



**EXIDE INDUSTRIES LIMITED , INDIA**

**Corporate Presentation**



# About Us



- Established 1946
- Independent company headquartered in Kolkata , India
- Employees - 5294
- 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)



1920

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



# Story of our Growth -(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.



# Story of our Growth -(2003 – 2009)



2003

2005

2007

2009

Commissioning of Plant at Bawal

New JV Company in UK - ESPEX formed 51% holding

50% Acquisition in Ing Vysya Life Insurance

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

Sourcing Li-Ion Batteries for EV and supplying to customers in India





# Story of our Growth - (2010 – 2014)

2010



2012



2013

2014





## Board of Directors

Include the following eminent personalities :

Mr. Bharat D Shah

Mr. R.B. Raheja

Mr Nawshir Mirza

Mr. Vijay Aggarwal

Mr. Sudhir Chand

Ms. Mona N Desai

Mr Gautam Chatterjee  
Managing Director & Chief  
Executive Officer

Mr. Subir Chakraborty  
Director Automotive

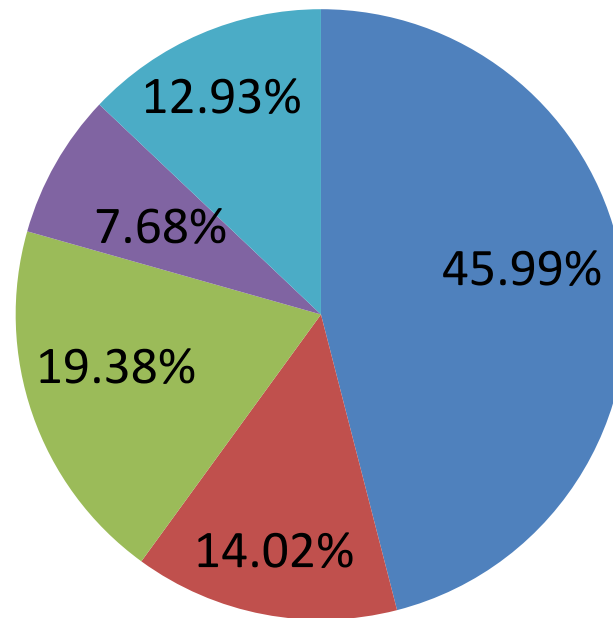
Mr. A.K.Mukherjee  
Director Finance

Mr. Arun Mittal  
Director Industrial

# Shareholding Pattern %



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





# Corporate Structure



**Exide Industries Limited**

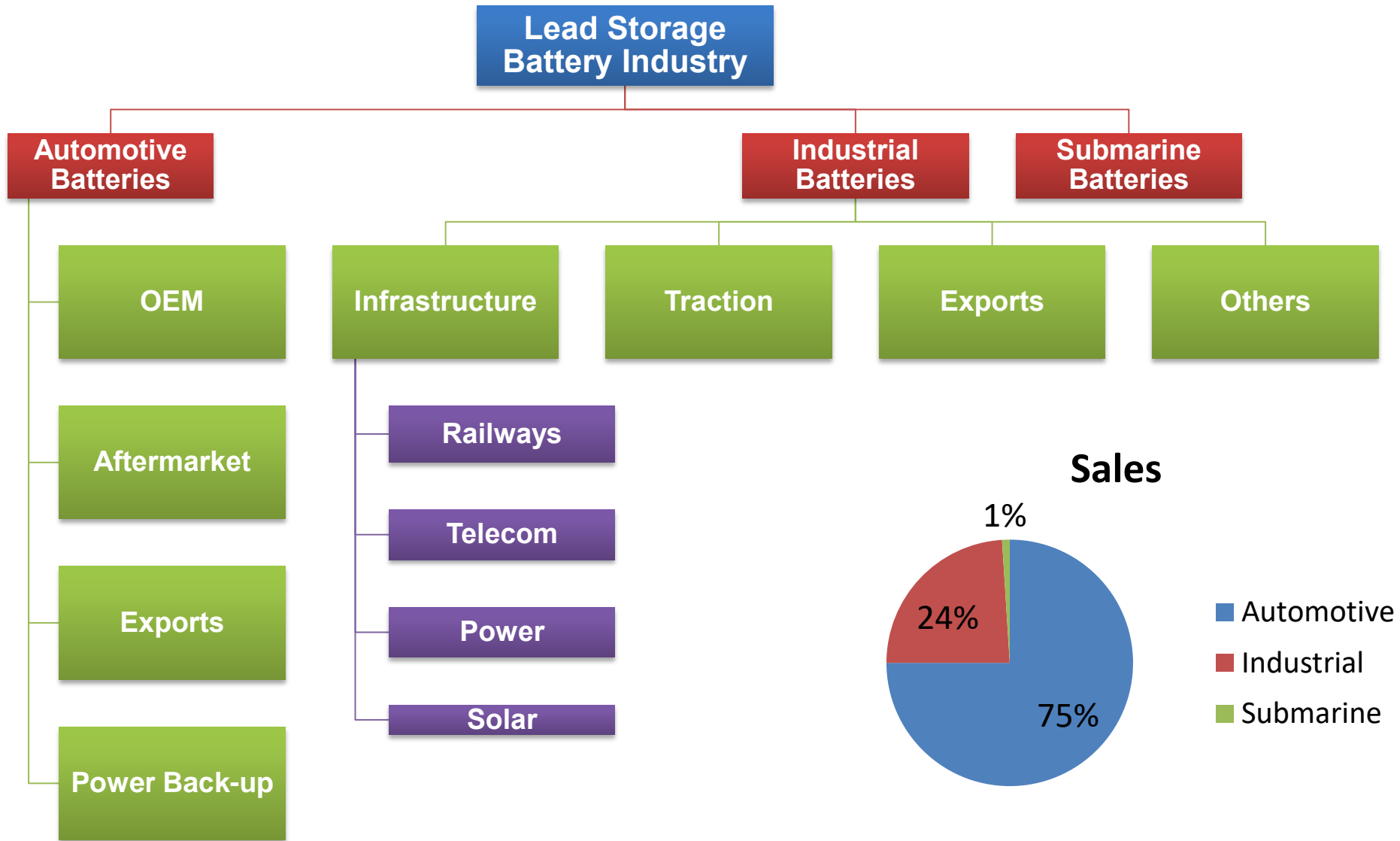
**Indian Subsidiaries**

- 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

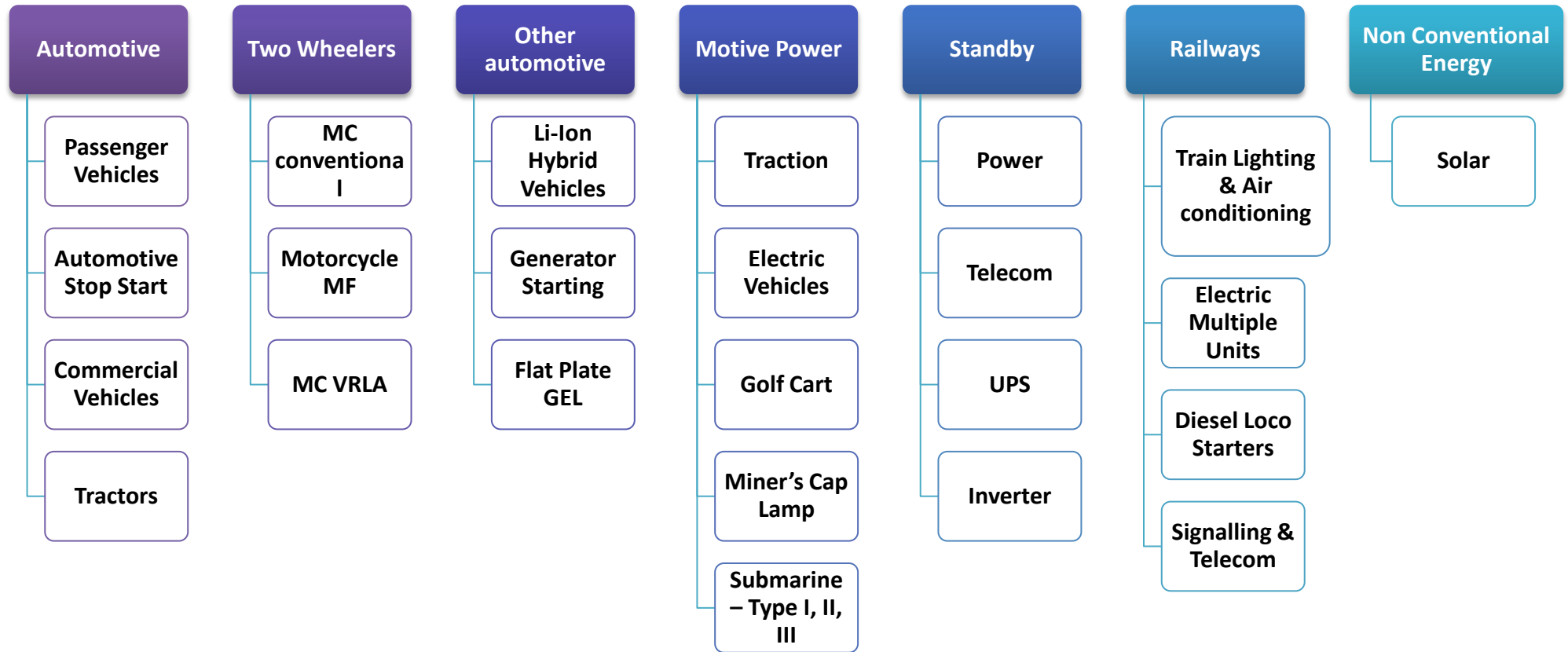
# Industry Structure



# 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



Factories (Established)	Capacity*		
	Mn Units		M Ah
	Auto	MC	Indl
Shamnagar (1946)	1.6		636
Chinchwad (1969)	2.9	4.0	
Haldia (1981)	2.1		1102
Hosur (1997)	2.8		1086
Taloja (1998)*	2.8	0.6	
Bawal (2003)		8.4	
Ahmednagar (2010)		9.0	
<b>Total</b>	<b>12.2</b>	<b>22.0</b>	<b>2824</b>

\* 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**
- **Quality System**
- **Cost**

# 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**

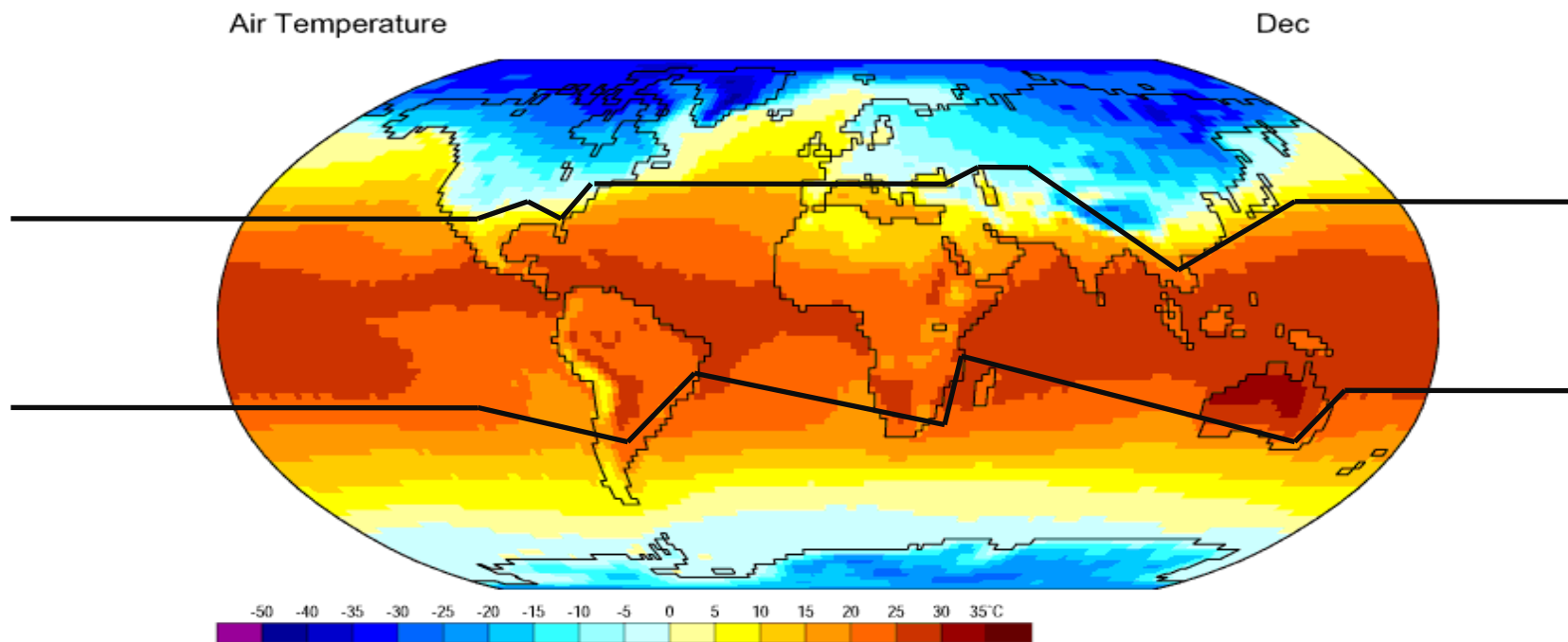
## Manned By

Doctorates	6
Engineers	49
Diploma Engineers	23
Technologists	7
Others	18

# New Product Development



- Hot conditions - Very High Ambient temperature - Long Life

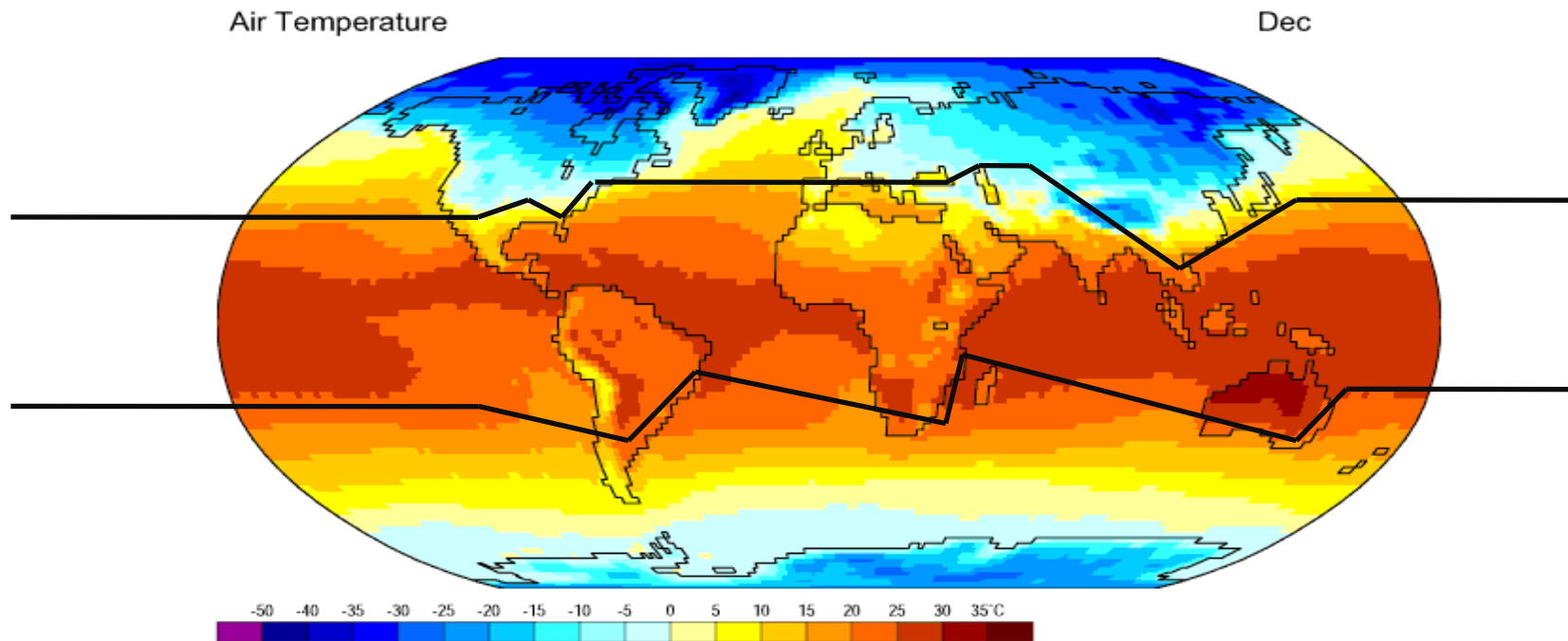


Data: NCEP/NCAR Reanalysis Project, 1959-1997 Climatologies  
Animation: Department of Geography, University of Oregon, March 2000

# 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

	<b>Shamnagar</b>	• ①	②	③
	<b>Chinchwad</b>	• ①	②	③
	<b>Haldia</b>	• ①	②	③
	<b>Hosur</b>	• ①	②	③④
	<b>Taloja</b>	• ①	②	③
	<b>Bawal</b>	• ①	②	③

- 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



HYUNDAI



Mahindra



SIMPLY CLEVER



NEWHOLLAND  
Your success – Our specialty



# Some of our Motorcycle Customers



# Our Reach



## ■ Indian Operation

- Regional Offices 49
- Service Locations 257
- Automotive Dealers – 16000
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## ■ 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



**Shin-Kobe Japan**

- Part Of Hitachi Group, Japan.
- For Automotive and Industrial



**Furukawa, Japan**

- For Automotive Batteries at Taloja Factory. Stop Start , MC VRLA



**East Penn, USA**

- For Technical Collaboration and Assistance



# Our Global Network



- Subsidiary
- Automotive
- Industrial
- Both

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. PHILIPINES
27. BRUNEI
28. UAE
29. QATAR
30. BAHRAIN
31. KUWAIT
32. OMAN
33. ARMENIA
34. UK
35. GREMANY
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

www.cbsea.com.sg

A screenshot of the CEIL website homepage. The browser address bar shows "http://www.cbsea.com.sg/". The website features the "CHLORIDE" logo and "ENABLED BY CEIL" branding. A navigation menu on the left includes "Product Range", "View Products", "Our Brands", "Chloride History", "News", "Careers", "Support", "Download", and "Network". The main content area has a large image of a warehouse with a forklift. Below this, there are several sections: "TRUSTED BATTERY SYSTEMS", "CEIL is no commonplace battery" (with a "Read More" button), "Chloride's History" (with a "Rich History Bright Future" graphic and a "click here" link), "FORKLIFT BATTERY LIFE ESTIMATOR" (with a "click here" link), "WHICH CEIL BATTERY FITS YOUR TRUCK?" (with a "click here" link), and "HAVE DIMENSIONS? WHAT BATTERY?" (with a "click here" link).



# Subsidiaries : ESPEX



[www.espexbatteries.co.uk](http://www.espexbatteries.co.uk)

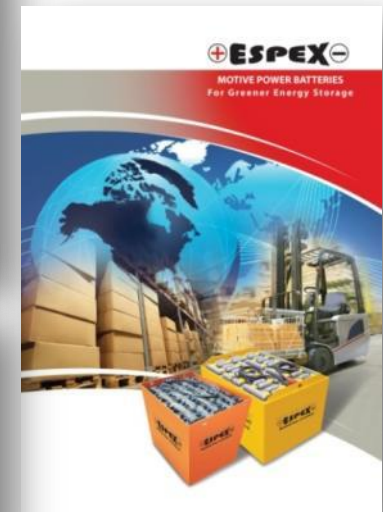
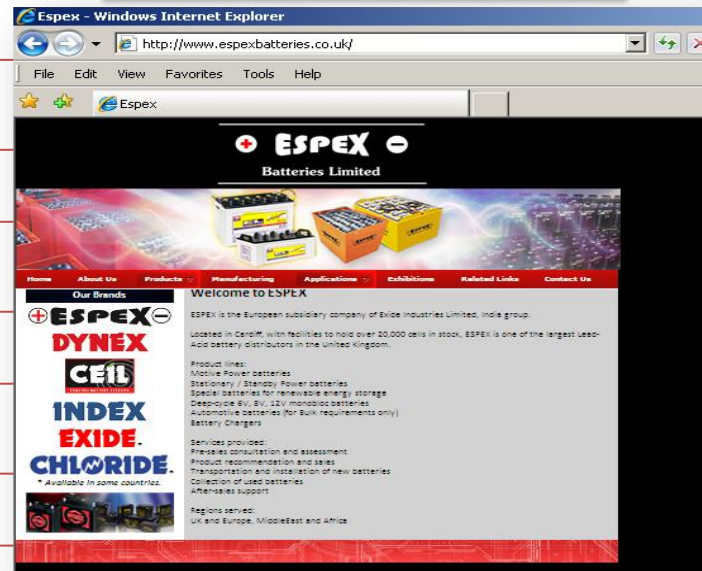
Espex Batteries Ltd - registered office at Cardiff UK

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



# Some of our major brands - Automotive



**EXIDE**

**CHLORIDE**

**DYNEX**

**INDEX**

**TUDOR**  
BATTERIES

**SF SONIC**

## 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



INDIA MOVES ON **EXIDE**



OUR BRANDS

Passenger Car range

**EXIDE**  
MATRIX

**EXIDE**  
Mileage

**EXIDE**  
EEZY

**EXIDE**  
Champion

Tractor range

**EXIDE**  
JAI KISAN

**EXIDE**  
JAI KISAN  
SHAKTI

Commercial Vehicle range

**EXIDE**  
XPRESS

**EXIDE**  
E-RIDE

**EXIDE**  
EKO

**EXIDE**  
Xplore

**EXIDE**  
XTREME

**EXIDE**  
BIKERZ

**EXIDE**  
Skutec

**EXIDE**  
lectrica

Two-wheeler range

Inverter range

**EXIDE**  
INVAMORE

**EXIDE**  
INVASmart

**EXIDE**  
InvaPlus

**EXIDE**  
INSTA BRITE

Genset range

**EXIDE**  
GENPLUS

Solar range

**EXIDE**  
kiran

HUPS range



**EXIDE**  
XTATIC

**EXIDE**  
ECO

Economy range



**EXIDE**  
Little  
Champ

# Our Brands



**Built SOLID Built to excel**

15-month Warranty\*

MAX  
MIN

**EXIDE**  
**BikerZ**  
12TW22

\* Conditions apply

The advertisement features a large, white and red EXIDE BikerZ battery as the central focus. The battery has a red top and a white body with a red panel on the front. The panel displays the EXIDE logo, the word "BikerZ" in a stylized white font, and the model number "12TW22". Above the battery, the text "Built SOLID Built to excel" is written in a metallic, bolted font. To the right, a silver oval badge says "15-month Warranty\*". The background is a dramatic sunset or sunrise over a desert landscape with silhouettes of cacti. In the foreground, a group of motorcyclists on various bikes are lined up, ready for a ride. The overall scene is lit with warm, golden light from the sun.



# A DECADE IN RETROSPECT

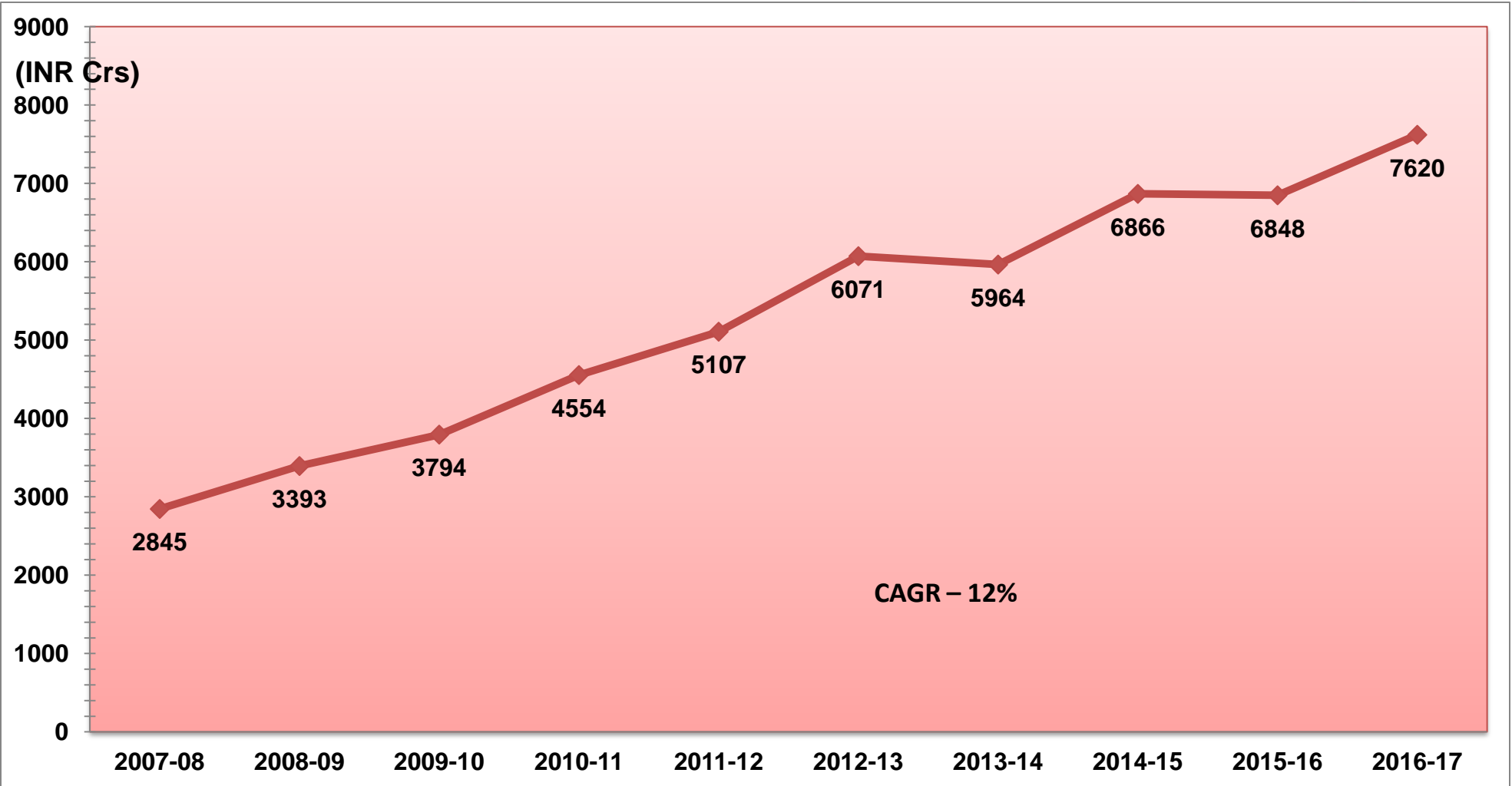


❖ Top-Line grown by	12%
❖ Operating Profit grown by	10%
❖ PBT grown by	11%
❖ Net Profit grown by	12%
❖ Market Capitalisation grown by	15%

Growth figures indicate CAGR

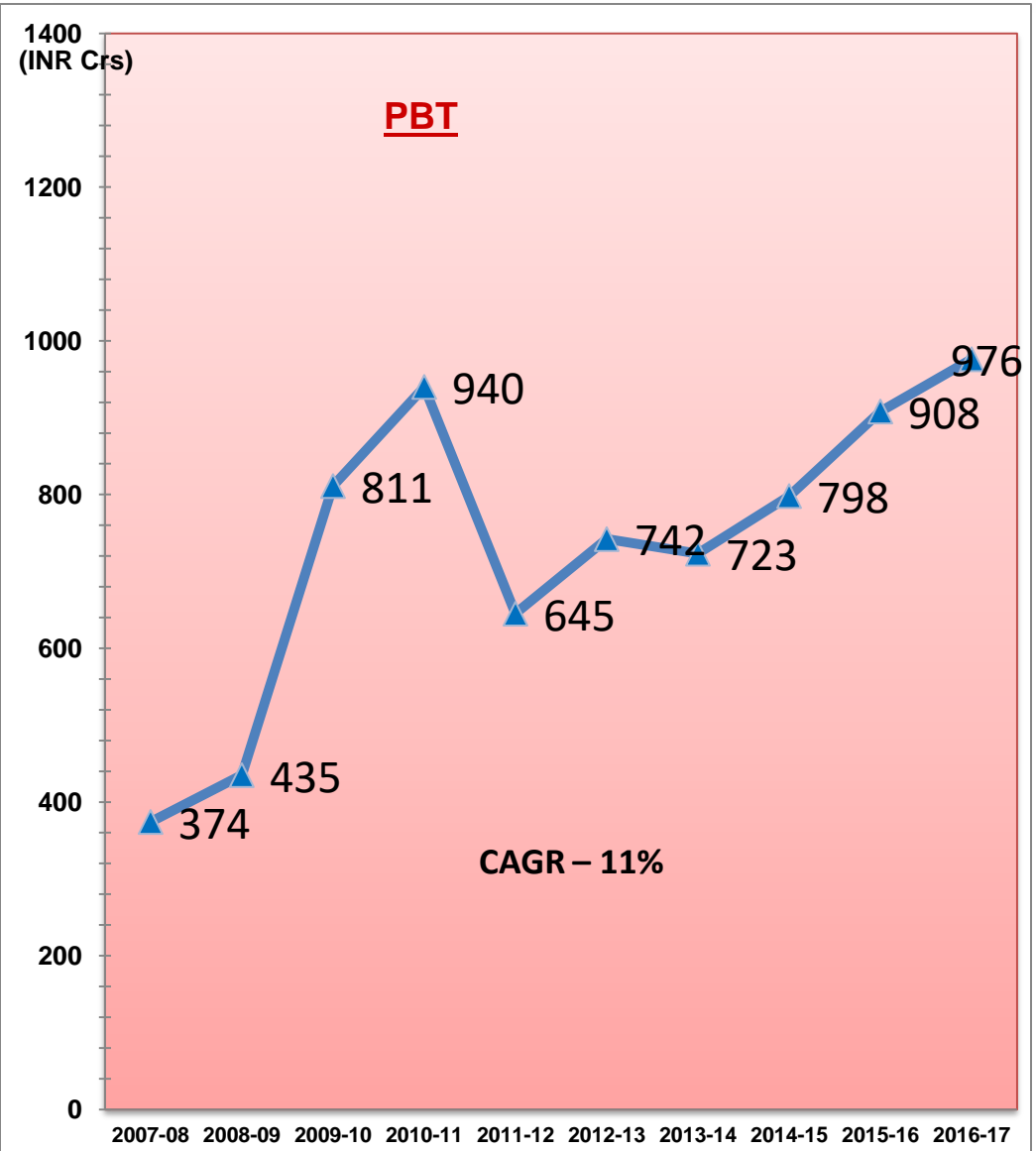


# Growing sales over the years

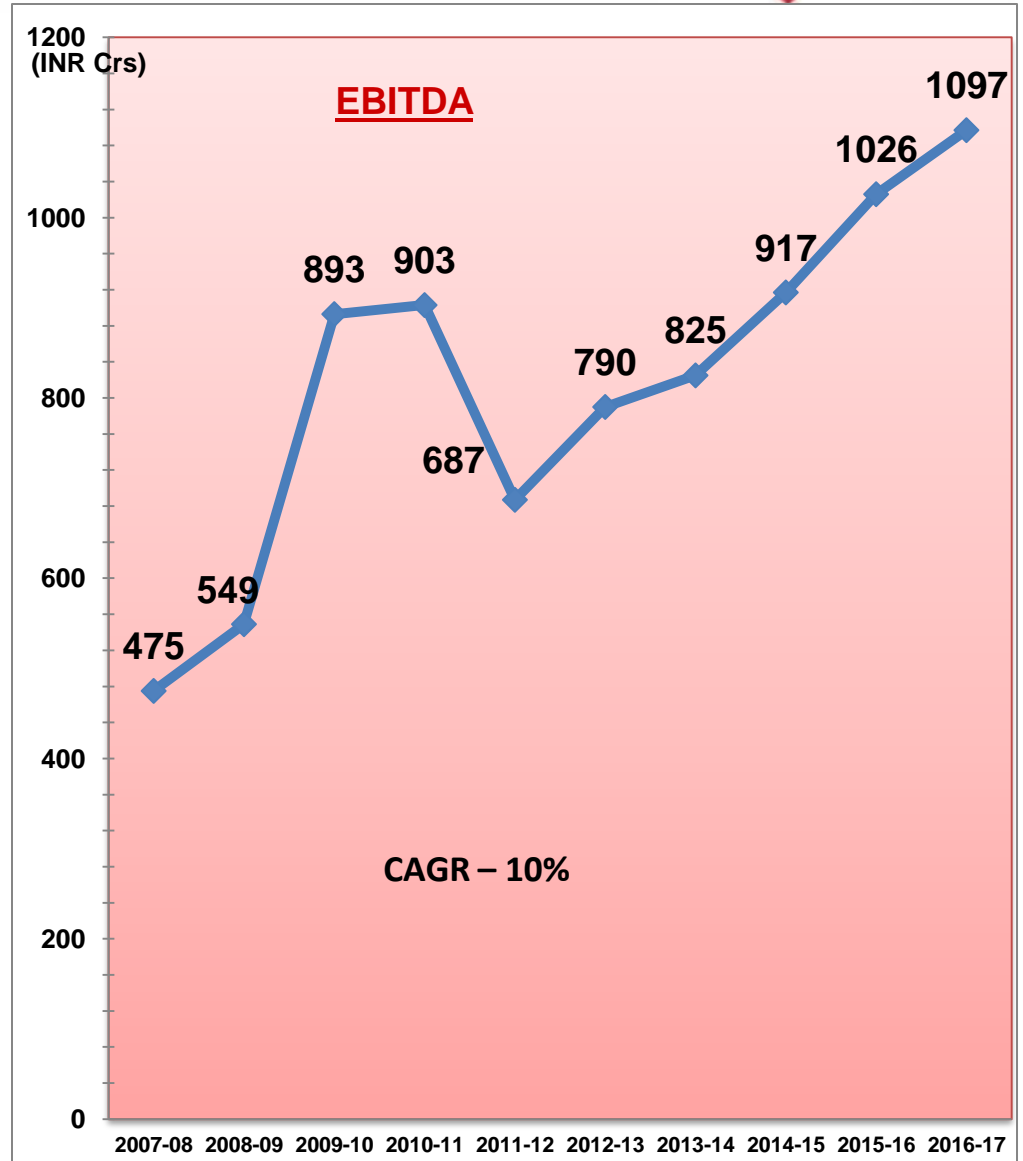


Euro (Mln)	374	446	499	599	672	799	785	903	901	1003
US\$ (Mln)	438	522	584	701	786	934	918	1056	1054	1172

# Profitability over the years



Euro (Mln)	49	57	107	124	85	98	95	105	120	128
US\$ (Mln)	58	67	125	145	99	114	111	123	140	150



Euro (Mln)	63	73	119	129	99	113	112	124	141	156
US\$ (Mln)	73	85	139	151	116	132	131	145	164	183

# 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



# 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”



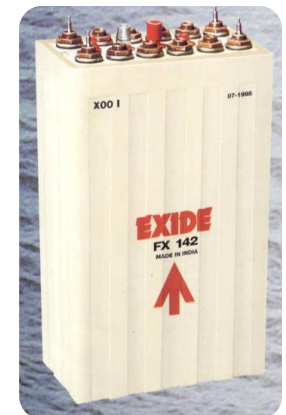
**EK 202**

**FOR KILO CLASS (20200 Ah)**



**SS 126**

**FOR HDW 209/206  
CLASS (12600 Ah)**



**FX 142**

**FOR FOXTROT / ROMEO  
CLASS (14200 Ah)**

# 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**

