

## **Exide margins improve due to better margin management**

**Kolkata, June 15, 2013:** Exide Industries Ltd on Tuesday reported higher net profit in the first quarter of the current financial year 2013-14. The sequential growth in Profit Before Tax of Rs 238 crores has been significantly higher by 16% as compared to the previous quarter ended 31<sup>st</sup> March, 2013. During the 1<sup>st</sup> quarter of April - June 2013, sales at Rs 1626 crores registered an improvement of 5%, whilst Profit Before Tax showed a growth of 9% as against the corresponding quarter of the previous financial year. The performance has improved both year-on-year as well as sequentially particularly at a time when industries to which Exide caters to are witnessing severe de-growth in recent past.

The Company's Board of Directors met in the city on Monday to adopt the financial results for the quarter April to June of 2013.

Ascribing the rise in profitability to better margin management, judicious product mix and cost reduction through value engineering, **Mr P.K. Katakya, Managing Director & CEO of Exide Industries Ltd.**, said, "The improved financial performance is largely due to increased sales growth in the after-market segment of the automotive battery business. Our emphasis on value engineering also paid rich dividends to improve margins. These efforts will continue across all levels so that the momentum is carried into the future."



Mr Katakay took over the role of MD & CEO of Exide, South Asia's largest stored energy solutions company effective May 1, 2013.

"The improved performance during the quarter is all the more significant because it comes at a time when the automotive OE business has suffered severely due to slack in demand from the industry. In the coming months, the depreciation of the rupee will increase the cost of imported lead. Performance of the industrial batteries business also remained damp due to overall stagnation in both the world as well as Indian economy. Even Home UPS battery sales were depressed during the quarter due to advance onset of the monsoon. Batteries for solar applications, however, are showing an encouraging growth trend", Mr Katakay added.

**Exide Industries Limited**

A handwritten signature in blue ink, appearing to read 'P.K. Katakay'.

**P.K. KATAKAY**  
**Managing Director &**  
**Chief Executive Officer**