About Us

- Established 1946
- Independent company headquartered in Kolkata, India
- Employees - 5242
- 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.
Story of our Growth - (1920 – 1981)

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

1920

First factory - Shamnagar, West Bengal

1946

Second factory - Chinchwad, Pune

1969

R&D Centre established in Kolkata

1976

Third factory - Haldia, West Bengal

1981
Story of our Growth -(1994 – 2000)

1994
Technical collaboration with Shin Kobe Japan

1995
Chloride Industries renamed as Exide Industries Ltd.

1997
Fourth factory - Hosur, Tamil Nadu

1998
Takeover of the industrial undertakings of Standard Batteries as a going concern

2000
100% Acquisition in CBSEA, Singapore & 49% Acquisition in ABM Sri Lanka

Shin-Kobe Electric Machinery Co., Ltd.
Story of our Growth -(2003 – 2009)

2003
Commissioning of Plant at Bawal

2005
New JV Company in UK - ESPEX formed 51% holding

50% Acquisition in Ing Vysya Life Insurance

51% Acquisition of Leadage Alloys India Ltd. Export plant set up in Haldia

2009
Sourcing Li-Ion Batteries for EV and supplying to customers in India
Story of our Growth - (2010 – 2014)

2010

- Exide signs separate agreement with Furukawa for Tech transfer for Start-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 ING Vysya Life Insurance

2014

- ING Vysya Life Insurance renamed as Exide Life Insurance
Organisational Structure

Board of Directors

Mr. Gautam Chatterjee
Managing Director & Chief Executive Officer

Include the following eminent personalities:
- Mr. Rajesh Kapadia
- Mr. R.B. Raheja
- Mr. Bharat D Shah
- Mr. Nawshir Mirza
- Mr. Vijay Aggarwal
- Mr. Sudhir Chand
- Ms. Mona N Desai

Mr. Subir Chakraborty
Director Automotive

Mr. A.K. Mukherjee
Director Finance

Mr. Nadeem Kazim
Director HR

Mr. Arun Mittal
Director Industrial
Promoter Holding: 45.99%
Foreign Institutional Investors: 15.16%
MF's and other Financial Institutions: 20.25%
Bodies Corporate: 11.63%
Individuals and others: 6.97%

Corporate Structure

Exide Industries Limited

Indian Subsidiaries
- Chloride International Limited
- Chloride Power Systems and Solutions Limited
- Chloride Metals Limited
- Exide Life Insurance Company Limited

Foreign Subsidiaries
- Associated Battery Manufacturers (Ceylon)Ltd, Sri Lanka
- Chloride Batteries S.E Asia Pte Limited, Singapore
- Espex Batteries Limited, UK
Industry Structure

Lead Storage Battery Industry

Automotive Batteries
- OEM
  - Aftermarket
  - Exports
- Power Back-Up
- Infrastructure
- Industrial Batteries
- Traction
- Submarine Batteries
- Exports
- Others

Sales
- Automotive: 62%
- Industrial: 37%
- Submarine: 1%
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

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

“most trusted
Battery Brand”
## Manufacturing Capacities

<table>
<thead>
<tr>
<th>Factories (Established)</th>
<th>Capacity*</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mn Units</td>
</tr>
<tr>
<td></td>
<td>Auto</td>
</tr>
<tr>
<td>Shamnagar (1946)</td>
<td>1.6</td>
</tr>
<tr>
<td>Chinchwad (1969)</td>
<td>2.9</td>
</tr>
<tr>
<td>Haldia (1981)</td>
<td>2.1</td>
</tr>
<tr>
<td>Hosur (1997)</td>
<td>2.8</td>
</tr>
<tr>
<td>Taloja (1998)*</td>
<td>2.8</td>
</tr>
<tr>
<td>Bawal (2003)</td>
<td>8.4</td>
</tr>
<tr>
<td>Ahmednagar (2010)</td>
<td>9.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>12.2</strong></td>
</tr>
</tbody>
</table>

* Through acquisition

- Multi location hedge supply risks to customers - delivery confidence
- Strategically located near markets
- Logistically efficient, considering 70% 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 6
- Engineers 49
- Diploma Engineers 23
- Technologists 7
- Others 18
New Product Development

- Hot conditions - Very High Ambient temperature - Long Life
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

Air Temperature

Dec

Data: NCEP/NCAR Reanalysis Project, 1958-1997 Climatologies
Animation: Department of Geography, University of Oregon, March 2000
Quality Systems - Certifications - TUV

Factories

- Shamnagar
- Chinchwad
- Haldia
- Hosur
- Taloja
- Bawal

Certifications

1. ISO 9001:2008
2. ISO 14001:2004
3. TS 16949:2009
4. OSHAS 18001:2007
Cost & Quality - Our Smelting Business

Chloride Metals Limited
Location: Pune
Capacity: 54,000 MT p.a.

Chloride Metals Limited
Location: Bangalore
Capacity: 114,000 MT p.a.
Our Reach

- Indian Operation
  - Regional Offices 49
  - Automotive Dealers 16000
  - Industrial Dealers 2570
  - Service Locations 257

- Online battery purchase
- Batmobile
Our Reach

- Indian Operation
  - Regional Offices 49
  - Service Locations 257
  - Automotive Dealers – 16000
  - Industrial Dealers – 2570

- Global relationship with marquee clients including
  - Indian automakers like Tata Motors, Mahindra, Maruti and Hero Honda
  - Global corporates including General Motors, Volkswagen, Toyota, Honda, Hyundai, etc.
  - Lucent, Motorola and ABB in the Industrial space
Some of our Automotive customers
Some of our Motorcycle Customers
Our Reach

- **Indian Operation**
  - Regional Offices 49
  - Service Locations 257
  - Automotive Dealers – 16000
  - Industrial Dealers – 2570

- **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
  - Lucent, Motorola and ABB in the Industrial space

- **Global Footprint – 43 countries**
  - Subsidiaries in 3 countries
  - Distributors presents in 37 countries
  - Clients including SBS Singapore, Jungheinrich, Germany, APC
  - Technical Partners in 3 countries
## Technology - Our Collaborators

<table>
<thead>
<tr>
<th>Company</th>
<th>Collaboration Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shin-Kobe Japan</td>
<td>• Part Of Hitachi Group, Japan. For Automotive and Industrial</td>
</tr>
<tr>
<td>Furukawa, Japan</td>
<td>• For Automotive Batteries at Taloja Factory. Stop Start, MC VRLA</td>
</tr>
<tr>
<td>East Penn, USA</td>
<td>• For Technical Collaboration and Assistance</td>
</tr>
</tbody>
</table>
Our Global Network

1. AFGHANISTAN
2. BANGLADESH
3. SRI LANKA
4. MALAYSIA
5. SINGAPORE
6. INDONESIA
7. AUSTRALIA
8. COLOMBIA
9. PARAGUAY
10. ARGENTINA
11. CANADA
12. MAURITIUS
13. KENYA
14. TANZANIA
15. GHANA
16. SOUTH AFRICA
17. NIGERIA
18. DR CONGO
19. SOUTH KOREA
20. JAPAN
21. TAIWAN
22. HONG KONG
23. VIETNAM
24. CAMBODIA
25. THAILAND
26. PHILIPPINES
27. BRUNEI
28. UAE
29. QATAR
30. BAHRAIN
31. KUWAIT
32. OMAN
33. ARMENIA
34. UK
35. GERMANY
36. FINLAND
37. TURKMENISTAN
38. LIBERIA
39. FIJI
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
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
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

Built SOLID
Built to excel

15-month Warranty*
Our Brands

ULTIMATE TECHNOLOGY MAXIMUM PERFORMANCE

DYNEX MATRIX SEALED FOR LIFE

Zero maintenance battery

Dynex is the premium global battery brand of EIL India. Some of EIL’s valued customers include...
A DECADE IN RETROSPECT

- Top-Line grown by 15%
- Operating Profit grown by 14%
- PBT grown by 16%
- Net Profit grown by 17%
- Market Capitalisation grown by 16%

Growth figures indicate CAGR
Growing sales over the years

CAGR – 15%
Profitability over the years

**PBT**
- CAGR: 11%
- 2008-09: 435
- 2009-10: 811
- 2010-11: 940
- 2011-12: 645
- 2012-13: 723
- 2013-14: 798
- 2014-15: 906

**EBITDA**
- CAGR: 10%
- 2008-09: 551
- 2009-10: 901
- 2010-11: 983
- 2011-12: 751
- 2012-13: 860
- 2013-14: 850
- 2014-15: 940
- 2015-16: 1067
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
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
Renewable Energy Solutions

Mini Solar Lanterns

Solar Homelight
Lights 2 to 6 Rooms
& Fan or T.V

• Affordable for All - Rs. 1470 upwards
• In house Design & Manufacture - Low Cost, Low Price
• Distribution - All India through Exide Channels
• New Concept: Subsidy Level Pricing without Govt. Subsidy
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”
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
Thank you