



EXIDE
#DriveTheNext

SBU-INDUSTRIAL BUSINESS

25.05.2018

OUR MAJOR CUSTOMERS

Key MNC Customers



Key Domestic Customers



IUPS BUSINESS

Highlights of IUPS Business

- UPS Segment is the largest segment of SBU Industrial and Exide has become the preferred choice.
- There are mainly two players in this segment and Exide is market leader.
- Exide has the full Product range in both AGM & Flooded battery types.

AGM Products



12V, 7AH/9 AH

12 V, 26 ~ 200AH



Flooded Products

12 V, 40 ~ 200AH



IUPS BUSINESS Continues....

IUPS Business

OEM Business : Exide has become a preferred Choice of all OEMs and we have long term contract with the major OEMs like, Novateur (Legrand), Consul, Frontline, Power One Micro system, Techser Power, Accenture, Igatech, Johnson lifts, V-guard, Hycon power, Schneider Electric, Socomec, Emerson, Aplab, DB power, Hitachi Hi-rel, Ador powertron, Switching Power, D S System, Vertiv, Tritonics, Delta Power, Eaton Power and many more.

Trade Business : Exide is also significantly gaining market share in the replacement business which is created by our Pan India dealer network.

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Highlights of Telecom Business

- This segment has three players including Exide.
- Till 16/17 Exide was not present in the Private Telecom Space.
- In FY 17/18 Exide introduced advanced VRLA batteries for the Telecom Segment and as a result Exide has gained significant market share in the Telecom Segment.
- Exide's Advanced VRLA batteries have been well accepted by all the large customers mainly Indus Tower, Bharti Infratel & ATC.
- Exide has also signed a Technical collaboration with East Penn, USA & Ecoult, Australia for manufacturing of Ultra batteries in India. These batteries are currently under trial at various Telecom customers providing DG free solution.
- Exide is expected to continue to dominate the Telecom segment with its high technology products.



GOLD TOUCH IN TELECOM BUSINESS

Exide wins the Gold Award in the Category of Technology from Indus tower



SOLAR BUSINESS

Highlights of Solar Business

- Solar is the 3rd largest segment in Industrial Business and we have a dominating market share.
- Exide has the most diverse product range, both in flooded and sealed Gel types with capacity range form 12V 20 AH to 12V 200 AH.
- For large installations Exide has the entire 2Volt range from 2V 200 AH to 2V 1000 AH in both flooded & Gel versions.



Solar 12V flooded



2V flooded



2V Gel

12V Gel



EXPORTS

- Focus on Southeast Asia (through CBSEA), European Market (through ESPEX), Middle East & African Markets.
- Products range – Traction & Standby.
- Offered by Jungheinrich for OEM supplies.
- Had a significant growth in FY-17/18 and it is expected that we shall have similar growth in FY 18/19.



ENERGY STORAGE

Highlights of Energy Storage Business

- India is planning to install 100GW of Solar by 2022.
- This will open the opportunity for Energy storage in future for both time shift & frequency regulation.
- Exide has the technology for Ultra batteries from East Penn USA to cater to the Energy storage Market.
- Exide is also exploring tying up with a partner for Li-Ion Battery Solution for storage and industrial application.



RAILWAY PROJECT

GE (USA) Diesel Loco Project

- Sole approved Indian vendor for Global market
- 100% engines with Exide Battery for Indian Market.

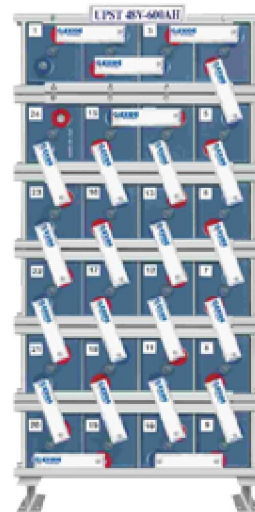


Ni-Cd Market

- Major Customers - CLW and ALSTOM.
- Potential estimated 2018-19 is 100Cr. We expect around 10% share.

Microgrid

- Executing the order from North & South Bihar Rural electrification projects, spread across 12 districts of Bihar.
- Minigrig projects are coming in West Bengal Rural electrification and Exide is strategically in advantageous position for these project..



Thank You.

