A Journey Through Time...
I came to India in 1916...
I have seen two World Wars...
I saw my country get partitioned...
I start motorcycles...
...And power submarines
I light up homes...
...And protect nuclear power plants
I drive mining locos four kilometres inside the earth...
...And harness solar energy in the Himalayas at 15,000 feet
I store power across five continents...
I have fifteen crore users at any point of time...
I have been a market leader every year for more than 100 years...
I have made profits every year for more than 100 years...

I have paid dividends every year for more than 100 years.
I sell one product every second

I only compete with time
I am ageless

I am timeless
Who am I?
I am **EXIDE**

CELEBRATING

- 100 YEARS OF INNOVATION
- 100 YEARS OF ASPIRATION
- 100 YEARS OF DREAMS

FOR

UNINTERRUPTED MARKET LEADERSHIP
MARKET CAP GROWTH OVER TWO YEARS
2017 – The Year Of Reckoning

Brand Rank

* Automobile Related Super Category

# 1  EXIDE

# 2  MRF
# 3  BOSCH
# 4  APOLLO
# 5  CEAT
# 6  CASTROL
# 11 SERVO
Independent company headquartered in Kolkata, India

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.
Board of Directors

Mr. Gautam Chatterjee
Managing Director & Chief Executive Officer

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. Surin Kapadia

Mr. Subir Chakraborty
Director Automotive

Mr. A.K. Mukherjee
Director Finance

Mr. Arun Mittal
Director Industrial
SHAREHOLDING PATTERN %

- Promoter Holding: 45.99%
- Foreign Institutional Investors: 11.84%
- MF's and other Financial Institutions: 19.35%
- Bodies Corporate: 14.38%
- Individuals and others: 8.44%
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
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
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
Chloride Electrical Storage Co. (CESCO), UK set up Trading Operations in India as an Import House.

- **1916**: First factory - Shamnagar, West Bengal
- **1946**: Second factory - Chinchwad, Pune
- **1969**: R&D Centre established in Kolkata
- **1976**: Third factory - Haldia, West Bengal
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
2003 – 2007

- 2003: Commissioning of Plant at Bawal
- 2005: New JV Company in UK - ESPEX formed 51% holding
- 2005: 50% Acquisition in ING Vysya Life Insurance
- 2007: 51% Acquisition of Leadage Alloys India Ltd.
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
2016 – 2018

2016

- Technical Collaboration with Chilwee, China
- Technical Collaboration with E-Coult, Australia
- Ultra Battery (Industrial) Collaboration with EPM, USA

2017

- EIL gets total Brand Rights in India and few other Countries after Out of Court Settlement with Exide Technologies, USA
- Technical Collaboration with ABC, USA
- Partnership with IIT, Chennai for EV Batteries

2018

- Technical Collaboration with Moura, Br
- Technical Collaboration with Furukawa, Japan for Ultra Battery (Auto)
INDUSTRY STRUCTURE

Lead Storage
Battery Industry

Automotive
Batteries

OEM

Infrastructure

Railways

Telecom

Power Back-up

Power

Submarine
Batteries

Industrial
Batteries

Traction

Exports

Others

Aftermarket

Exports

Solar
# OUR PRODUCT RANGE

## Application Areas

<table>
<thead>
<tr>
<th>Automotive</th>
<th>Two Wheelers</th>
<th>Other Automotive</th>
<th>Motive Power</th>
<th>Standby</th>
<th>Railways</th>
<th>Non Conventional Energy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passenger Vehicles</td>
<td>MC convenitional</td>
<td>Li-Ion Hybrid Vehicles</td>
<td>Traction</td>
<td>Power</td>
<td>Train Lighting &amp; Air Conditioning</td>
<td></td>
</tr>
<tr>
<td>Automotive Stop Start</td>
<td>Motorcycles MF</td>
<td>Generator Starting</td>
<td>Electric Vehicles</td>
<td>Telecom</td>
<td>Electric Multiple Units</td>
<td></td>
</tr>
<tr>
<td>Commercial Vehicles</td>
<td>MC VRLA</td>
<td>Flat Plate GEL</td>
<td>Golf Cart</td>
<td>UPS</td>
<td>Diesel Loco Starters</td>
<td></td>
</tr>
<tr>
<td>Tractors</td>
<td></td>
<td></td>
<td>Miner’s Cap Lamp</td>
<td>Inverter</td>
<td>Signalling &amp; Telecom</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Submarine – Type I, II, III</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Non Conventional Energy
- Solar
#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**
MANUFACTURING CAPACITIES

<table>
<thead>
<tr>
<th>Factories (Established)</th>
<th>Capacity per year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mn Units</td>
</tr>
<tr>
<td>Shamnagar (1946)</td>
<td>1.4</td>
</tr>
<tr>
<td>Chinchwad (1969)</td>
<td>3.4</td>
</tr>
<tr>
<td>Haldia (1981)</td>
<td>3.8</td>
</tr>
<tr>
<td>Hosur (1997)</td>
<td>3.0</td>
</tr>
<tr>
<td>Taloja (1998)</td>
<td>2.8</td>
</tr>
<tr>
<td>Bawal (2003)</td>
<td></td>
</tr>
<tr>
<td>Ahmednagar (2010)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>14.4</td>
</tr>
</tbody>
</table>

- Multi location hedge supply risks to customers - delivery confidence
- Strategically located near markets
- Logistically efficient, considering 40% raw materials imported
- Proximity to ports - cost efficiency in exports

- Technology
- Quality System
- Cost
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 4
- Engineers 61
- Diploma Engineers 21
- Technologists 7
- Others 29
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
Emerging INDIA

Major Auto Manufacturing Hub

Fourth Largest in Two Wheelers

Global Hub for small cars

Largest in Two Wheelers

Eighth Largest in Commercial Vehicles

Largest in Tractors
Industry Growth Momentum to continue. EIL has and will maintain same pace of growth as the Automobile Industry.
Industry Growth Momentum to continue. EIL has and will maintain same pace of growth as the Automobile Industry.
SOME OF OUR AUTOMOTIVE CUSTOMERS

NISSAN
JAGUAR
LAND ROVER
HONDA
HYUNDAI
CAT
GM
MAN
NISSAN
LAND ROVER
NISSAN
HYUNDAI
EICHNER
MARUTI SUZUKI
TATA
ESCORTS
MITSUBISHI MOTORS
wake up and drive
FIAT
Volkswagen
John Deere
SAME DEUTZ-FAHR GROUP
SKODA
NEW HOLLAND
Your success – Our specialty
Simply clever
SOME OF OUR MOTORCYCLE CUSTOMERS
COST & QUALITY – OUR SMELTING BUSINESS

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

Chloride Metals Limited
Location: Bangalore
Capacity: 84,000 MT p.a.
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

Subsidiary
Automotive
Industrial
Both
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
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
The Domestic Market was booming and consumed bulk of the Manufacturing Capacity. As a result, we could not focus on Exports till last year. However, with added capacity now, Exports will receive adequate focus.
SOME OF OUR MAJOR BRANDS - AUTOMOTIVE

EXIDE
- DOMESTIC
- EXPORT*

CHLORIDE
- DOMESTIC
- EXPORT*

DYNEX
- DOMESTIC
- EXPORT

INDEX
- DOMESTIC
- EXPORT

TUDOR
- DOMESTIC
- EXPORT

SF SONIC
- DOMESTIC
- EXPORT

*Available in some countries
OUR BRANDS

INDIA MOVES ON EXIDE

OUR BRANDS

Passenger Car range

EXIDE
EXIDE
EXIDE
EXIDE
EXIDE
EXIDE
EXIDE
EXIDE

MILEAGE
EEZY
CHAMPION
JAI KISAN
JAI KISAN
SHAKTI

Tractor range

Commercial Vehicle range

EXIDE
EXIDE
EXIDE
EXIDE
EXIDE
EXIDE
EXIDE
EXIDE
EXIDE

XPRESS
E-RIDE
EKO
XPLORE
XTREME
BIKERZ
SKUTEC
ELECTRICA

Two-wheeler range

Inverter range

EXIDE
EXIDE
EXIDE
EXIDE
EXIDE
EXIDE

INVAMORE
INASMART
INVAPLUS
INSTA RAITE
GENPLUS

HUPS range

EXIDE
EXIDE
EXIDE
EXIDE
EXIDE
EXIDE

XTATIC
ECO

Genset range

Solar range

Economy range

GQG
EXIDE
EXIDE
EXIDE
EXIDE
EXIDE

440 QUALITY POWER
ECO
LITTLE CHAMP

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
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.”

For KILO CLASS (20200 Ah)

For HDW 209/206 CLASS (12600 Ah)

For FOXTROT / ROMEO CLASS (14200 Ah)
A DECADE IN RETROSPECT

CAGR

- Top-Line grown by 12%
- Operating Profit grown by 10%
- PBT grown by 10%
- Net Profit grown by 10%
- Market Capitalisation grown by 23%
GROWING SALES OVER THE YEARS

CAGR – 12%

<table>
<thead>
<tr>
<th>Year</th>
<th>INR (Crs)</th>
<th>Euro (Mln)</th>
<th>US$ (Mln)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>3393</td>
<td>419</td>
<td>506</td>
</tr>
<tr>
<td>2009-10</td>
<td>3794</td>
<td>468</td>
<td>566</td>
</tr>
<tr>
<td>2010-11</td>
<td>4554</td>
<td>562</td>
<td>680</td>
</tr>
<tr>
<td>2011-12</td>
<td>5107</td>
<td>630</td>
<td>762</td>
</tr>
<tr>
<td>2012-13</td>
<td>6071</td>
<td>750</td>
<td>906</td>
</tr>
<tr>
<td>2013-14</td>
<td>5964</td>
<td>736</td>
<td>890</td>
</tr>
<tr>
<td>2014-15</td>
<td>6866</td>
<td>848</td>
<td>1025</td>
</tr>
<tr>
<td>2015-16</td>
<td>6848</td>
<td>845</td>
<td>1022</td>
</tr>
<tr>
<td>2016-17</td>
<td>7583</td>
<td>936</td>
<td>1132</td>
</tr>
<tr>
<td>2017-18</td>
<td>9186</td>
<td>1134</td>
<td>1371</td>
</tr>
</tbody>
</table>
EBITDA OVER THE YEARS

INR Crs

CAGR – 10%

<table>
<thead>
<tr>
<th>Year</th>
<th>Euro (Mln)</th>
<th>US$ (Mln)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>549</td>
<td>82</td>
</tr>
<tr>
<td>2009-10</td>
<td>893</td>
<td>133</td>
</tr>
<tr>
<td>2010-11</td>
<td>903</td>
<td>135</td>
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<tr>
<td>2011-12</td>
<td>687</td>
<td>103</td>
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<tr>
<td>2012-13</td>
<td>790</td>
<td>118</td>
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<tr>
<td>2013-14</td>
<td>825</td>
<td>123</td>
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<tr>
<td>2014-15</td>
<td>917</td>
<td>137</td>
</tr>
<tr>
<td>2015-16</td>
<td>1026</td>
<td>153</td>
</tr>
<tr>
<td>2016-17</td>
<td>1082</td>
<td>162</td>
</tr>
<tr>
<td>2017-18</td>
<td>1241</td>
<td>185</td>
</tr>
</tbody>
</table>
Target is to reach 15% in 2 / 3 years
PBT OVER THE YEARS

(INR Crs)

CAGR – 10%

<table>
<thead>
<tr>
<th>Year</th>
<th>Euro (Mln)</th>
<th>US$ (Mln)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>54</td>
<td>65</td>
</tr>
<tr>
<td>2009-10</td>
<td>100</td>
<td>121</td>
</tr>
<tr>
<td>2010-11</td>
<td>116</td>
<td>140</td>
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<tr>
<td>2011-12</td>
<td>80</td>
<td>96</td>
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<tr>
<td>2012-13</td>
<td>92</td>
<td>111</td>
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<tr>
<td>2013-14</td>
<td>89</td>
<td>108</td>
</tr>
<tr>
<td>2014-15</td>
<td>99</td>
<td>119</td>
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<tr>
<td>2015-16</td>
<td>112</td>
<td>136</td>
</tr>
<tr>
<td>2016-17</td>
<td>120</td>
<td>146</td>
</tr>
<tr>
<td>2017-18</td>
<td>130</td>
<td>157</td>
</tr>
</tbody>
</table>
- Technology
- Brand
- Customers
To remain ahead of Domestic Peers

To remain prepared for Impending Disruptions
NEW EMERGING APPLICATIONS

- Low Emission Norms – BS VI from April, 2020
- Energy Storage Applications
- Bullet Train
- Electric Vehicles
- Promise of Faith and Trust
- Promise of Life and Reliability
Joy to Interact with Exide

Best Value for Money

Relationship beyond Business

Decades of Loyalty

Better Lose Money than the Trust of the Customer
# DriveTheNext

## CUSTOMER

### Reach

- **Indian Operation**
  - Regional Offices: 55
  - Automotive Dealers: 21,313
  - Industrial Dealers: 2,313
  - Service Locations: 174

- **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

- **Global Footprint – 45+ countries**
  - Subsidiaries in 3 countries
  - Distributors presents in 40 countries
  - Clients including SBS Singapore, Jungheinrich, Germany, APC
  - Technical Partners in 5 countries
Service

- 150 Million Consumers under Warranty at any point of time
- Batmobile Operates in 60 Cities
- 2-Wheeler Service to Sub-Dealers – resolution in few hours
Thank You.