BUSINESS
@SPEED OF THOUGHT
DRIVEN

By the ambition to Lead
By the urge to Grow
By the passion to Excel
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
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• 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
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...
BOLSTERED BY PRODUCT CAMPAIGNS...

OUTLIVES EVERY OTHER BATTERY
FIRST TIME EVER 72 MONTH WARRANTY

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#WhatDrivesYou

MELTING AWAY?
Beat the heat with EXIDE Inverter Batteries.
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INTRODUCING THE
PUNCHGRID
REVOLUTION

EXIDE
#WhatDrivesYou

FIRST TIME IN INDIA
SEALED MAINTENANCE FREE

CLEARLY ADVANCED
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
A belief that we do not just sell a battery
We enable millions of Consumers, Dealers and Employees to MOVE AHEAD
OUR NUMBER 1 POSITION
DRIVES US TO MOVE AHEAD STRONGER & FASTER