Exide Industries
A Compelling Value And Growth Story

June, 2014

Introduction

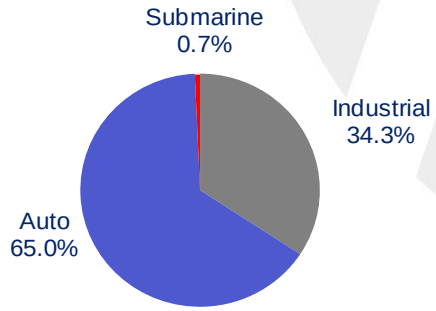
Exide Industries - An Introduction

Brief Synopsis

- One of India's leading producers of lead-acid storage batteries for both automotive and industrial applications
  - **27.02** MM Auto batteries produced in FY14
  - 1,771 MM AH Industrial batteries produced in FY14
- Global relationship with marquee clients including
  - Indian automakers like Tata Motors, Mahindra, Maruti , Hero, Bajaj, TVS, Asian Motors etc.
  - International automakers in India like Hyundai, Toyota and General Motors, Volkswagen, Honda & JLR
  - Legrand, Emerson ,L&T and ABB in the Industrial space
- Joint ventures for technology development
  - East Penn Manufacturing Co USA
  - Shin-Kobe Electric Machinery Co. Ltd. (part of Hitachi Group, Japan)
  - Furukawa Battery Co. Ltd., Japan Automotive Batteries

Segment-wise Distribution of Company Sales

Twelve month period ended March 31, 2014



Awards / Certificates and Recognitions

Exide chosen as the **"Top 200 brands"** in POWERBRANDS 2010, research conducted by ICMR. Best Practices Award from Frost & Sullivan – 2013 for **Most Preferred Battery Brand** in Residential, Commercial and Manufacturing & Process Industries .

Exide secured the **Best SMF Battery Award** for eight consecutive years from 2005 to 2012.

Shamnagar Plant Awards:
- Appreciation for Excellent Work on Energy Conservation by CII (ER) – 2011
- 8 Quality Circle Teams win Gold Award at CCQC – Sept'13
- 6 Quality Circle Teams win Par Excellence Awards at NCQC – Dec'13.

Haldia Plant Awards :
- Award for Most Significant Improvement in TQM by CII-ER in 2011.
- Appreciation Certificate for Sustained level of High Overall Productivity by CII (ER) – 2012-13
- CII-ER Award for Productivity – 1st Prize. Category – A – 2013-14.
- 1st Prize for Quality Circle at CII State Level competition – Nov'13.

Hosur Plant Awards:
- TPM Excellence Award (Category A) by Japanese Institute of Plant Maintenance – 2010
- Zero PPM Award from Catepillar India Pvt Ltd – 2012
- Won "3 Star" Rating in EHS from CII for 2013

Taloja Plant: Awards :
- TPM Excellence Award (Category A) Japanese Institute of Plant Maintenance – 2011
- Best Vendor Award from Mahindra & Mahindra – 2012-13
- Maruti Suzuki recognition award for Design & Development 2013-14
- Certificate of Appreciation from CII-TPM Club at Kaizen ConferenceFeb14

Chinchwad Plant Awards :
- TPM Excellence Award (Category A) by Japanese Institute of Plant Maintenance – 2010
- Quality Award for PPM Achievement by John Deere – 2013
- Renault Special Prize for Co-ordination of Supplier Forum – Pune Region Jul13

Bawal Plant Awards :
- Grand Development Award by Honda Motors & Scooters for VRLAbatteries – Jan'2010
- Maruti Suzuki recognition award for Design & Development – 2013-14.

Exide Industries – An Introduction (cont'd)

Corporate Structure

Exide Industries Limited

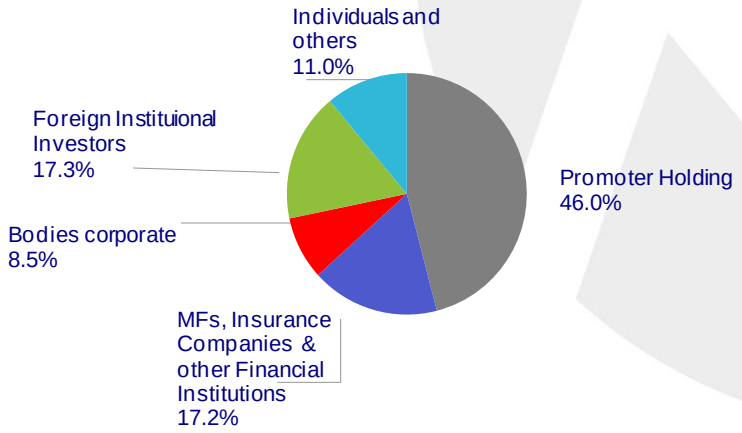
Indian Subsidiaries

- Chloride International Limited *(Wholly owned)*
- Chloride Power Systems & Solutions Limited *(Wholly owned)*
- Chloride Metals Limited *(Wholly owned)*
- Chloride Alloys India Limited (Wholly owned)
- Exide Life Insurance Company Ltd (wholly owned)

Foreign Subsidiaries

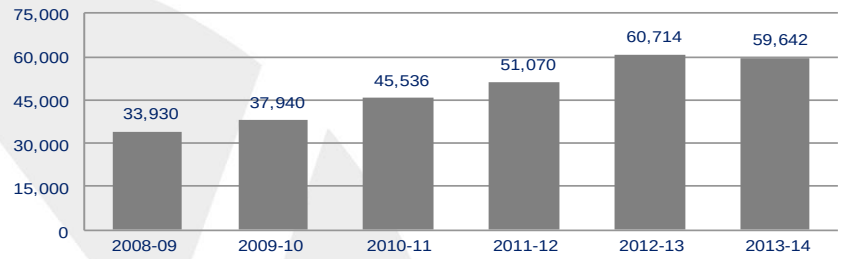
- Associated Battery Manufacturers (Ceylon) Limited, Sri Lanka *(61.5% Holding)*
- Chloride Batteries S.E. Asia Pte, Singapore *(Wholly owned)*
- Espex Batteries Limited, UK *(Wholly owned)*

Shareholding Pattern, as on March 31, 2014[(1)]



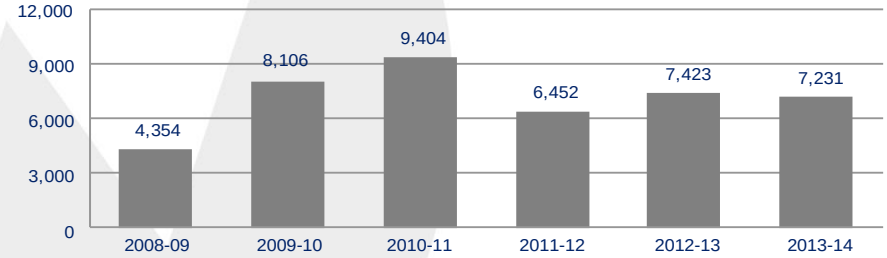
Revenues (Net)

(INR MM) CAGR (2009-14): 11.9%



PBT

(INR MM) CAGR (2009-14): 10.7%



Summary Market Statistics

As of March 31, 2014	INR MM	US$ MM
Share Price (INR)	121	
Market Capitalization	102,850	1,714

Note

1. As per Bombay Stock Exchange

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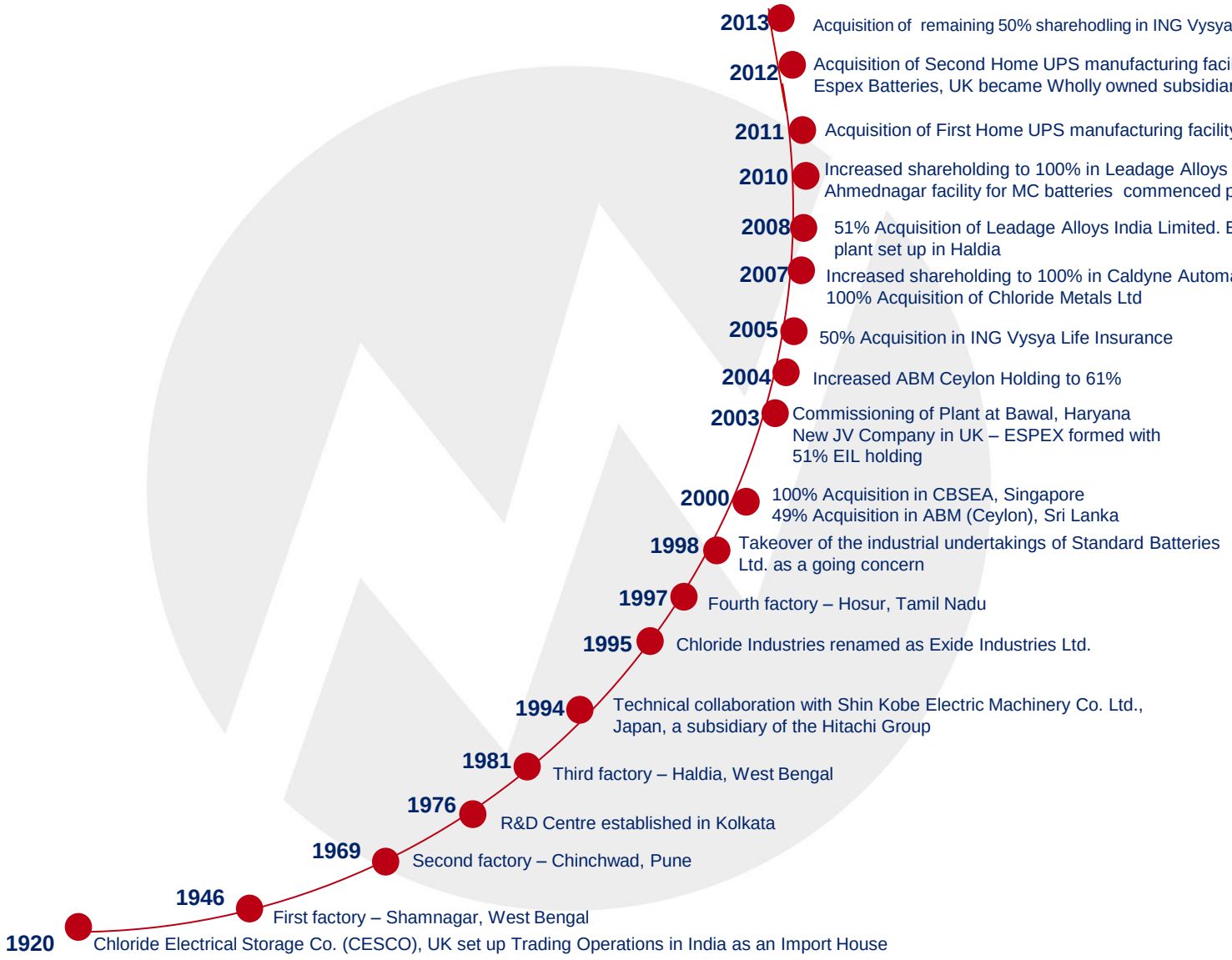
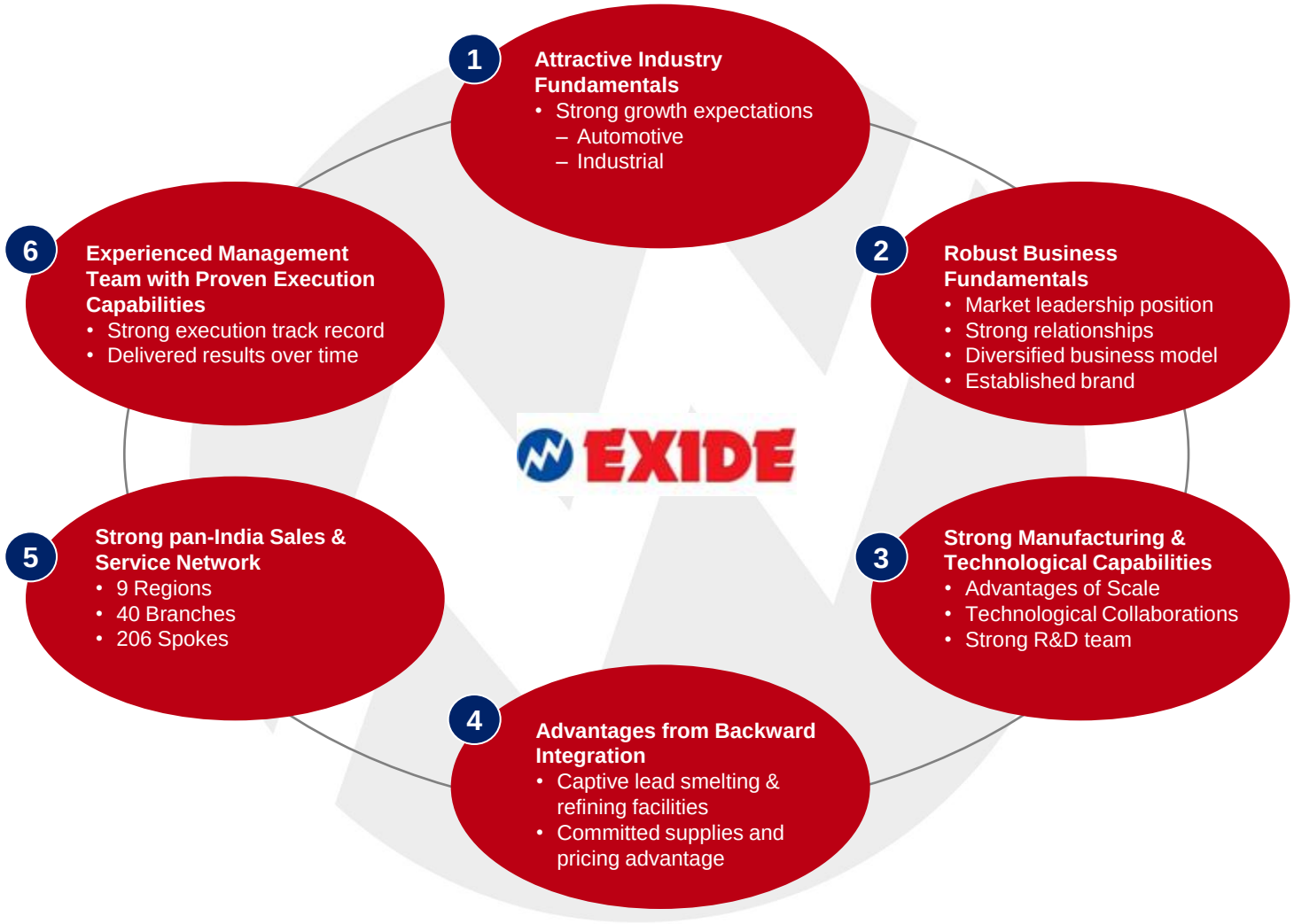
Growth through Organic, JVs and Strategic Acquisitions

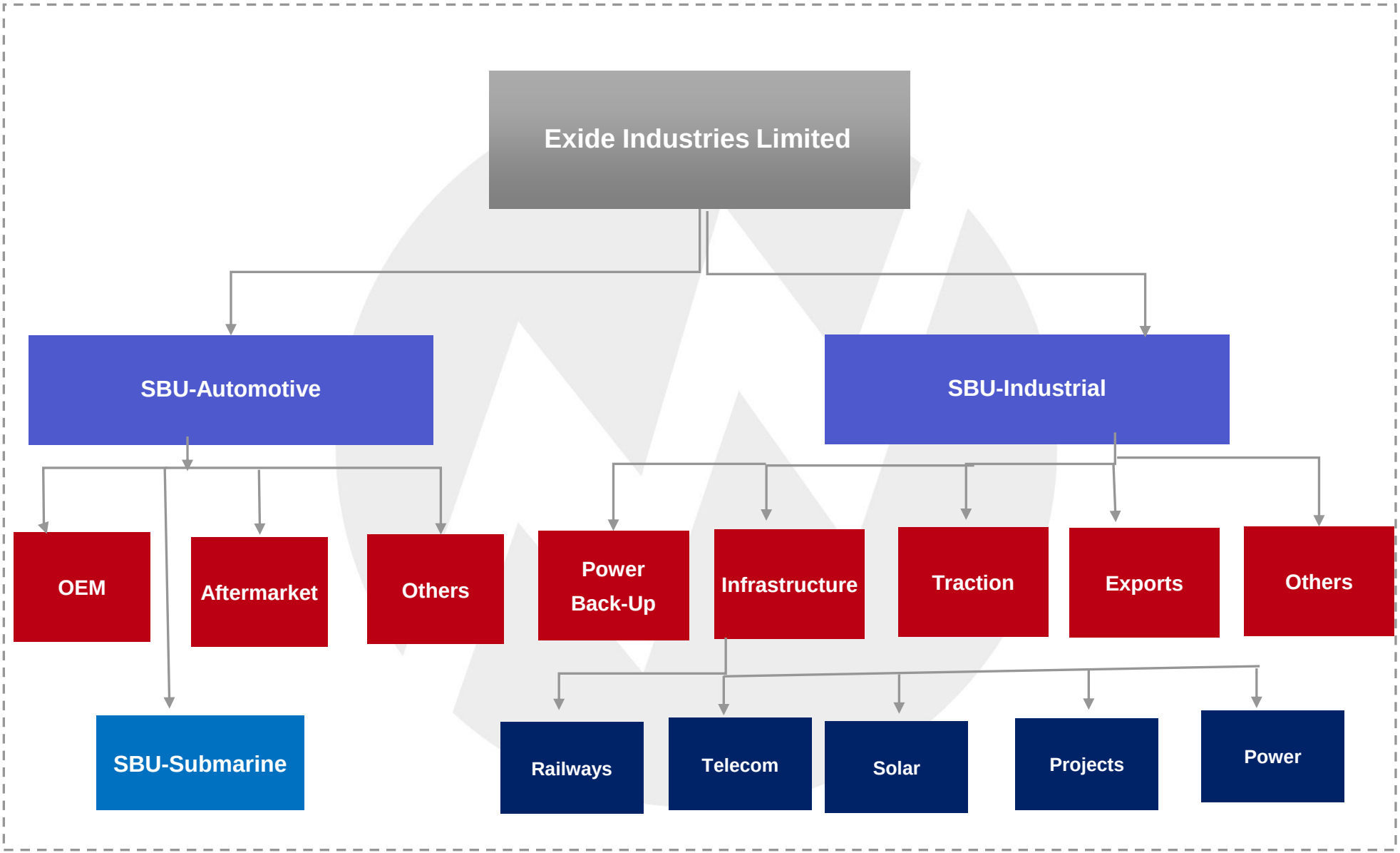


(1) Now, Exide Life Insurance Co Ltd; (2) Now, Chloride Alloys India Ltd; (3) Now ,Chloride Power Systems & Solutions Ltd

Exide Industries: Strong Value and Growth History



Exide Industries - Organisation Structure

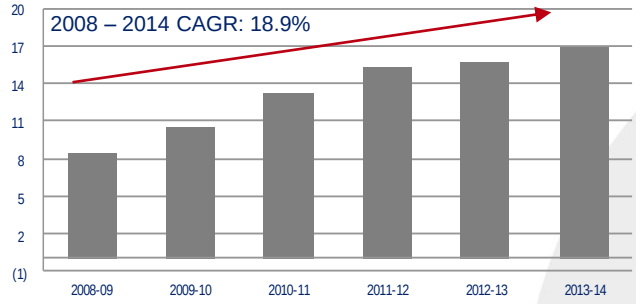


1 Attractive Macro Fundamentals

Automotive Industry Fundamentals

Two-Wheeler Sales

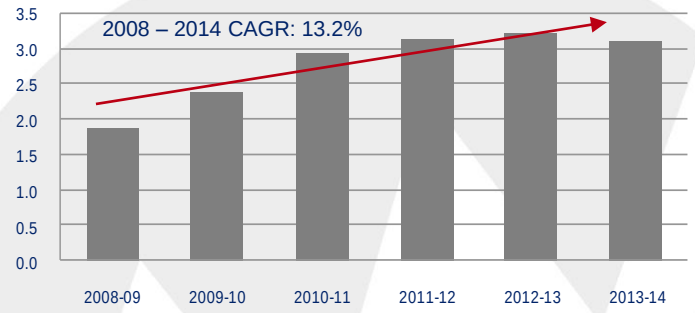
Volume
MM



Source: SIAM

Passenger Vehicles Sales

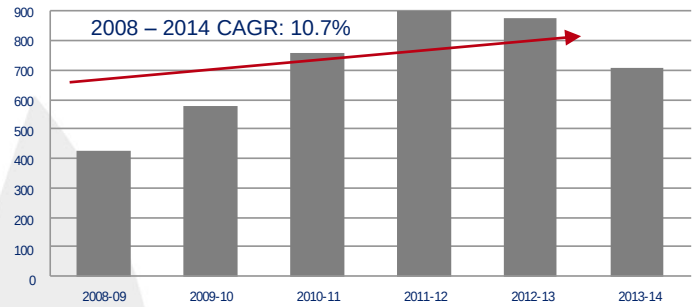
Volume
MM



Source: SIAM

Commercial Vehicles Sales

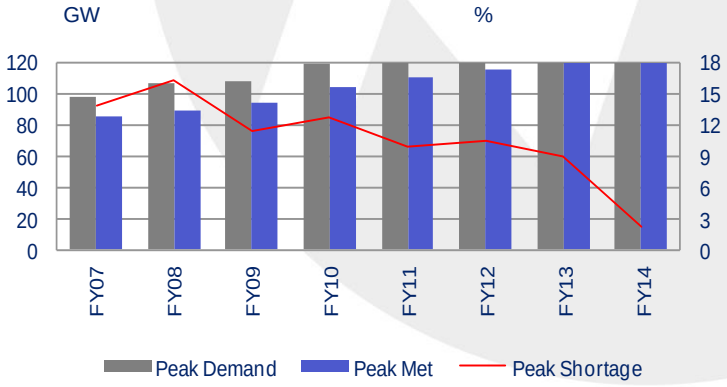
Volume
'000s



Source: SIAM

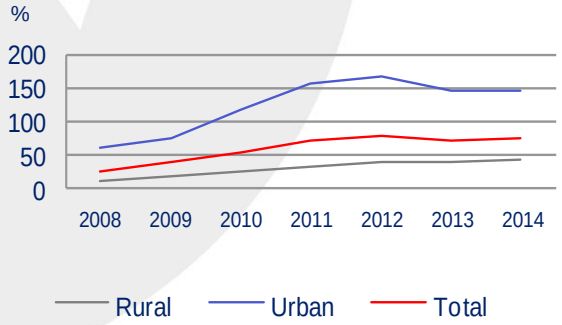
Industrial Fundamentals

Persistent Power Shortages Help UPS/Inverter Segment



Source: CEA

Tele-Density Expected to Rise



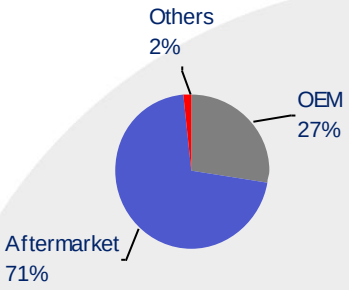
Source: DoT, FICCI

Industry is characterized by strong growth momentum in Automotive as well as Industrial Segments

2 Robust Business Fundamentals

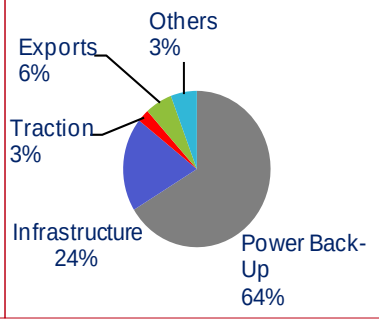
Automotive Segment(1)

- Automotive segment mainly includes sale to major vehicle manufacturers and aftermarket sales
- Exide primarily sells its automotive batteries in the domestic market under the brand names Exide, SF, Sonic and Standard Furukawa
- Dynex, Index and Sonic brands are the ones on which the company concentrates on for the export market



Industrial Segment(1)

- Industrial segment includes sales to power back-up equipments (UPS & inverters), traction equipments (fork lifts, golf carts, electric vehicles), infrastructure sector (railway, telecom, power generation & utilities) and exports (traction & standby)
- Exide markets its industrial batteries in the domestic market under Exide, Index, SF, CEIL & Power Safe brands
- Internationally, CEIL, Chloride and Index are the primary brands



MNC Customers

HYUNDAI, Mercedes-Benz, GM, FIAT GROUP, RENAULT, TOYOTA, HONDA The Power of Dreams

Domestic Customers

Mahindra, TATA, BAJAJ, HERO HONDA, MARUTI SUZUKI Count on us

MNC Customers

riello ups, APC by Schneider Electric, ERICSSON, SIEMENS, EMERSON, ABB, A Group brand, legrand

Domestic Customers

Godrej, BHEL, VOLTAS, NTPC, viom NETWORKS, पावरग्रिड, BSNL, L&T, TVS

Differentiating Factors

- *One of the largest storage battery manufacturer in India*
- *Strong relationships with customers and partners*
- *Strong sales and distribution network and quality customer service*
- *State of the art manufacturing facilities at diversified locations*

Exide has well entrenched relationships with industry leaders in each of the product sectors

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3 Exide Industries - Best in Class Manufacturing & Technological Capabilities

Plants Across India

Bawal Plant

Certifications: TS – 16949 by TUV Nord & IS0-14001:2004

Capacity: MC – 8,400 K

Taloja Plant

Certifications: BS -OHSAS 18001, ISO – 14001, TS – 16949 (For Auto) , ISO – 9001 (For Inverter , Industrial & Submarine Application) & by TUV Nord

TPM Excellence Category 'A' (For Auto) by JIPM, Japan

Capacity: Auto – 2,760K

Ahmednagar Plant

Certifications: ISO – 9001, ISO – 14001, TS – 16949 and OHSAS – 18001 by TUV Nord

Capacity: MC-9,600 K

Chinchwad Plant

Certifications: ISO – 14001 and TS 16949 by TUV Nord

TPM Excellence Category 'A' (For Auto) by JIPM, Japan

Capacity: Auto – 3,000 K, MC – 4,200 K

Roorkee/Haridwar Plant

Capacity: Home UPS – 0.6M Units

Shamnagar Plant

Certifications: ISO – 9001 (for inverter batteries), ISO – 14001 and TS 16949 (for Auto) by TUV Nord

TPM Excellence Category 'A' (For Auto) by JIPM, Japan

Capacity: Auto – 1,680 K , Indl – 636 Mah

Haldia Plant

Certifications: ISO – 9001 (for traction batteries) ISO – 14001 and TS – 16949 (for Auto) by TUV Nord

TPM Excellence Category 'A' (For Auto) by JIPM, Japan

Capacity: Auto – 1,920K, Indl – 1020 Mah

Hosur Plant

Certifications: ISO – 9001 (for VRLA), ISO – 14001, TS – 16949 (for Auto) and OHSAS – 18001 by TUV Nord

TPM Excellence Category 'A' (For Auto) by JIPM, Japan

Capacity: Auto – 2,880K, Indl – 1140 Mah

Production

Automotive Batteries (Millions of Batteries)		Industrial Batteries (Millions of Ah)	
Fiscal Year ended March 31, 2014	Fiscal year ended March 31, 2013	Fiscal Year ended March 31, 2014	Fiscal year ended March 31, 2013
27.02	27.04	1,771	1,969

Large plants provide economies of scale and state-of-the-art equipment enables production of high quality products

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3 Best in Class Manufacturing & Technological Capabilities (Cont'd)

R&D Centre : Exide

Research and Development

- **Primarily focus**:
  - Development for new products based on lead acid technology
  - Development of advanced lead acid battery through newer Technology (Expanded Positive & Punched Positive) and Process development
  - Improving its existing product portfolio
  - VA/VE activities to develop value added products at lowest cost.
- **Development Staff** (As of March 31, 2014): 62 members comprising of PHD in Science & Technology and Engineering graduates from various fields
- **Proprietary Research and Development Centre**: Has been functional since 1976 at Kolkata
- **Recent Technological Breakthroughs**:
  - Expanded technology : for Negative already introduced; for Positive introduction in progress
  - Batteries for most of the vehicles in Indian market
  - Long life new generation batteries with superior charge acceptance for inverter and solar applications
  - Advanced Ca-Ca products for Car segment with very low water loss and self discharge rate.
  - Dual Lid for DIN batteries

Technical Collaborations

- Shin Kobe Electric Machinery Co., Limited, Japan (Part of Hitachi Group, Japan) for its Automotive and Industrial VRLA (Valve Regulated Lead Acid) batteries
- East Penn Manufacturing Co. Inc., USA for Automotive & Industrial batteries and Lead Recycling.

Strong Technical Capabilities

- Patented side vented Omega Lid design ;Leak resistant under abusive application regime
- Innovative designs based on advanced hybrid technology
- Complete product rage from 25Ah – 200Ah to cater most of the automotive application
- Low cost products to suit Indian applications
- Robust design to withstand arduous vibration regime
- State of Art Tubular Gel range of Industrial batteries.

Exhaustive quality management systems in place

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3 Best in Class Manufacturing & Technological Capabilities (Cont'd)

R&D Centre : SF

Research and Development

- **Primarily focus**:
  - Product development for new products based on lead acid technology
  - Improving its existing product portfolio
- **Development Staff** (As of March 31, 2014): 15 members, comprising of PHD in Science & Technology and Engineering graduates from various fields.
- **Proprietary Research and Development Centre**: Has been functional since 1976 at Mumbai
- **Recent Technological Breakthroughs**:
  - ISS battery developed for MSIL YC5 Project
  - New generation ISS batteries for MSIL YP8-MC-YRA models
  - Long life flat plate Gel battery for Inverter
  - VRLA MC battery
  - E- Bike battery
  - Dual Lid for MSIL

Technical Collaborations

- Furukawa Battery Company Limited, Japan for its Automotive batteries at Taloja Plant
- East Penn Manufacturing Co. Inc., USA for Automotive & Industrial batteries and Lead Recycling.

Strong Technical Capabilities

- New generation ISS batteries for high CCA & CA
- Dual Lid design battery
- Flat Plate Gel battery for Inverter application
- Advanced Ca-Ca maintenance battery with very low water loss for passenger vehicle
- High life inverter battery with electronic sensor and alarm

Exhaustive quality management systems in place

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4 Backward Integration Advantages Due To Captive Facilities

Lead Smelting & Refining Operations

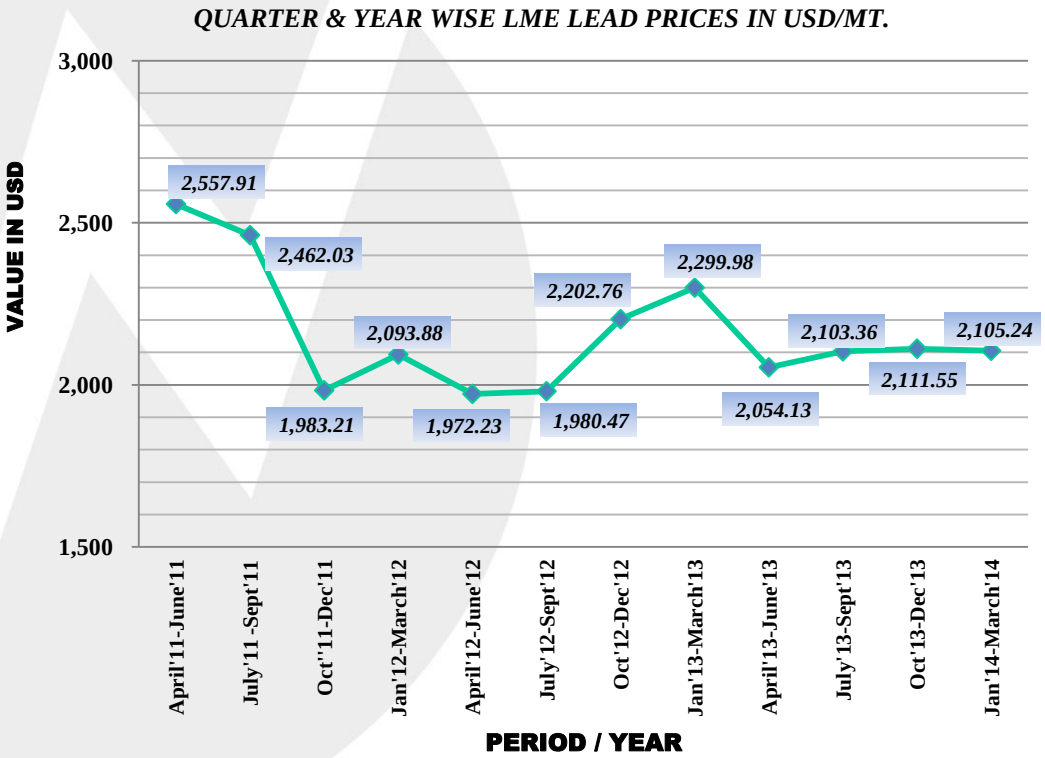
- Chloride Metals Limited
  - Exide acquired 100% shareholding in 2007
  - Engaged in smelting & refining operations at Taluka Khed, Pune
  - Capacity of 36,000 MTPA
- Chloride Alloys India Limited
  - Exide acquired 51% shareholding in 2008
  - Exide acquired balance 49% in August 2010
  - Engaged in smelting & refining operations at Kolar, Karnataka
  - Capacity of 60,000 MTPA

Exide's Strategic Advantages Due to Backward Integration

- Lead is a major raw material required in manufacture of batteries
- Volatility in lead prices is generally a significant issue for battery manufacturers across the globe
- Exide has reduced its dependence on imported lead by backward integration through acquisition of lead smelting and refining facilities
- Captive smelting and refining operations result not only in committed supplies but also provides a price advantage compared to competition
- Approximately 40% of Exide's metal requirements are met through supplies from captive operations

LME Lead Price

(USD / MT)



Captive smelting & refining facilities provide reliable supplies as well as price advantage

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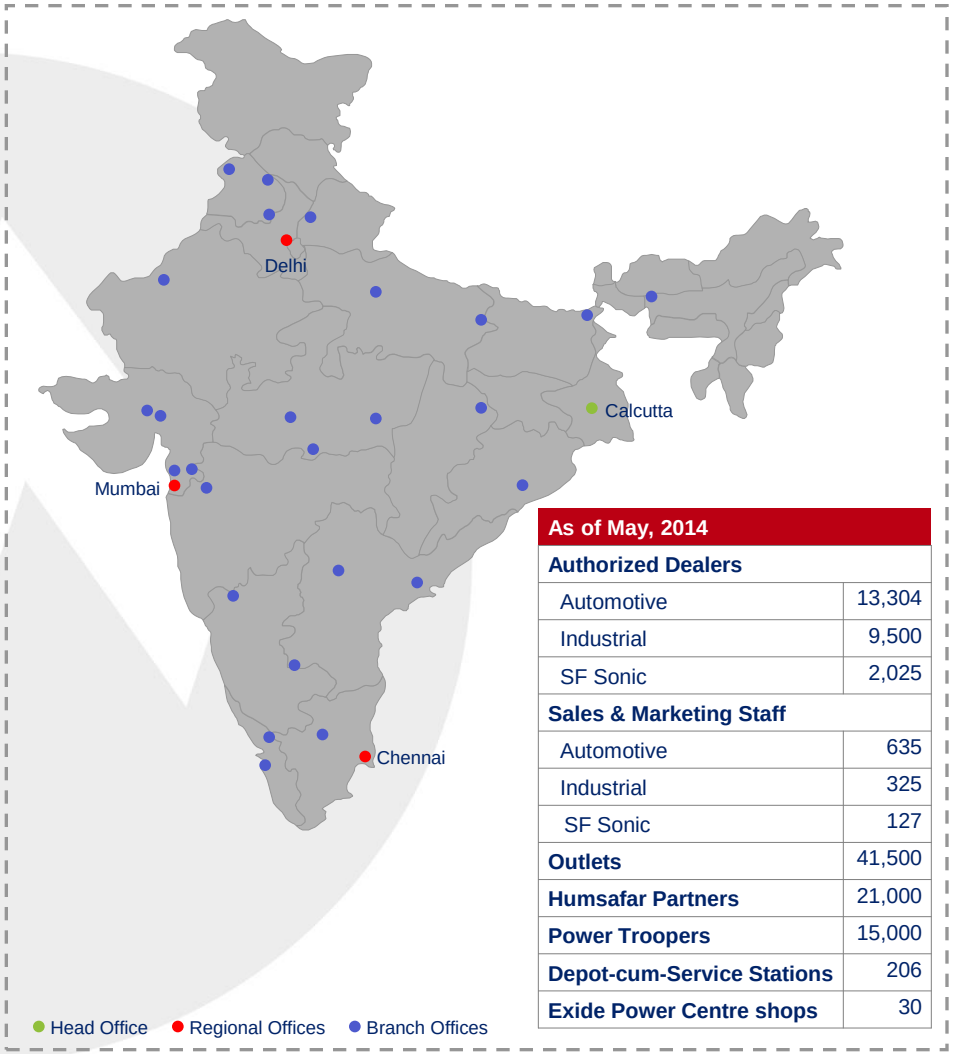
5 Strong Indian Footprint with an Expanding Global Footprint



As of May, 2014	
Authorized Dealers	
Automotive	13,304
Industrial	9,500
SF Sonic	2,025
Sales & Marketing Staff	
Automotive	635
Industrial	325
SF Sonic	127
Outlets	41,500
Humsafar Partners	21,000
Power Troopers	15,000
Depot-cum-Service Stations	206
Exide Power Centre shops	30

Pan-India sales & distribution network with an expanding global presence

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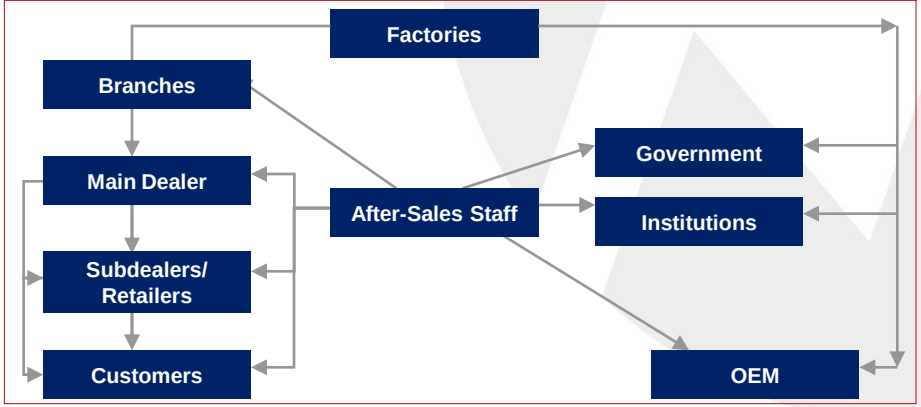
6 Strong and Dedicated Distribution Network

Industrial Batteries

- Approx. 9.500 authorised dealers
- Sales & Marketing staff of 325
- "Tracmobile": For its Traction customers
- "Invacare" : for its Home UPS customers
- **Exide Power Centre shops**: State of Art Retail Experience for providing exclusive and world class service to customers. At present there are 30 Exide Power Centres across India.

Exide's Dealer and Service Network



Automotive Batteries

- 13,304 authorized distributors and dealers
- Sales & Marketing staff of 635
- **"Humsafar partner" network:** Tertiary distribution network comprising of garages; Presently there are 41,500 outlets including 21,000 Humsafar partners
- **C Dealer network:** For heavy commercial vehicles
- **Kisan dealer network:** For Tractor Owners
- **Exide Care shops:** Conceptualized to establish a common look and feel and a standardized positive brand experience for the consumer
- **Project Kissan:** To target customers in the rural markets
- **exidereachout.com**: Web-based CRM initiative

Network of Depots and Service Stations

- Network of 206 Depot-cum-Service Stations spread across the Country
- Aims at providing World Class After Sales Service & Delivery Systems to its Customers & Channel Partners

SF Sonic Distribution

- Approx. 2025 'A' dealers
- Network of approx. 15,000 retailers
- Marketing staff of 127

Hub-and-Spoke system enables quick and efficient service and better customer relationships

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6 Strong Management Team with Proven Execution Capabilities

Management Team

Mr. P K Kataky is the **Managing Director & Chief Executive Officer** of the Company and has a wide range of experience in Manufacturing and Marketing. Mr. Kataky holds a B.E. (Electrical) degree from Assam Engineering College, Guwahati. Mr. Kataky has about 40 years of experience and has been associated with the battery manufacturing industry for over two decades

Mr. G Chatterjee is the **Joint Managing Director** of the Company and has a wide range of experience in production and marketing. He holds a B.E. degree from the Regional Engineering College, Durgapur and a Post-Graduate Diploma in Business Administration from the Indian Institute of Management, Ahmedabad. Mr. Chatterjee is responsible for the Company's Automotive battery business and has spent over two decades in the Company

Mr A K Mukherjee is a Chartered Accountant and also a Cost Accountant by profession. He has over 26 years of experience in financial and accounting matters. He is presently the **Director-Finance and Chief Financial Officer** of Exide Industries Limited. He is with Exide for last 16 years and became member of the Board of Directors in May, 2007. Prior to Exide, he was with Philips India Ltd.

Nadeem Kazim is the **Director - Human Resources** of the Company. He is a Graduate from Christchurch College, Lucknow and holds a Post Graduate Diploma in Personnel & Industrial Relations from the Xavier Institute of Social Service, Ranchi. He joined the Company in January 2009 and was previously employed with Tata Steel. He has over **27** years of work experience

Mr. Subir Chakraborty is the **Director – Industrial** of the Company and has a wide range of experience in Manufacturing and Marketing. He holds a B.E.(Mechanical) degree from IIT, Madras, and a Post Graduate Diploma in Business Management from IIM, Calcutta.

Mr Chakraborty is responsible for the Company's Industrial battery business. He has over 30 years of experience and has spent almost two decades in the Company.

Supriya Coomer is the **Company Secretary & Executive Vice President – Legal and Administration** of the Company. He holds Bachelor's of Commerce and Law degrees from the University of Calcutta and is an associate member of the Institute of Company Secretaries of India. He joined the Company in December 2008 and was previously employed with Saregama India Limited. He has over 25 years of experience in the industry

Deep understanding of the Indian storage battery space coupled with strong relationships and aggressive strategies

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Financial Information

A DECADE IN RETROSPECT

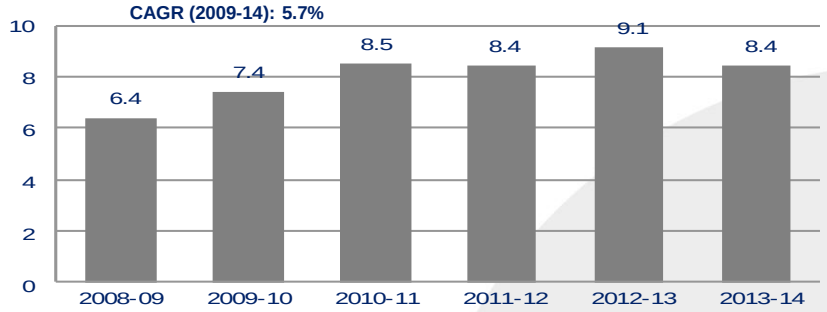
- Top-Line grown by 20%
- Operating Profit grown by 18%
- PBT grown by 23%
- Net Profit grown by 23%
- Market Capitalisation grown by 29%

Growth figures indicate CAGR

Growth Trend – Exide Standalone

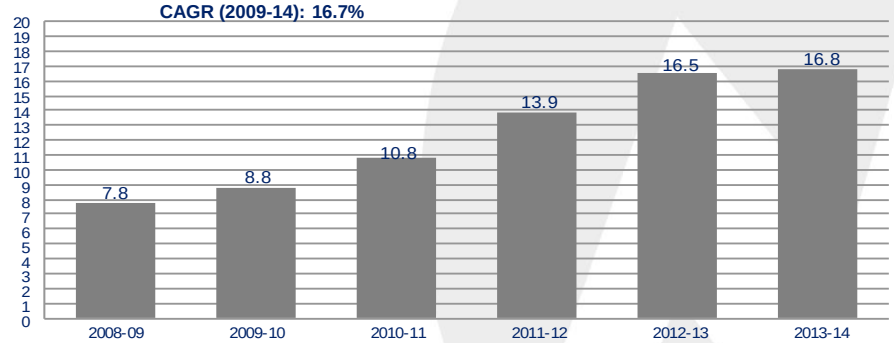
Three/Four Wheeler

(MM Batteries)



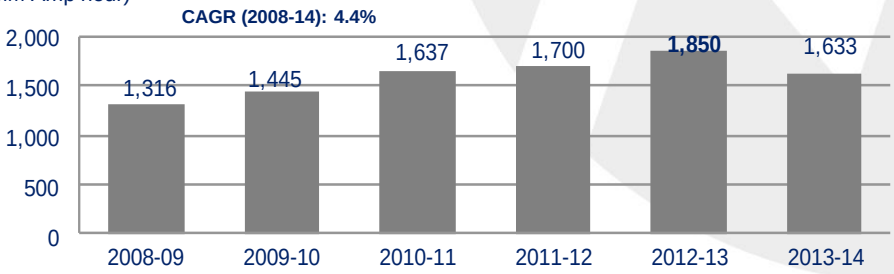
Two Wheeler

(MM Batteries)



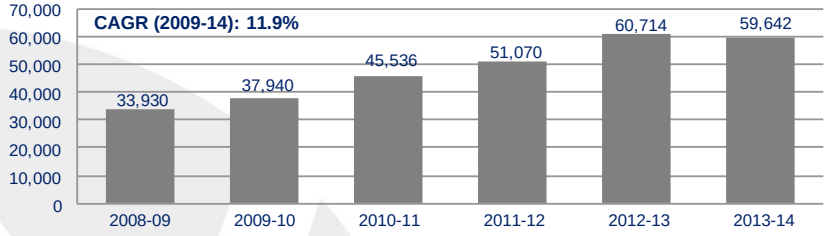
Industrial

(MM Amp hour) (3)



Net Revenues (1)

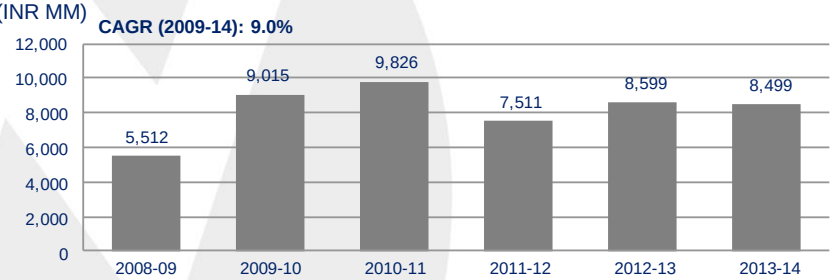
(INR MM)



US$ MM (4)	566	632	759	851	1012	994

EBITDA (2)

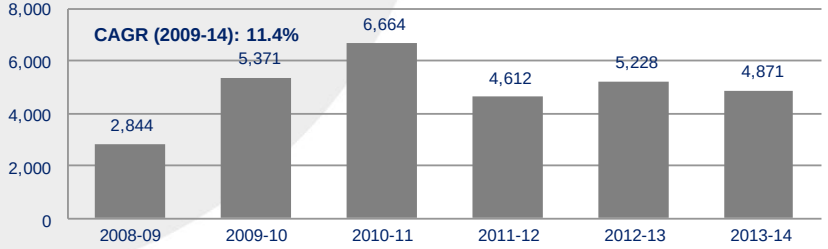
(INR MM)



US$ MM (4)	92	150	164	125	143	142

Profit After Tax

(INR MM)



US$ MM (4)	47	90	111	77	87	81

Notes

1. Excluding Other Income
2. Profit before "Interest and Finance Costs","Depreciation /Amortisation" and Exceptional items.
3. One ampere-hour is equal to the electric charge transferred by a steady current of one ampere for one hour
4. Using exchange rate of US$1 = Rs.60 as of 31-Mar-14

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Financial Information – Exide Standalone

Standalone Balance Sheet as at March 31, 2014

Sources of Funds	Amount (INR MM)	Amount (US$ MM) [1]
Net-worth including Revaluation Reserve of INR 237.2 MM	37,314.6	621.9
Secured & Unsecured Loans	Nil	Nil
Deferred Tax Liabilities	1,050.7	17.5
Total	38,365.3	639.4
Uses of Funds	**Amount (INR MM)**	**Amount (US$ MM) [1]**
Fixed Assets	10,490.0	174.8
Investments	19,670.1	327.8
Cash	1,199.5	20.0
Other Current Assets	18,206.6	303.5
Less: Current Liabilities	11,200.9	186.7
Total	38,365.3	639.4

Notes

1. Using exchange rate of US$1 = INR 60 as on March 31, 2014

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Financial Information – Exide Consolidated

Consolidated Balance Sheet as at March 31, 2014

Sources of Funds	Amount (INR MM)	Amount (US$ MM) [1]
Net-worth	34,596.6	576.6
Secured & Unsecured Loans	148.1	2.5
Deferred Tax Liabilities	1,117.8	18.6
Minority Interest	116.8	1.9
Total	35,979.3	599.6
Uses of Funds	**Amount (INR MM)**	**Amount (US$ MM) [1]**
Fixed Assets	17,488.4	291.5
Investments	79,280.0	1,321.3
Cash	2,868.2	47.8
Other Current Assets	25,301.8	421.7
Less: Current Liabilities	88,959.1	1,482.7
Total	35,979.3	599.6

Notes
1. Using exchange rate of US$1 = INR 60 as on March 31, 2014

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THANK YOU