

Ref no. EIL/SEC/2019-20/34

16th October, 2019

<p>The Secretary The Calcutta Stock Exchange Limited 7 Lyons Range, Kolkata - 700 001 CSE Scrip Code: 15060 & 10015060</p>	<p>The Secretary BSE Limited Phiroze Jeejeebhoy Towers Dalal Street, Mumbai - 400 001 BSE Scrip Code: 500086</p>
<p>The Secretary National Stock Exchange of India Limited Exchange Plaza, 5th Floor, Plot no. C/1, G Block Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051 NSE Symbol: EXIDEIND</p>	-

Dear Sir/Madam,

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("LODR Regulations") regarding product launch

Exide Industries Limited is pleased to announce its entry into the burgeoning e-rickshaw market of India by launching its first model branded "Exide Neo" on 16th October 2019.

This information is submitted to you pursuant to Regulation 30 read with Part A of Schedule III of LODR Regulations. The details of the product is enclosed herewith.

You are requested to kindly take the above on record.

Thanking you.

For Exide Industries Limited



Company Secretary & EVP- Legal & Admin.

ACS No.11159

Encl: As above

Details of the product ("**Exide Neo**") as required under LODR Regulations is as under:


Name of the product : **Exide Neo**
Date of launch : 16th October, 2019
Category of the product : E-rickshaw (e-vehicle)
Whether caters to domestic/
international market : Domestic
Name of the countries in which the : -
product is launched
(in case of international).

About "Exide Neo":

"'Exide Neo' is a technologically advanced e-rickshaw, to be launched by "Exide Industries Limited" ('the Company / Exide') which will cater to the burgeoning e-rickshaw market of India. This state-of-the-art e-vehicle will be launched in select markets in India and will be available through its exclusive network of dealers. Through its tailor made, dedicated batteries for the e-rickshaw market, Exide is one of the first branded battery makers that has brought a product exclusively for this sector. Exide Neo is expected to offer superior technology, longer runs and a comfortable ride, packed into the modern look and feel of an international product. It will be gradually introduced across the country in a phased manner."

Thanking you.

For Exide Industries Limited



Company Secretary & EVP- Legal & Admin.

ACS No.11159