

BUSINESS

@SPEED OF THOUGHT

EXIDE

DRIVEN

By the ambition to Lead
By the urge to Grow
By the passion to Excel



EXIDE
#DriveTheNext

#DriveTheNext

1. Product
2. Pricing
3. Placement
4. Promotion

1A. PRODUCTS: New Launches

- 9 New Products in the last 6 months
- Strategically deployed at different price points
 - Opening up new market segments



1B. PRODUCTS: Technology



- State-of-the-art Technology
 - Robust structural rigidity
- Superior Corrosion Resistance
 - Longer Life

1C. PRODUCTS: New Technologies

- Negative Expanded Auto Line
 - Punchgrid MC Battery
 - VRLA Genset Battery
- Expanded Positive for OE Supplies
 - AGM VRLA for E-Rickshaws
 - Ultra Batteries
 - Enhanced Flooded Batteries
- Monobloc for E-Rickshaws & Home UPS

2. PRICE LEADERSHIP

- Push Premium to Market-led Premium
- Price stability across the entire channel helping protect profitability of Channel Partners
- Commanding 5-7% premium across most of price segment
 - Benchmark price for category

2. PRICE LEADERSHIP

- Healthy Gross Margin ensured through mix-management and focus at every level of the organisation

3A. PLACEMENT: Distribution Strength



3A. PLACEMENT: Distribution Strength

- 16,000+ Direct Dealers
- 19,000+ Sub-Dealers active in 2017-18
- Loyalty-cum-Incentive Programmes driving growth across channels
- Channel policies supporting Distribution Strategies



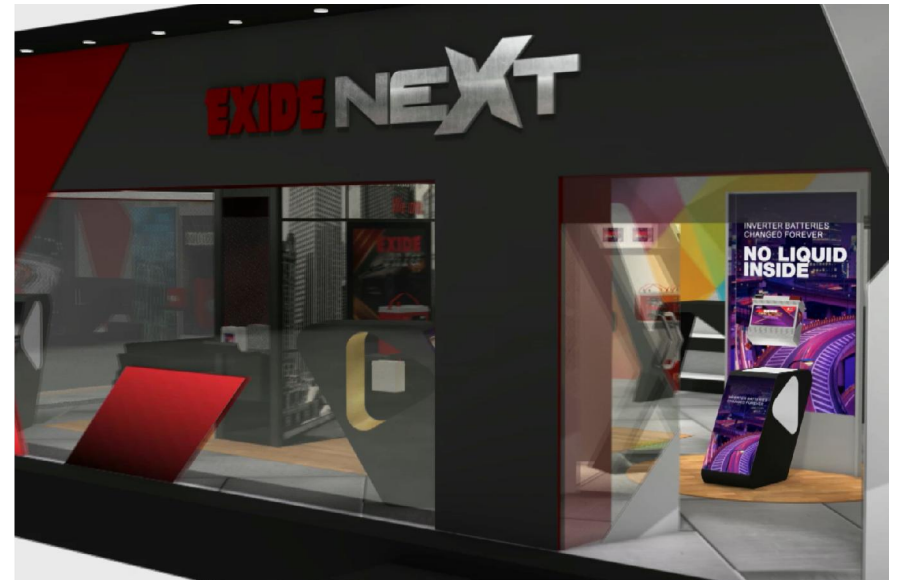
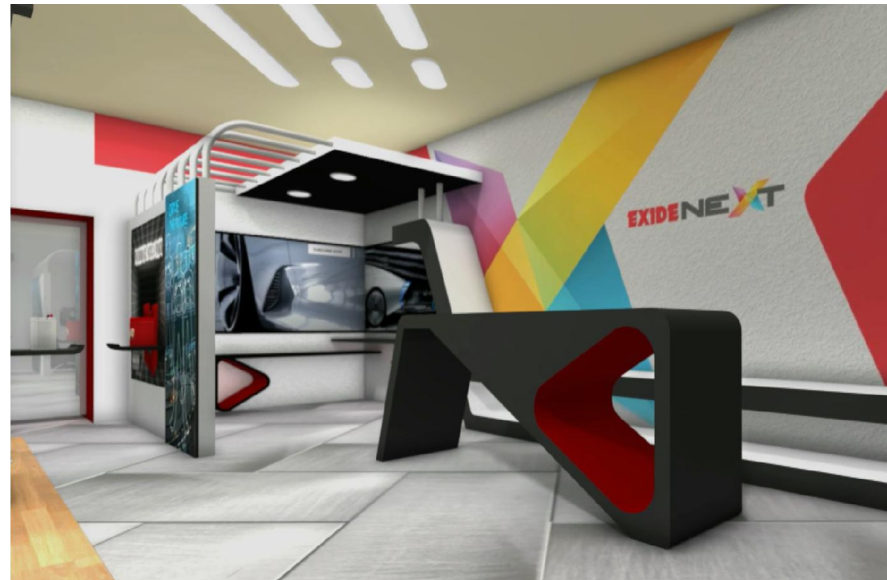
3B. PLACEMENT: Exide Care

- 1681 Exclusive Outlets
 - Branded Experience
- Exclusive Products – Exide Epiq & Exide Advanz



3C. PLACEMENT: Exide Next

- The Next Generation Experience Centre



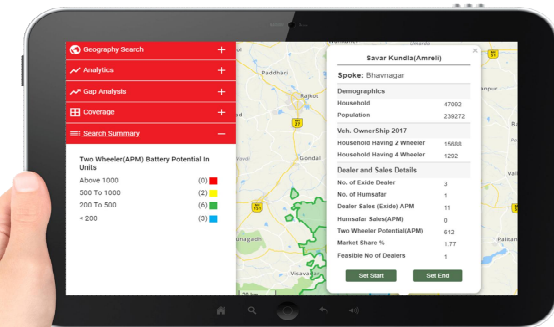
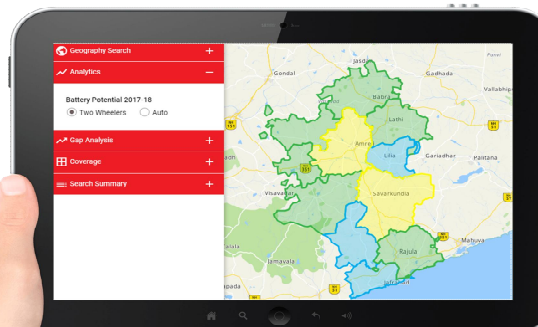
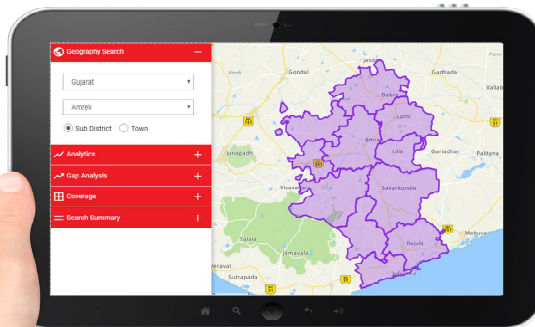
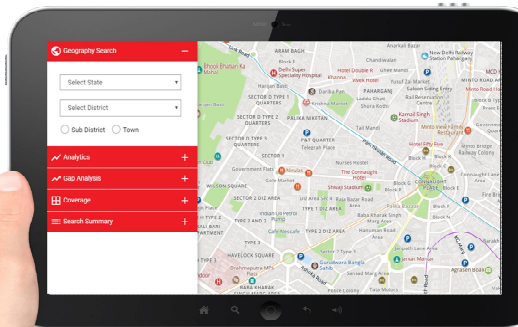
3D. PLACEMENT: Distribution Strength

- Ever-evolving & responsive to market opportunities
- Micro-mapping of competition

| Region Name | Branch Name | SPOKE NAME | Town Name | Brand Sales | Brand Leads | Market Share | Metrics | Minimizer | Error | IC | Market Leader | Spoke Total | Top 3 Towns | Spoke Tot |
|-------------|-------------|------------|-----------|-----------------------|-------------|--------------|---------|-----------|-------|-----|---------------|-------------|-------------|-----------|
| 157 | Cabutta | lowah | Behanpore | Behanpore Spoke Total | 1,134 | 45.6% | 9 | 24 | 6 | 117 | EXIDE | 1,230 | | 10.0% |
| 158 | Cabutta | lowah | Behanpore | Behanpore | 234 | 16.8% | - | 56 | - | 25 | EXIDE | 350 | | |
| 159 | Cabutta | lowah | Behanpore | Behanpore | 248 | 18.6% | 1 | 22 | - | 20 | EXIDE | 450 | | |
| 160 | Cabutta | lowah | Suli | Suli | 97 | 6.8% | 1 | 18 | - | 10 | EXIDE | 100 | | |
| 161 | Cabutta | orhat | orhat | orhat Spoke Total | 1,551 | 45.6% | 36 | 354 | - | 311 | EXIDE | 570 | | 16.4% |
| 162 | Cabutta | orhat | orhat | orhat | 487 | 14.0% | 92 | 350 | - | 84 | EXIDE | 550 | | |
| 163 | Cabutta | orhat | orhat | orhat | 280 | 8.0% | 1 | 88 | - | 54 | EXIDE | 350 | | |
| 164 | Cabutta | orhat | orhat | orhat | 74 | 2.1% | - | 4 | - | 5 | EXIDE | 200 | | |
| 165 | Cabutta | orhat | Tinsuka | Tinsuka Spoke Total | 2,230 | 39.5% | 15 | 489 | - | 397 | EXIDE | 620 | | 19.0% |
| 166 | Cabutta | orhat | Tinsuka | Tinsuka | 354 | 17.5% | 2 | 118 | - | 18 | EXIDE | 200 | | |
| 167 | Cabutta | orhat | Tinsuka | Tinsuka | 651 | 11.7% | 2 | 154 | - | 208 | EXIDE | 280 | | |
| 168 | Cabutta | orhat | Dulajon | Dulajon | 156 | 41.5% | 5 | 83 | - | 42 | EXIDE | 100 | | |
| 169 | Cabutta | orhat | Tripur | Tripur Spoke Total | 1,905 | 51.3% | 14 | 509 | - | 289 | EXIDE | 370 | | 21.1% |
| 170 | Cabutta | orhat | Tripur | Tripur | 536 | 48.7% | 5 | 149 | - | 53 | EXIDE | 300 | | |
| 171 | Cabutta | orhat | Tripur | Tripur | 380 | 23.0% | 2 | 22 | - | 66 | EXIDE | 350 | | |
| 172 | Cabutta | orhat | Tripur | Tripur | 100 | 19.1% | 1 | 69 | - | 39 | EXIDE | 50 | | |
| 173 | Cabutta | colkata | colkata | colkata Spoke Total | 7,000 | 26.3% | 361 | 3,716 | 24 | 205 | EXIDE | 1,000 | | 13.3% |
| 174 | Cabutta | colkata | colkata | colkata | 2,800 | 51.8% | 381 | 3,716 | 24 | 325 | EXIDE | 1,000 | | |
| 175 | Cabutta | colkata | colkata | colkata | 1,000 | 0.6% | - | 8 | - | 3 | EXIDE | 1,000 | | |
| 176 | Cabutta | colkata | colkata | colkata | 1,000 | 0.6% | - | 8 | - | 3 | EXIDE | 1,000 | | |
| 177 | Cabutta | colkata | colkata | colkata | 1,000 | 0.6% | - | 8 | - | 3 | EXIDE | 1,000 | | |
| 178 | Cabutta | colkata | colkata | colkata | 1,000 | 0.6% | - | 8 | - | 3 | EXIDE | 1,000 | | |
| 179 | Cabutta | colkata | colkata | colkata | 1,000 | 0.6% | - | 8 | - | 3 | EXIDE | 1,000 | | |
| 180 | Cabutta | colkata | colkata | colkata | 1,000 | 0.6% | - | 8 | - | 3 | EXIDE | 1,000 | | |
| 181 | Cabutta | colkata | colkata | colkata | 1,000 | 0.6% | - | 8 | - | 3 | EXIDE | 1,000 | | |
| 182 | Cabutta | colkata | colkata | colkata | 1,000 | 0.6% | - | 8 | - | 3 | EXIDE | 1,000 | | |

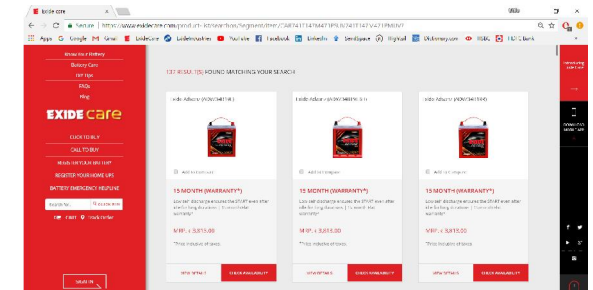
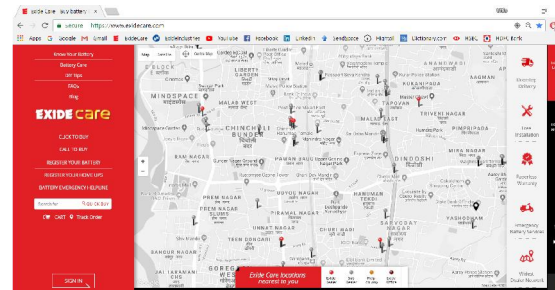
3D. PLACEMENT: Distribution Strength

- Tool-led market mapping approach enabling White Space coverage



3E. PLACEMENT: Online

- Unique marketplace model
- Complementing on-ground network
- Generating additional sales for Channel Partners



3F. PLACEMENT: Growth Driver

- A parallel Pan-India network of 500 Distributors in Tier II & III towns to leverage the post-GST opportunity
- Focused on the high growth CV & Tractor segments so far dominated by unorganised players
- Supported by an exclusive, price-competitive brand



3G. PLACEMENT: Distribution Backbone

- 500+ FJCP Vans for last mile delivery
- Move to Demand-Based Dynamic Journey Cycle Plan
 - Order-Based Deliveries within a fixed time
- SKU-level Net Demand Calculations through Planvisage
- Pull-based replenishment planning from ELC to Spokes

4. PROMOTIONS

- Always On 24x7 Brand Communication
- A contemporary expression of Exide's leadership
 - Driving Conversion & Conversation
 - Targeted use of Outdoor & Digital

**BRAND
CONVERSATIONS...**



#WhatDrivesYou



EXIDE care 1800-103-5454

EXIDE

BOLSTERED BY PRODUCT CAMPAIGNS...

**OUTLIVES EVERY
OTHER BATTERY**
FIRST TIME EVER **72 MONTH WARRANTY***



EXIDE
#WhatDrivesYou

Conditions apply*

Available only at **EXIDE care** outlets ☎ 1800-103-5454



EXIDE

MELTING AWAY?
Beat the heat with EXIDE Inverter Batteries.
☎ 1800-103-5454



INTRODUCING THE

PUNCHGRID

REVOLUTION

EXIDE
#WhatDrivesYou



15 MONTH WARRANTY

FIRST TIME IN INDIA
**SEALED
MAINTENANCE FREE**

EXIDE
#WhatDrivesYou

**CLEARLY
ADVANCED**



Available only at **EXIDE care** outlets ☎ 1800-103-5454

Available at all **EXIDE** outlets

1. Product
 2. Pricing
 3. Placement
 4. Promotion
-

THE FIFTH 'P'

PEOPLE

People who BUY
People who SELL

PEOPLE WHO BUY: Our Customers

- Focus on Complete Customer Experience
- Service Transformation Project underway
- On-Site Service Support backed by Dealer Network, Service Centres and unified Call Centre
- Unique BatMobile Emergency Service in 90 cities



PEOPLE WHO SELL: Sales Team & Channel Partners

EMPOWERED

ENABLED

PEOPLE WHO SELL: Sales Team & Channel Partners

- Connected through state-of-the-art mobility solutions
- Real time information on Stocks, Targets & Incentives



PEOPLE WHO SELL: Channel Partners

- Humsafar Scooter Service in 87 towns to support Channel Partners service requirements
- Channel Financing through SBI & Axis Bank to enable Dealer growth
- Over 5000 EzeTap POS devices placed at Outlets post demonetisation to enable eTransactions

PEOPLE WHO SELL: Sales Team

- A highly motivated 450+ team - goal focussed & target driven
 - Performance driven culture of rewards and recognition
 - Key positions manned by internally groomed managers
- Healthy mix of lateral recruits enabling influx of fresh ideas

**YOU
DID
IT**

MYGAME
PERFORMANCE MANAGEMENT
SYSTEM

AT THE CORE OF ALL THIS...

A belief that we do not just sell a battery
We enable millions of Consumers, Dealers and Employees to
MOVE AHEAD

#WhatDrivesYou

OUR NUMBER 1 POSITION

DRIVES US TO MOVE AHEAD STRONGER & FASTER