acquisition became 100% subsidiary of EIL

Stock of over 20,000 cells and batteries at factory & warehousing site in Cardiff, UK.

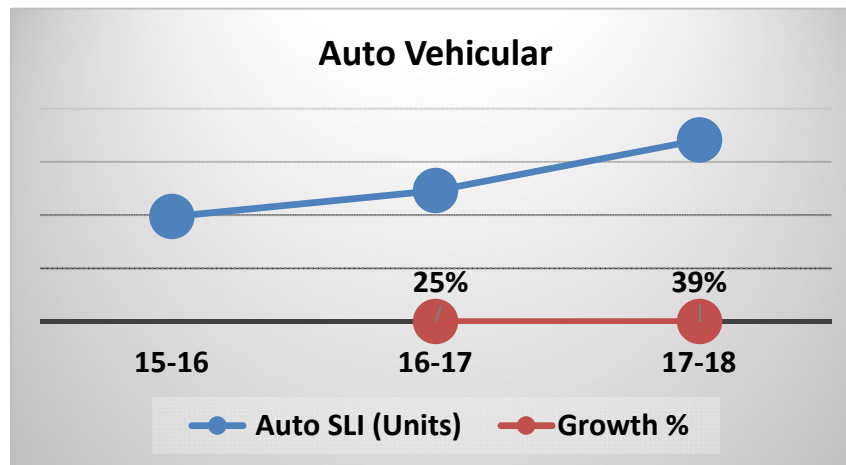
Regions served – UK, Europe, Middle East and Africa

www.espexbatteries.co.uk



AUTO EXPORT SALES TREND

Auto Vehicular Battery Units



The Domestic Market was booming and consumed bulk of the Manufacturing Capacity. As a result, we could not focus on Exports till last year. However, with added capacity now, Exports will receive adequate focus.

SOME OF OUR MAJOR BRANDS - AUTOMOTIVE

**EXIDE**

- DOMESTIC
- EXPORT*

- Available in some countries

CHLORIDE

- DOMESTIC
- EXPORT*

- Available in some countries

DYNEX

- DOMESTIC
- EXPORT

INDEX

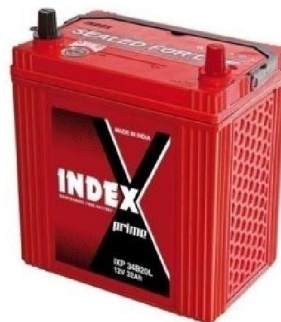
- DOMESTIC
- EXPORT

TUDOR

- DOMESTIC

SF SONIC

- DOMESTIC
- EXPORT



OUR BRANDS

INDIA MOVES ON **EXIDE**

OUR BRANDS

Passenger Car range				Tractor range	
EXIDE MATRIX	EXIDE Mileage	EXIDE EEZY	EXIDE Champion	EXIDE JAI KISAN	EXIDE JAI KISAN SHAKTI
Commercial Vehicle range			Two-wheeler range		
EXIDE XPRESS	EXIDE E-RIDE	EXIDE EKO	EXIDE Xplora	EXIDE XTREME	EXIDE BIKERZ
				EXIDE Skutec	EXIDE e ctrical
Inverter range			Genset range		Solar range
EXIDE INVAMORE	EXIDE INVAsmart	EXIDE InvaPlus	EXIDE INSTA BRITE	EXIDE GENPLUS	EXIDE kiran
HUPS range			Economy range		
	EXIDE XTATIC	EXIDE ECO	BOSS	EXIDE Little Champ	

RENEWABLE ENERGY SOLUTIONS

26 K.W Solar Power Plant at Sagar Island - West Bengal



- 32 K.W Wind Solar Hybrid at Sagar Island - West Bengal
- Powers 4 Villages & Marketplace

Power Control Systems

SUBMARINE



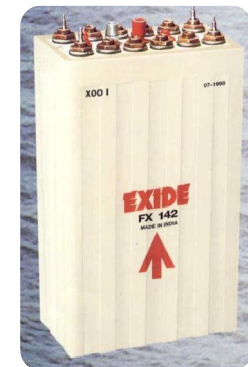
- We cater to the needs of all possible sectors requiring storage power
- A special focus is given to the critical application of submarines
- We call it “The Lifeline at the bottom of the sea”
- Dedicated assembly for submarine battery production
- Specially trained manpower
- Performance levels “Best in Class”

**EK 202**

FOR KILO CLASS (20200 Ah)

**SS 126**

FOR HDW 209/206
CLASS (12600 Ah)

**FX 142**

FOR FOXTROT / ROMEO
CLASS (14200 Ah)

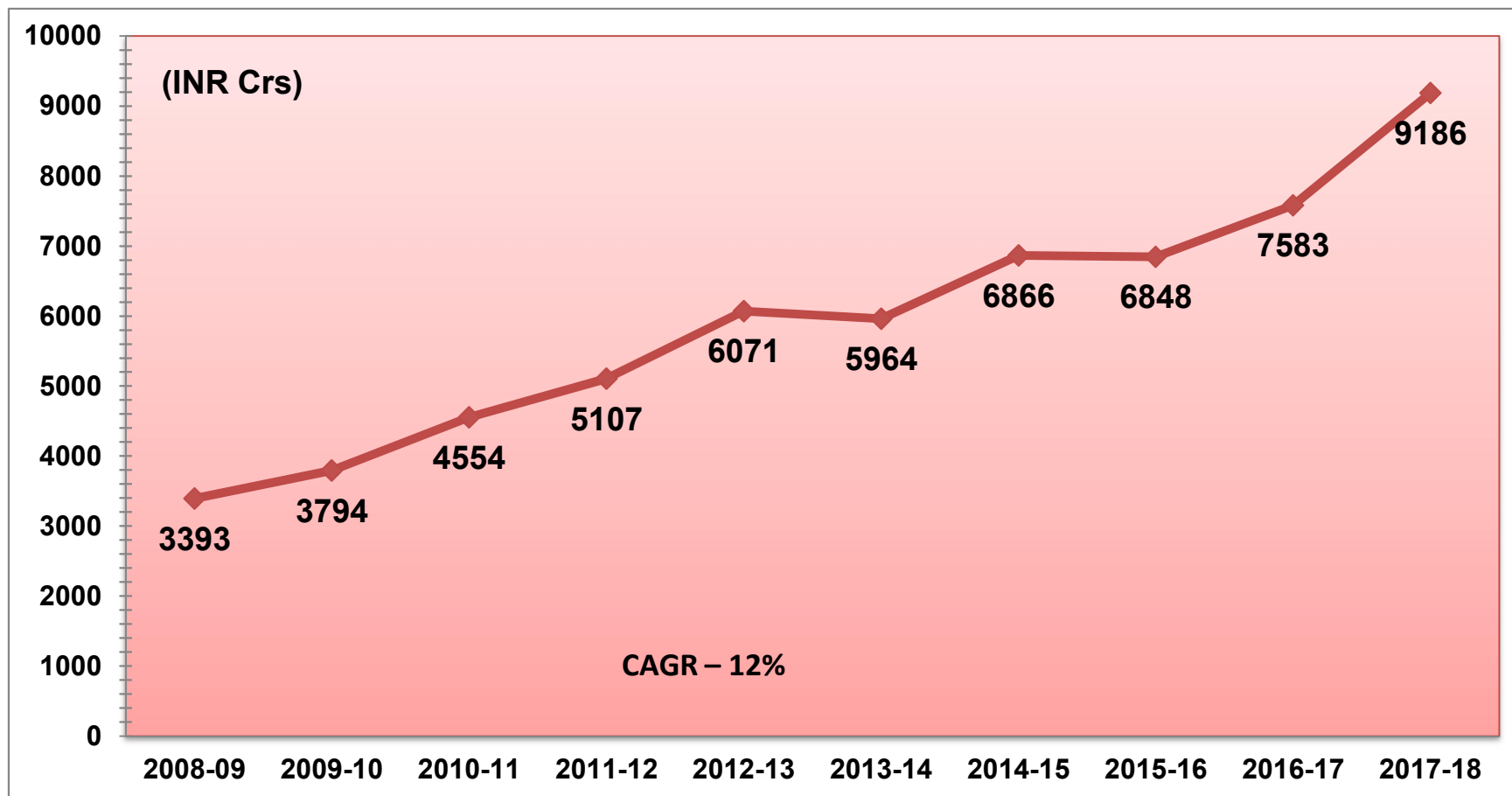
A DECADE IN RETROSPECT

CAGR

❖ Top-Line grown by	12%
❖ Operating Profit grown by	10%
❖ PBT grown by	10%
❖ Net Profit grown by	10%
❖ Market Capitalisation grown by	23%

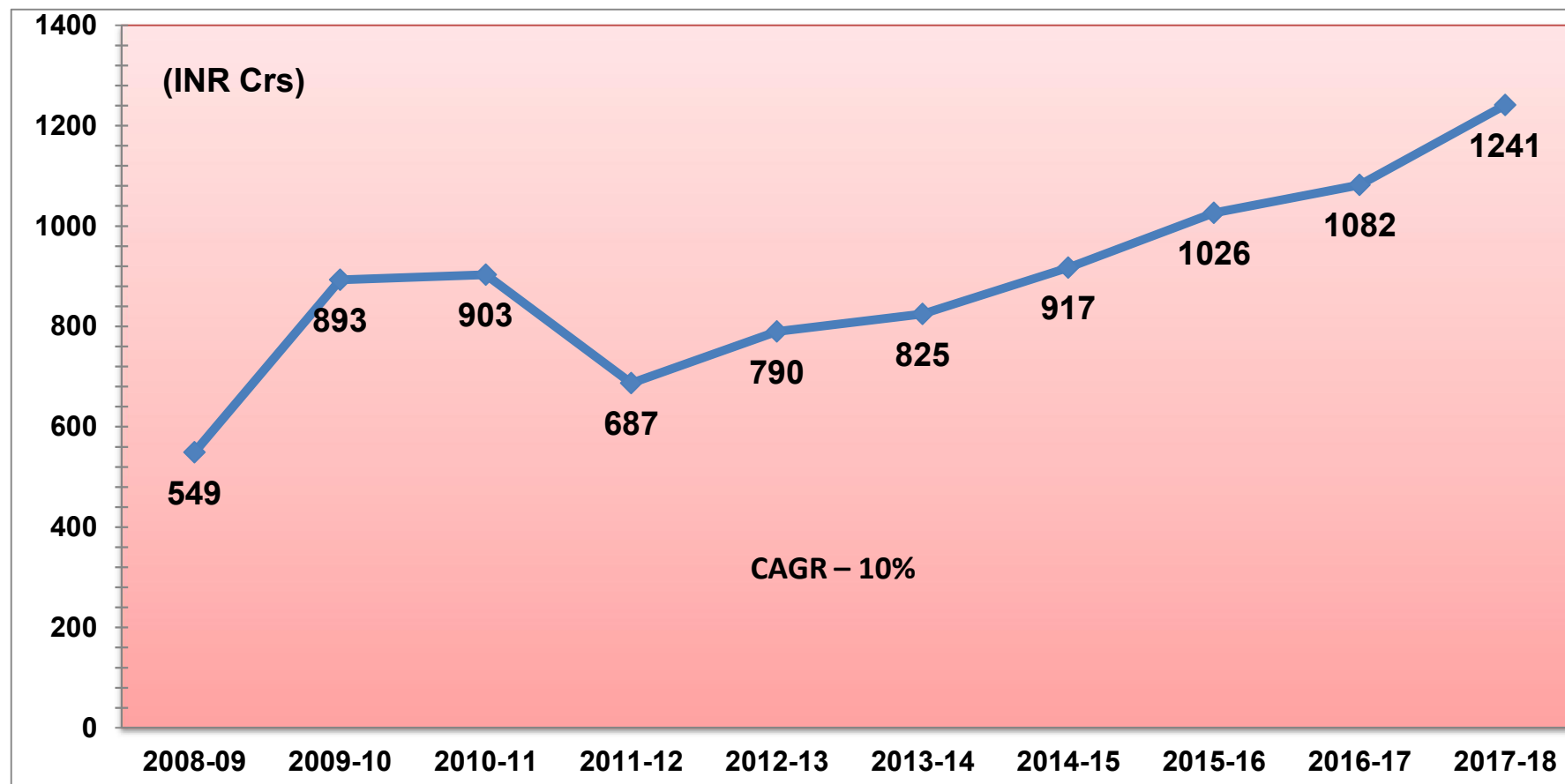


GROWING SALES OVER THE YEARS



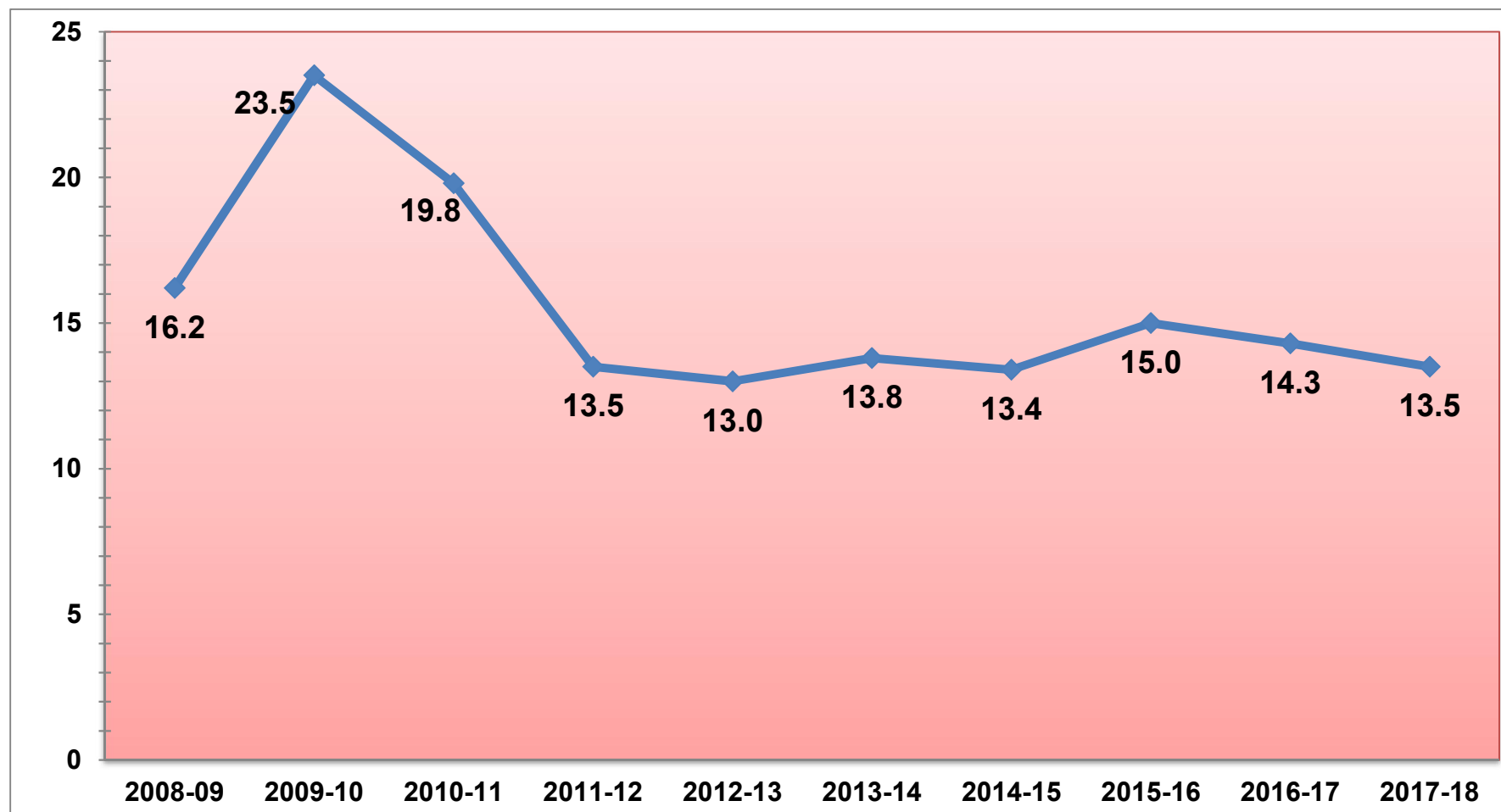
Euro (Mln)	419	468	562	630	750	736	848	845	936	1134
US\$ (Mln)	506	566	680	762	906	890	1025	1022	1132	1371

EBITDA OVER THE YEARS



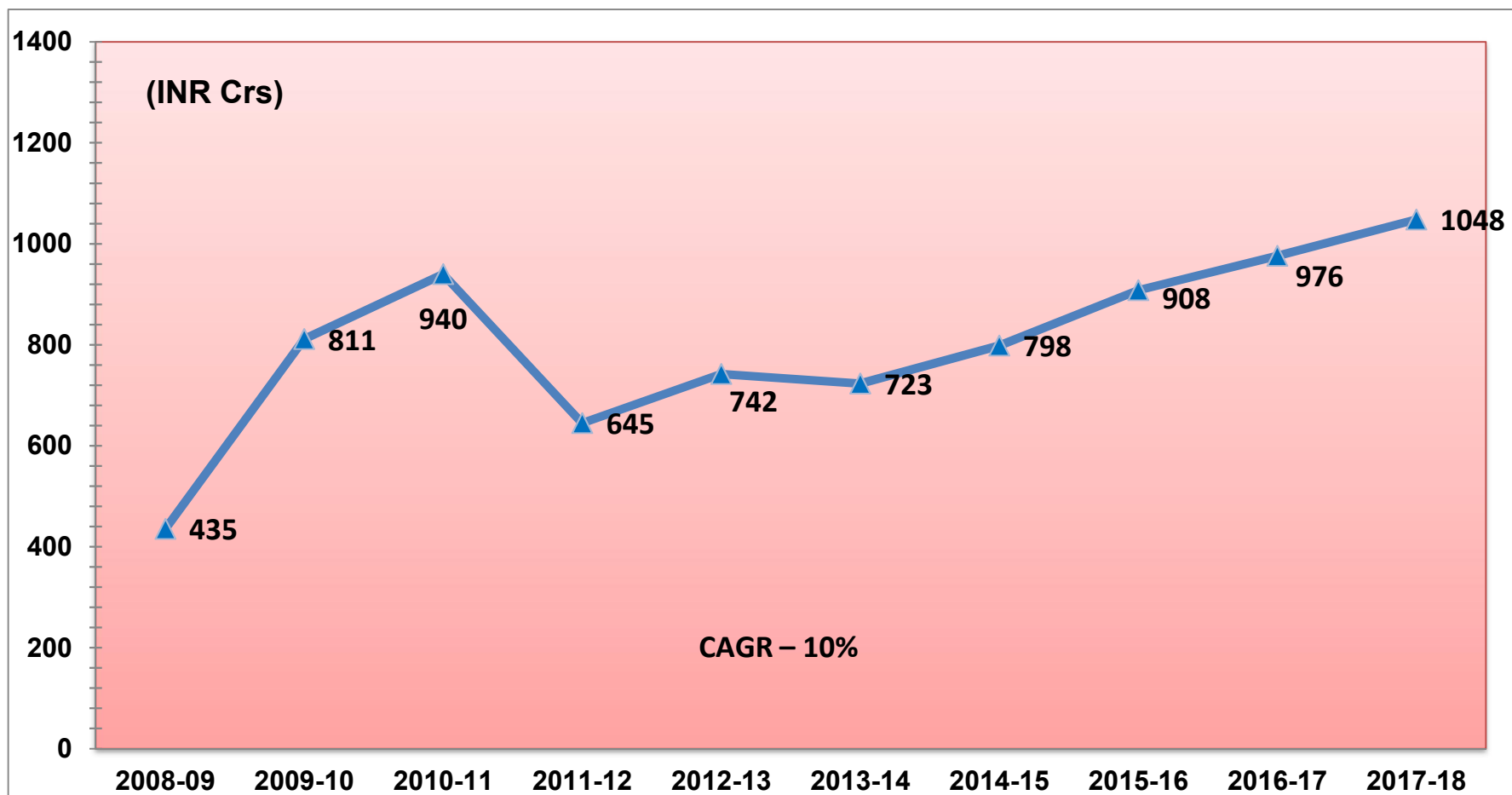
Euro (Mln)	68	110	111	85	98	102	113	127	134	153
US\$ (Mln)	82	133	135	103	118	123	137	153	162	185

EBITDA % OVER THE YEARS



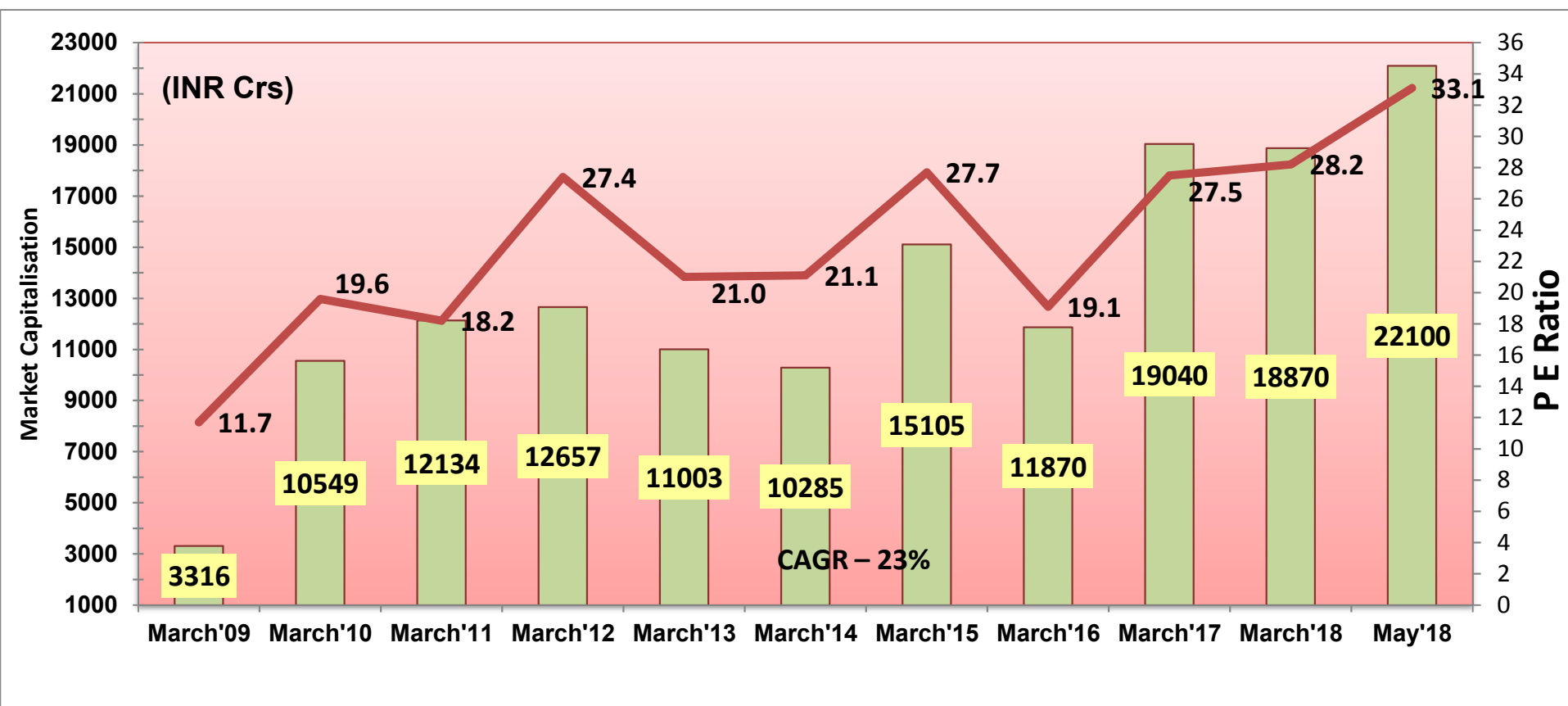
Target is to reach 15% in 2 / 3 years

PBT OVER THE YEARS



Euro (Mln)	54	100	116	80	92	89	99	112	120	130
US\$ (Mln)	65	121	140	96	111	108	119	136	146	157

MARKET CAPITALIZATION



Euro (Mln)	409	1302	1498	1563	1358	1270	1865	1465	2351	2330	2728
US\$ (Mln)	495	1574	1811	1889	1642	1535	2254	1772	2842	2816	3299

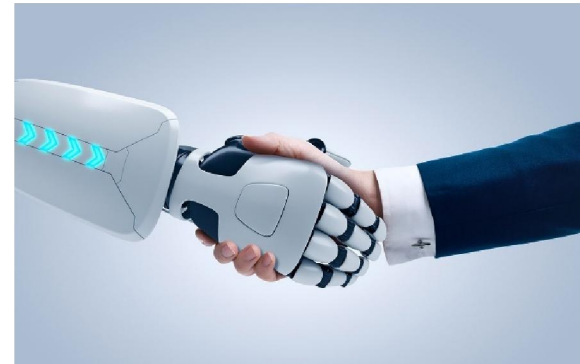
PILLARS

- ❖ Technology
- ❖ Brand
- ❖ Customers



TECHNOLOGY

- ❖ To remain ahead of Domestic Peers
- ❖ To remain prepared for Impending Disruptions



NEW EMERGING APPLICATIONS



- Low Emission Norms – BS VI from April, 2020



- Energy Storage Applications



- Bullet Train



- Electric Vehicles



BRAND

- ❖ Promise of Faith and Trust
- ❖ Promise of Life and Reliability



CUSTOMER

- ❖ Joy to Interact with Exide
- ❖ Best Value for Money
- ❖ Relationship beyond Business
- ❖ Decades of Loyalty



Better Lose Money than the Trust of the Customer



Reach

- **Indian Operation**
 - **Regional Offices** **55**
 - **Automotive Dealers** **21,313**
 - **Industrial Dealers** **2,313**
 - **Service Locations** **174**

- **Global relationship with marquee clients including**
 - **Indian automakers like Tata Motors, Mahindra, Maruti and Hero Honda**
 - **International automakers in India like Toyota, Volkswagen, Honda, Hyundai and General Motors**

- **Global Footprint – 45+ countries**
 - **Subsidiaries in 3 countries**
 - **Distributors presents in 40 countries**
 - **Clients including SBS Singapore, Jungheinrich, Germany , APC**
 - **Technical Partners in 5 countries**

CUSTOMER

Service

- ❖ 150 Million Consumers under Warranty at any point of time
- ❖ Batmobile Operates in 60 Cities
- ❖ 2-Wheeler Service to Sub-Dealers – resolution in few hours



Thank You.

