



Exide Industries - Investor Presentation

May 2022

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- 2 Automotive Vertical
- 3 Industrial Vertical
- 4 New Business: Lithium-ion Batteries
- 5 Key Financial Highlights
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Business Overview

 **Business at a snapshot**



75+ Years
of Operations
in India

Presence in
60+
Countries

10
Manufacturing
Plants

57 million
Automotive
Batteries
produced p.a.

5 billion AH
of Industrial Power
Supply p.a.

2.4 million
Units of Punch
Grid Batteries
produced p.a.

Rs.12,500
crore+
Market Capitalization

Rs.12,000
crore+
Revenues

Rs.750
crore+
PAT

First factory established in Shyamnagar, West Bengal

R&D established in Kolkata, West Bengal

Chloride Industries Ltd. renamed as 'Exide Industries Ltd.'

Takeover of industrial undertakings of Standard Batteries Ltd

Foray into lead smelting operations through subsidiary 'Chloride Metals Ltd.'

Acquisition of second home UPS manufacturing facility at Haridwar

- Forays into manufacturing of Lithium-ion batteries and battery management solutions
- Exide celebrates 75 years of its existence in India

1947

1969

1976

1981

1995

1997

1998

2003

2008

2011

2012

2018

2022

Second factory established in Chinchwad, Pune

Third factory established in Haldia, West Bengal

Fourth factory established in Hosur, Tamil Nadu

Commissioning of plant in Bawal, Haryana

Acquisition of first home UPS manufacturing facility at Roorkee

Exide enters into joint venture with Leclanche SA for lithium-ion batteries modules and packs manufacturing

We manufacture batteries for multiple applications in automotive sector

Vehicular

Non-Vehicular



4-Wheeler



3-Wheeler



2-Wheeler



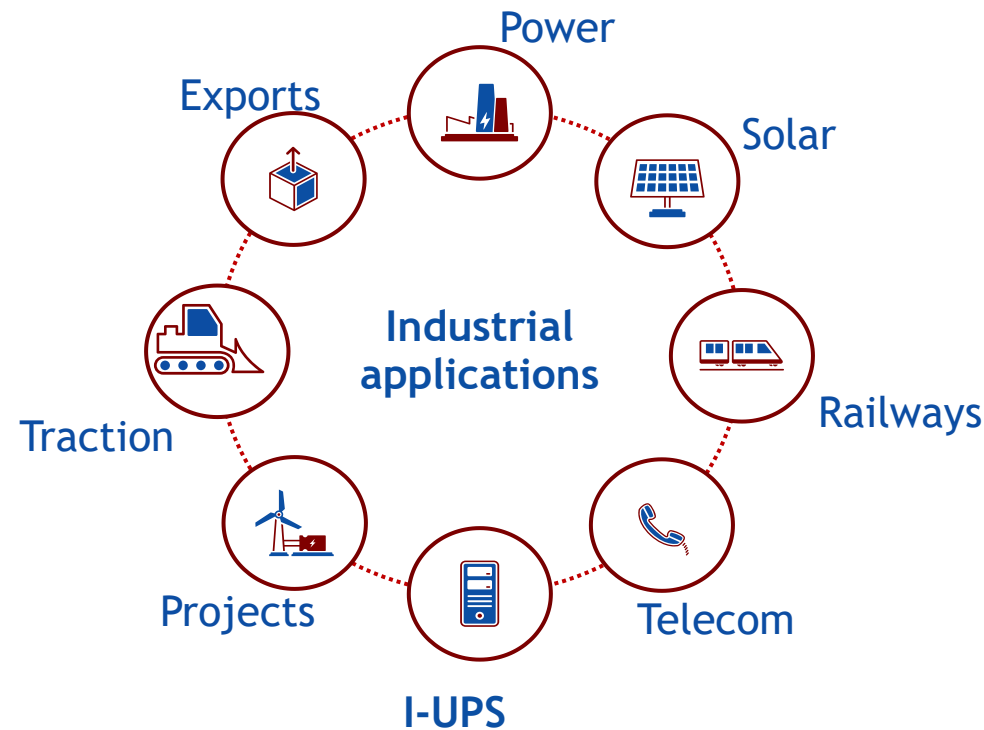
E-Rickshaw




H-UPS

- **Wide range:** 2.5 Ah for 2-wheelers to 260 Ah for Non-vehicular
- **Wide range of warranty period:** 12 months to 77 months (flat + pro-rata)

We are a reliable power solution provider for all industrial applications



- **Industrial batteries range:** 7 Ah to 3200 Ah for multiple applications
- **Other application areas:** Batteries for submarines 

Mr. Bharat Dhirajlal Shah

*Chairman and
Independent Director*

Mr. R.B. Raheja

*Vice Chairman and
Non-Executive Director*

Mr. Subir Chakraborty

*Managing Director and
Chief Executive Officer*

Mr. Asish Kumar Mukherjee

*Director Finance and
Chief Financial Officer*

Mr. Arun Mittal

Director - Automotive

Mr. Avik Roy

Director - Industrial

Mr. Sudhir Chand

Independent Director

Ms. Mona N Desai

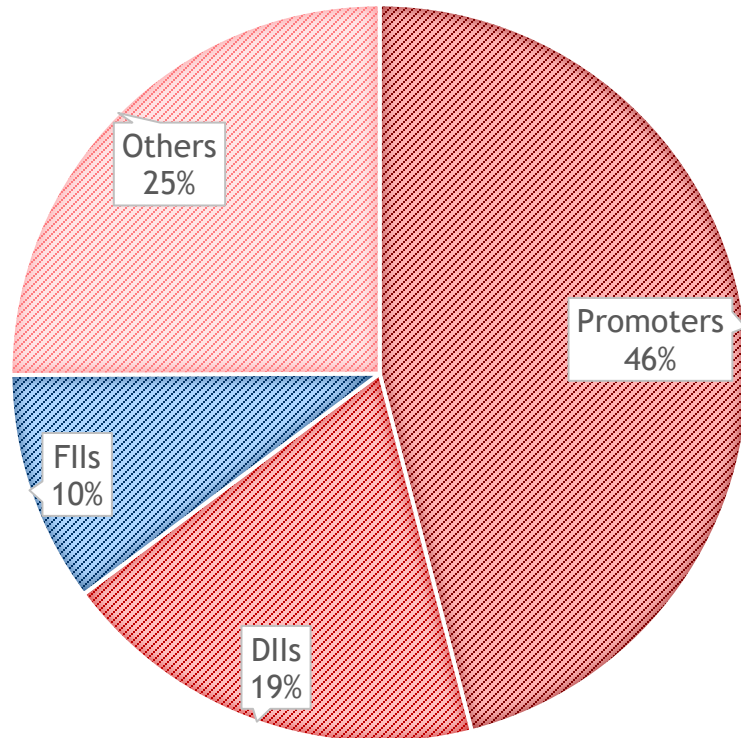
Independent Director

Mr. Surin Kapadia

Independent Director

EXIDE Shareholding pattern and major institutional investors

SHAREHOLDING PATTERN AS ON MARCH 31, 2022

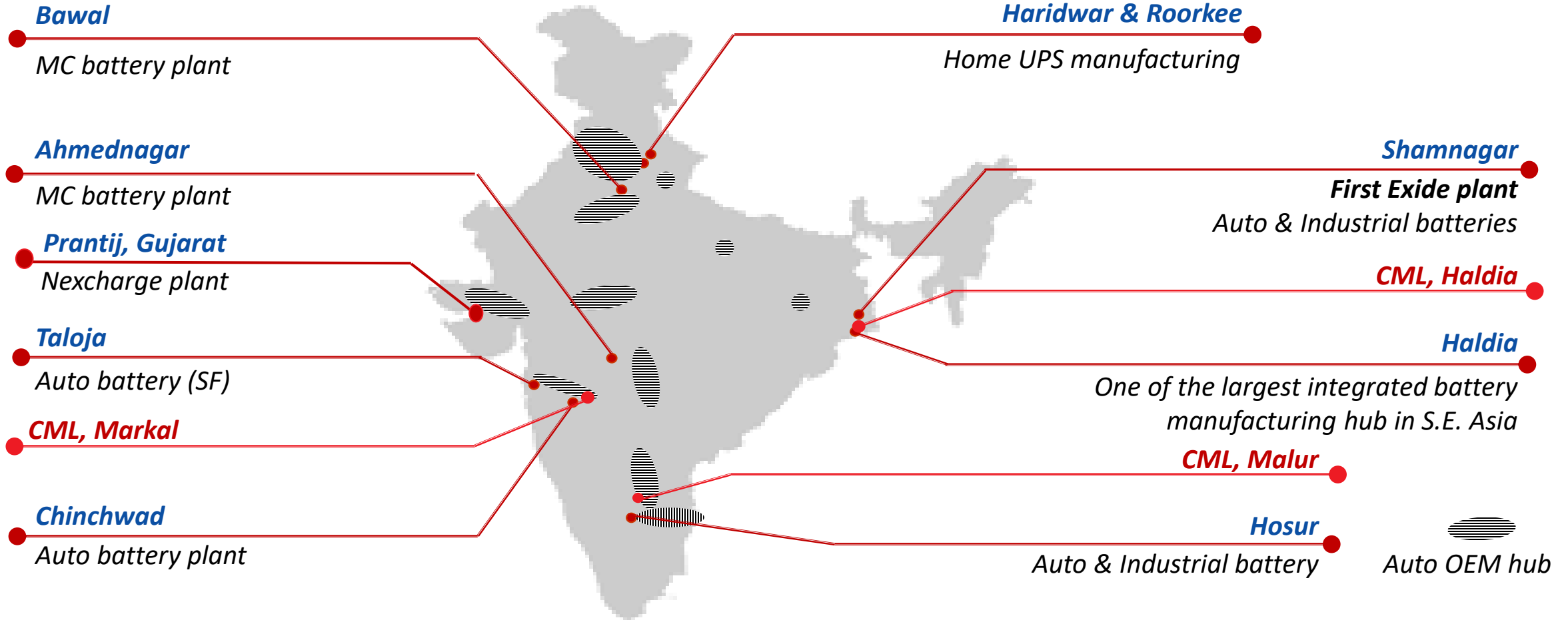


Marquee Institutional Investors





EXIDE Manufacturing plants: Proximity to clients drives agility & efficiency



Our manufacturing locations are in close proximity to the automotive clusters across the country

EXIDE R&D focus enables delivery of advanced technical solutions



Exide R&D Centre, Kolkata
Established in 1976

Recognised by DSIR (Ministry of Science and Technology, GoI) since 1977

Key Highlights

- Launched first M3 level compliant 'EFB' battery for emission-controlled vehicles of leading German OEMs
- Exide is supplying advanced ISS batteries to country's largest OEM
- In the final phase of launching the path-breaking 'Ultra' battery for automobile applications
- New product range, COPzS and COPzV, developed for renewable energy storage received positive response from the western markets
- Enhancing focus on green manufacturing solutions: developed a superior grade of recycled lead which is at par with primary lead, in partnership with our subsidiary Chloride Metals Ltd.
- Focus on using recycled plastics and recycled materials for all packaging applications

International Technical Collaborations and JVs



Brazil
● Moura Batteries



Japan
● Furukawa Battery Company
● Showa Denko (formerly Hitachi Chemical Co.,Ltd.)



USA
● East Penn Manufacturing
● Advance Battery Concepts



China
● SVOLT Energy Solutions Co. Ltd



Switzerland
● Leclanche SA

Automotive Vertical

EXIDE Comprehensive product portfolio under 3 power-packed brands



PVs



CVs



Tractors



3-WHs



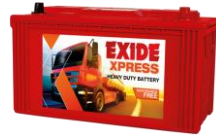
2WHs



Inverter



HUPS



Wide distribution network ensures excellent customer experience

Pan India distribution network ensures faster service to customer



70,000+
Direct &
Indirect
Dealers

650+
Members
sales team

75+
warehouses
and Sales
offices

Exide Care: Exclusive Exide Outlets



1900+
Exide Care
Outlets

Exide Batmobile - for ensuring hassle-free doorstep service



BATMOBILE service is available for -

- Car Battery
- Exide Battery Inverter
- Exide H-UPS



Domestic markets

Double Digit

sales growth in all verticals in FY22 (despite lockdown)

Market share gains

driven by higher than industry growth

Exports

Significantly high double digit

Sales growth in auto exports in FY22

Greater Penetration

in GCC countries, USA and Canada

EXIDE Automotive Vertical: Future Business Strategy

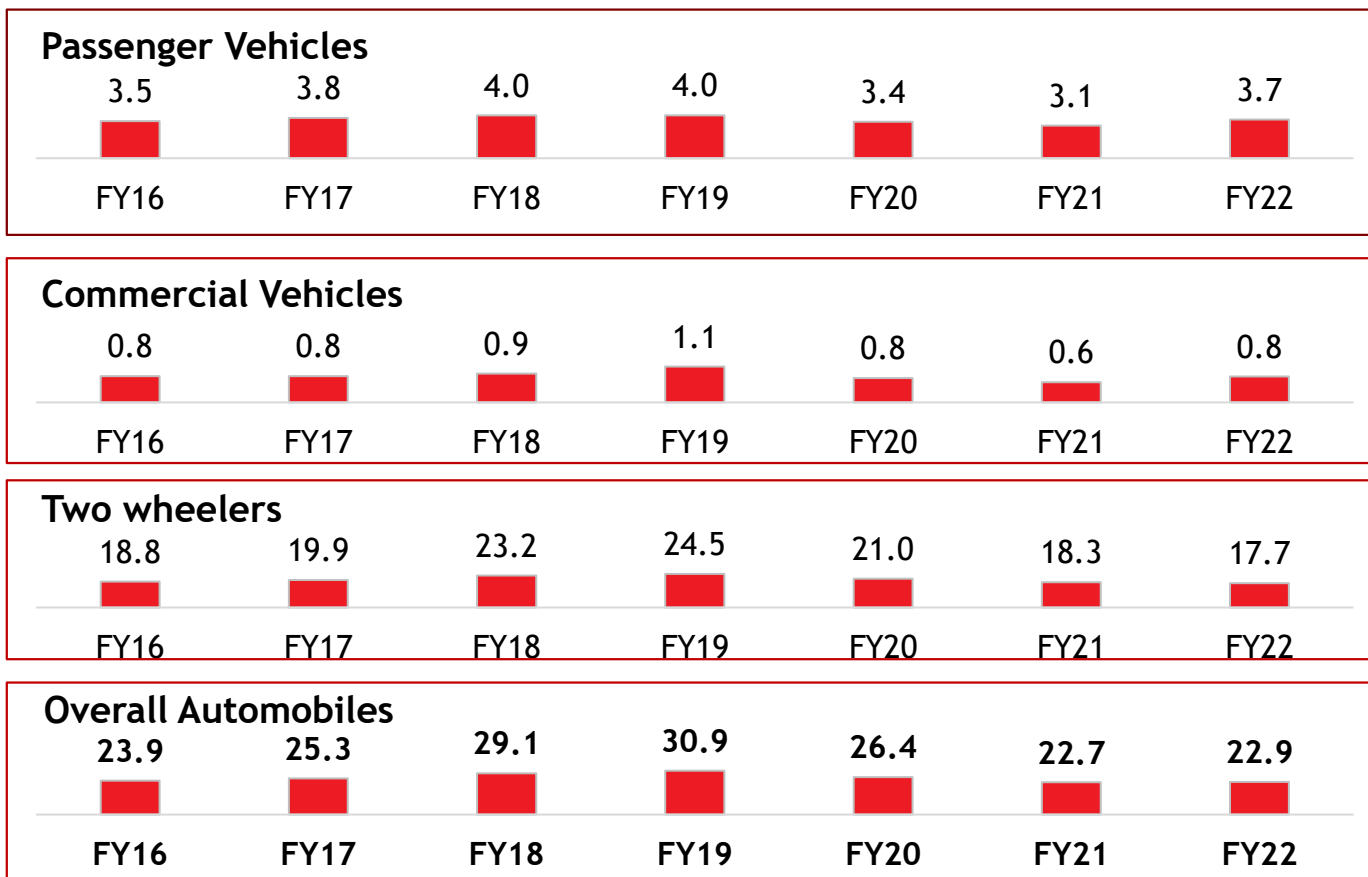


- Product Launches in aftermarket segment
- Partnering with OEMs for new launches
- Expanding international footprints
- Enhancing Customer engagement

- Supply chain transformation project
- Revamping the distribution model

- Focus on creating optimum product mix - higher share of premium products

Auto volumes are exhibiting a gradual recovery post the adverse impact in FY21 due to the coronavirus pandemic



We are cautiously optimistic about further improvement in the demand

- Experts estimate automobile sales to grow by 5%-9% in FY2022-23
- Improving consumer sentiments, continued preference for personal mobility, and an uptick in economic activities will be the key demand drivers
- Gradual stabilization of semi-conductor supply chains will support in increasing production
- Increasing demand for made-in-India two-wheelers in countries like Africa, Latin America and Southeast Asia to boost exports
- Increasing international demand for Indian agriculture products to improve farmer's income: benefits CVs and 2-W segments

Source: Production Volumes, SIAM
 Note: Volume in unit Millions

Aftermarket product launches serving evolving market demand

Exide Integra



- First-of-its-kind integrated power back-up system
- Home UPS system backed with Lithium Ion (Li-Ion) battery storage
- New-age LCD display with leading industry-first technologies

SF Protubular and Protubular+ Inverter Batteries



- Tall Tubular Technology with high pressure die-casted plates designed for longer battery life
- Easy-to-maintain products
- Excellent customer response

Exide ISS batteries for the aftermarket segment



- After success of ISS batteries with OEMs, Exide introduced ISS batteries in aftermarket vertical
- Faster charging and greater shelf life
- Improves vehicle's fuel efficiency

Fostering relationship with OEMs in the domestic markets and expanding footprints in the international markets

Partner of choice by OEMs for their new launches

New Models launched exclusively with Exide Batteries:

- Maruti Suzuki Baleno
- Hyundai Alcazara
- MG Motors Astor



Strong focus on Exports business

- **Export revenues have doubled** in the last 2 years
- New products and new technologies under 6 brands
- Increasing distribution network and manpower to cater to growing demand
- Large retailers in USA are looking for alternative sourcing destination in Asia, apart from China and Korea

EXIDE

INDEX

DYNEX

CHLORIDE

CELL
TRUSTED BATTERY SYSTEMS

**BLACK
PANTHER**

A Enhancing customer engagement through digital initiatives & brand outreach

Sales & customer service powered by digital Interventions and Analytics

- Data Collection and 100% visibility on secondary sales
- PowerBi reporting system for sales and marketing services
- Empowering channel partners through digitization initiatives



- Personalized customer engagement



- Sharp reduction in turnaround time



- Lower warranty costs



Digitisation of channel - Apps for dealers & sub-dealers

Legacy brands with a revamped identity



Exide

Creating synergies between sub-brands with more emphatic Exide branding

SF Batteries

New Logo has stronger association with “Battery category”







Dynex

A re-energized identity and logo

Digitizing supply chain

Manages the end-to-end supply chain and offers solutions for production and procurement planning





-  • Supports inventory management and cost-of-carrying charges
-  • Increases forecast accuracy
-  • Warehouse footprint optimisation
-  • Optimisation of the transport cost

Energising Distribution network

- Empowering distributors to enhance customer reach through Direct Sales Representative
- Consolidation of distribution network
- Depot rationalization



-  • Marketing costs savings
-  • Better Inventory management



Industrial Vertical

EXIDE Unique and Diverse Portfolio - Serving A wide gamut of industries

IUPS →



Solar →



Traction →



Telecom →



Railways →



Power & Projects →









Strong performance delivered despite headwinds from pandemic and inflation



Business Highlights

- 1** Market Leadership  **#Leading position** in the overall Industrial battery space
- 2** Growth Outperformance  **High Growth** in IUPS, Telecom & Traction verticals, (above relevant markets)
- 3** Exports as a force multiplier  **Very High Growth** in Exports with entry into new markets (France, South Korea)
Further inroads into existing ones
- 4** Cost Consciousness  **Reduction** in Conversion Cost to partially offset RM Cost Surge (v/s FY21)

Creating Presence...

1

Building Brand Resonance



Material Handling Middle East at Dubai Expo 2021



MEE 2021, region's largest solar exhibition, Dubai

2

Foray into Microgrids



Lead Acid Battery Banks at a newly commissioned microgrid project in Kolkata

3

Digitalizing Customer Journey



Creating new value for our customers using data and technology

EXIDE Betting on multiple technologies to address storage market



Hosur ESS
Gel Based VRLA



Applications:
Energy Shifting,
PV Smoothing

Hosur ESS
Lithium Ion



Applications:
Energy Shifting,
PV Smoothing

Tata Power DDL
Lithium Ion



Applications:
Peak Shaving, Frequency &
Voltage Regulation

Exide CESC BESS
Gel Based VRLA



Applications:
Load Levelling,
Voltage Regulation

CESC Microgrid
Gel Based VRLA



Applications:
Micro-grid, Emergency
Supply to critical Load

Industry trends: Opportunities galore as India prepares to take the winning leap



- ▶ Data centre boom¹
- ▶ Rural internet penetration
- ▶ Digitalization
- ▶ Data privacy laws

IUPS



- ▶ India's ambition - 300GW solar by 2030
- ▶ Solar PLI scheme to add thrust

Solar



- ▶ Govt. impetus on Infra spending
- ▶ Rapid growth in modern warehousing²

**Traction,
power & projects,
railways**



- ▶ 5G rollout and demand for greener infrastructure
- ▶ Opportunity for lithium ion

Telecom

¹Data Centre industry in India to cross 1.3 GW capacity, grow 2.4X by 2024: JLL

²India Warehousing Market Report 2021 - Knight Frank

Enriched product range across verticals to address industry trends



Upgraded data centre EHP series batteries



EXIDE
SUNDAY
SOLAR SOLUTIONS



End-to-End & rooftop solar solutions

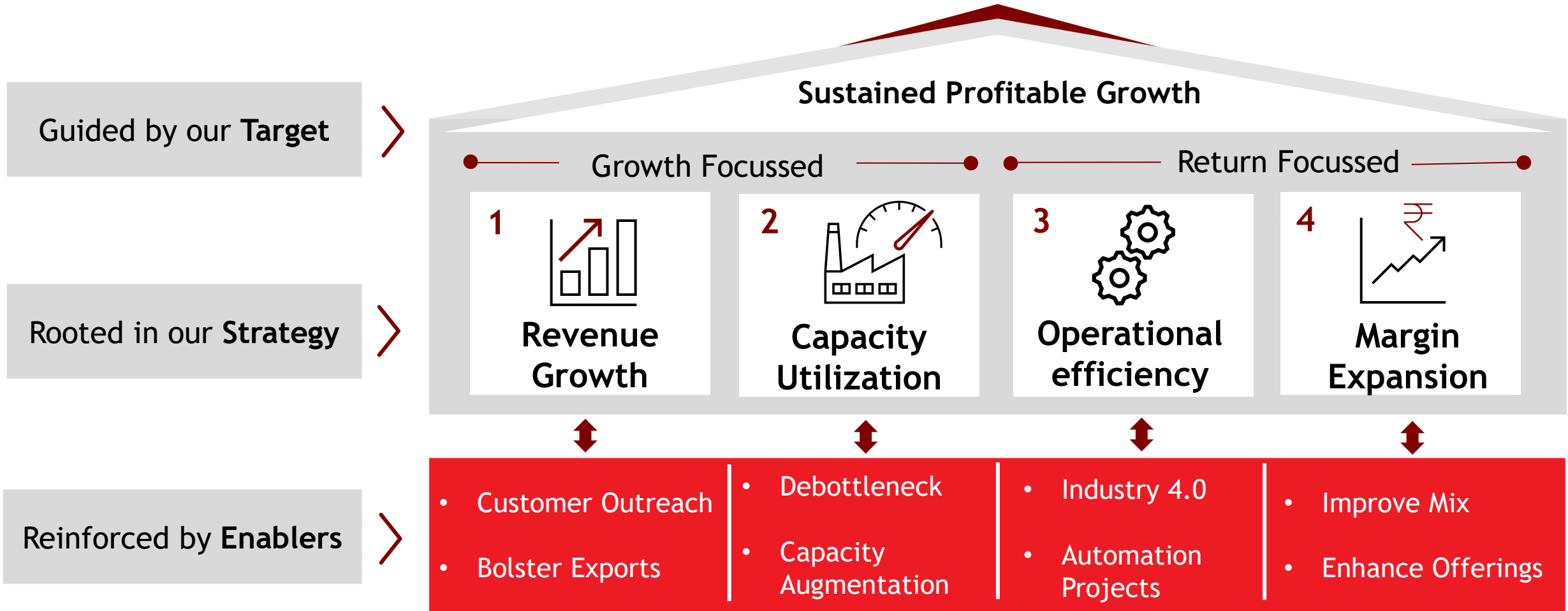


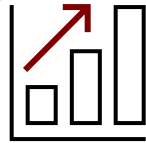
YHP Plante Batteries



ORC Traction Range

Top of the line batteries for standby & traction





Revenue Growth

Customer Outreach & Network Expansion

Exports as an engine of growth

Digitalize customer journey

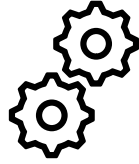


Capacity Utilization

Debottlenecking projects to maximize asset usage

Augment Capacity - Investing in growing markets (Traction Cells, Medium VRLA)

Continue to outperform underlying markets



Operational efficiency

Industry 4.0 - Improve Operational efficiency (implemented in Hosur)

Automation Projects - To gain productivity



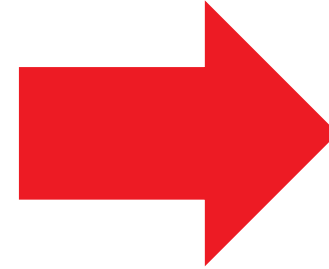
Margin Expansion

Improve Mix: Focus on aftermarket (IUPS & Traction)

Enhance offerings: Premiumization to drive bottom-line growth



Raise the bar on profitability

New Business: **Lithium-ion batteries**



1. Grow the Li-ion batteries pack and module business under our brand Nexcharge
2. Setting up a Lithium-ion cell manufacturing facility

India's annual lithium-ion battery demand expected to reach ~28 GWh by 2025 and ~90 GWh by 2030

Segment	Sub-segment	2025 Market Size (GWh)	2030 Market Size (GWh)
 Mobility	2 Wheelers	8.2	27.7
	3 Wheelers	0.8	3.2
	4 Wheelers	5.3	29.2
	LCV + HC	0.9	3.1
	Buses	1.4	4.8
	Mobility		16.7
 Industrial	DG Set off	0.9	5.1
	UPS Battery	1.1	2.5
	Telecom	1.9	2.2
	Renewables ESS	5.6	8.0
	Others	1.6	3.7
	Industrial		11.1
Total (Mobility + Industrial)		27.8	89.5

Source: Internal Assessment



EXIDE

Exide has built an early lead in the lithium-ion battery market through pack & module business...



nexcharge
Exide Leclanche Energy
Private Limited

Our Headquarters in Prantij, Gujarat

- Nexcharge existing land: 53,261m²
- Existing built-up area: 9,528m²
- Located in automotive hub of Gujarat
- Capacity : 1.5 GWh

Our Li-ion Pack Assembly Lines

- US\$ 42 Mn invested so far for 84.90% stake
- Pouch/Prismatic/Cylindrical cell to module
- Module to pack/rack
- Cell testing lab
- Prototype and pilot line

PRANTIJ
Gujarat

BENGALURU
Karnataka

Our Facilities in Bengaluru, Karnataka

- **Facility 1:** Offshore R&D center, Ozone Manay Technology Park
- **Facility 2:** Nexcharge DIA (R&D), Manyata NXT

Our Capabilities

- Electronics & firmware development
- Mechanical & thermal design
- Software development

Our Key Propositions

- Full technology ownership
- Customised and integrated solutions
- Local manufacturing
- Sustainable initiatives

- **Commercial production has started**

Transportation



Focus Areas

Two wheelers: Light Duty, Medium Duty, & Heavy Duty

Three Wheelers: E-rickshaw, E-Auto & E-Loader

Passenger Vehicle and Commercial Vehicle (Buses & Trucks)

Battery Swapping Stations

Rail and Marine

Off highway equipment

Robots

Bulk Chargers

Industrial & Utility



Focus Areas

Commercial & Industrial

EV Charging

Hybrid Power Generation & T&D

Microgrids & Islands

Renewable integration

Telecom

Residential ESS & Street Lightening

UPS & data Centers

Nexcharge has successfully received orders worth Rs.260 crore to be executed over 18 months



Key features of the facility:

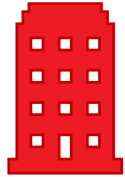
- Developed in Switzerland with key controls on Safety and Process
- Flexible to handle different variants of cell
- All Stations supervised with MES Control

Focusing on new technology developments:

- In process of designing batteries with **superior thermal management** that protects from diverse climatic conditions and misuse
- Having a **strong focus on safety** and has developed technology that exceeds industry standards



Exide is establishing a state-of-the-art lithium-ion cell manufacturing plant



Exide Energy Solutions Ltd.

- Wholly owned subsidiary set-up for lithium-ion cell manufacturing
- Multi-gigawatt green field project
- Manufacturing of advanced chemistry cells (cylindrical, pouch, prismatic)
- Manufacturing, assembly and sale of battery modules and battery packs
- Total project capacity of 12 GWh to be completed in phases in next 8-10 years

SVOLT Energy Solutions

- Spin-off of Great Wall Motors and headquartered in China
- One-stop product portfolio for Li-ion batteries
- ~3000 R&D team members and ~500 experts with rich experience of lithium-ion battery R&D and mass production
- **Currently, SVOLT is in the process to expand the capacity to 600 GW by 2025**



- Multi-year technical collaboration agreement for li-ion cell manufacturing
- Support for setting the plant on a turnkey basis

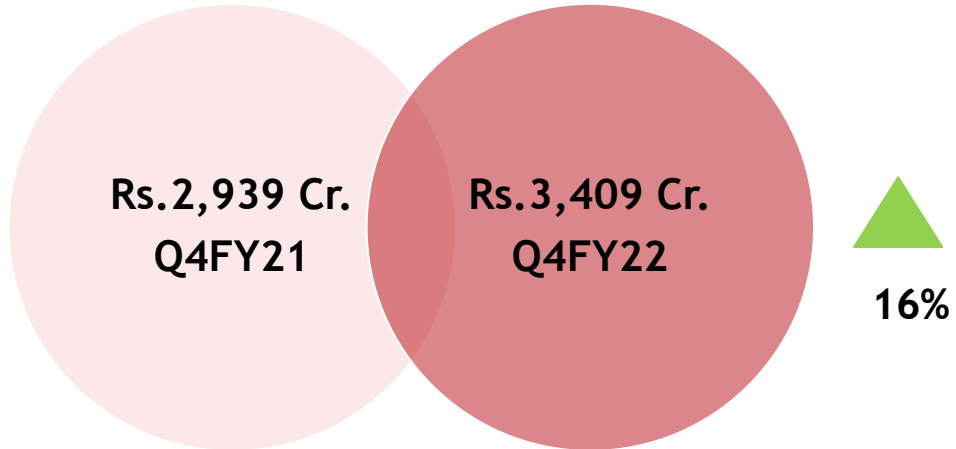
Key next steps on the lithium-ion cell manufacturing project

Segment	Key next steps
Land	<ul style="list-style-type: none">• We are in advanced stages of procuring the land parcel for the green-field project in the state of Karnataka
Technology	<ul style="list-style-type: none">• Continue jointly working with SVOLT to achieve key milestones across workstreams
Project Timeline	<ul style="list-style-type: none">• First phase likely to take 27-30 months for completion
Funding	<ul style="list-style-type: none">• Initial funding to be met through internal accruals and bridge financing
Project Construction	<ul style="list-style-type: none">• In discussion with various construction companies for project construction on a turnkey basis
Organization	<ul style="list-style-type: none">• Onboarding of ACC senior team under progress• To Develop & align training plan for R&D with SVOLT post team finalization

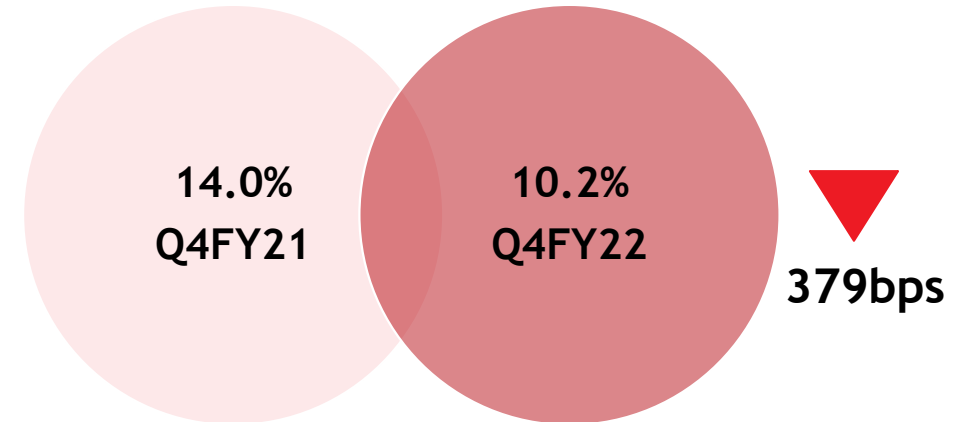
Key Financial Highlights

Impressive revenue growth in Q4FY22, but input costs inflation lowered profitability

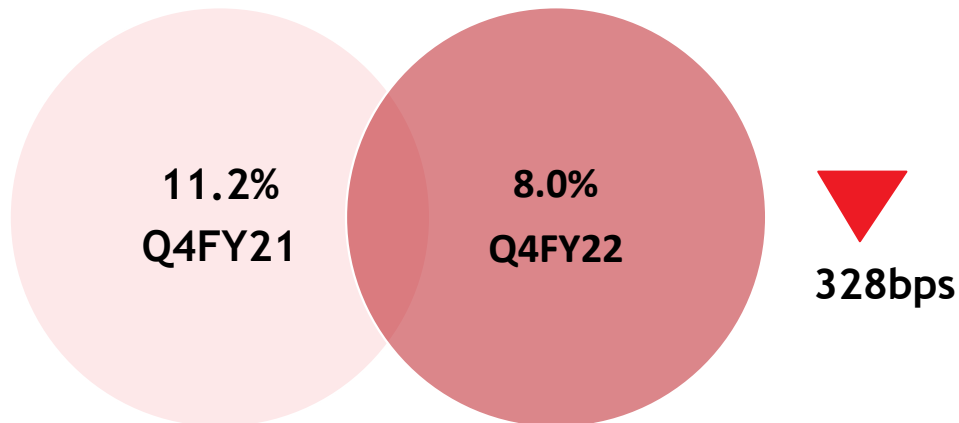
Revenues



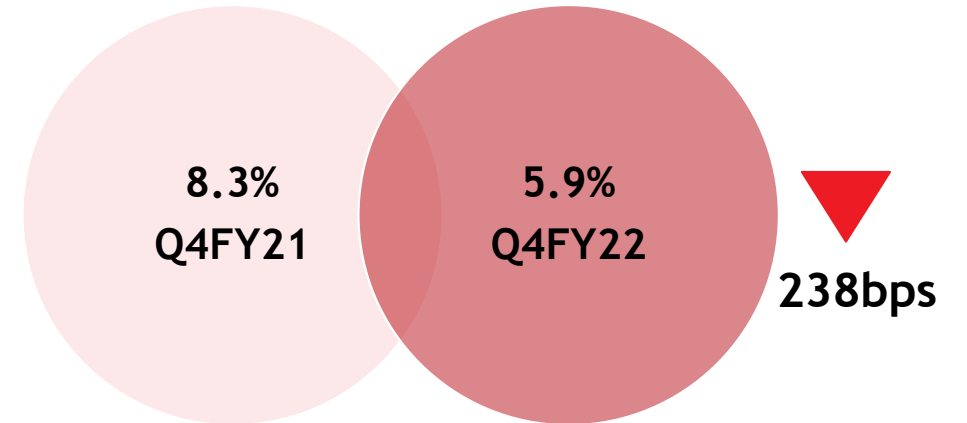
EBITDA Margin



PBT Margin



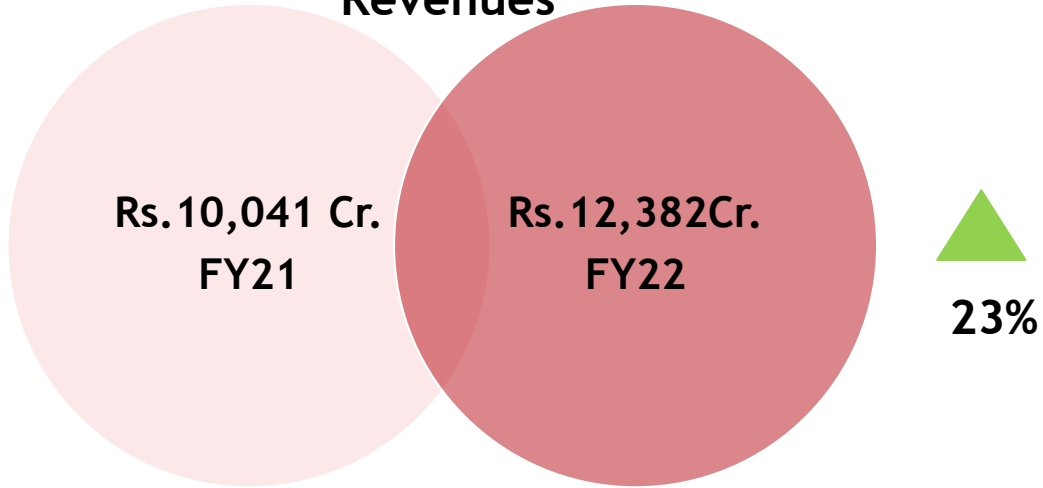
PAT Margin



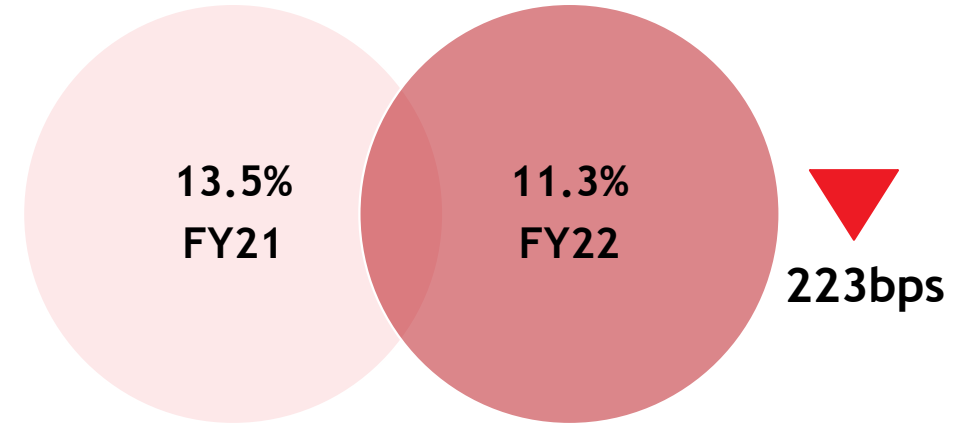
Note:Q4FY22 PBT margin and PAT margin excludes exceptional items

Robust revenue growth in FY2022, though margins impacted by input cost inflation

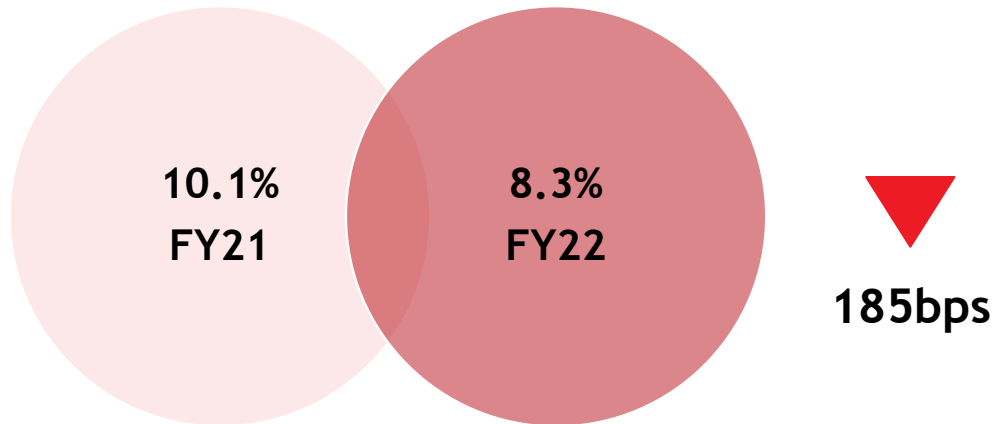
Revenues



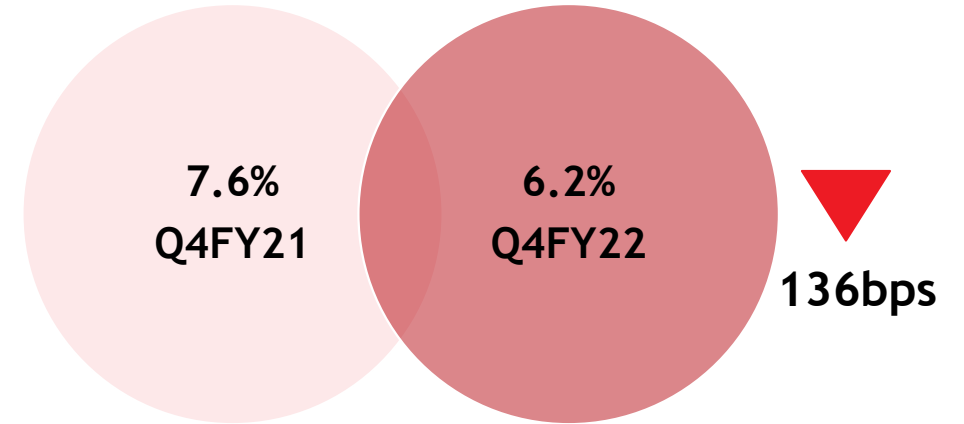
EBITDA Margin



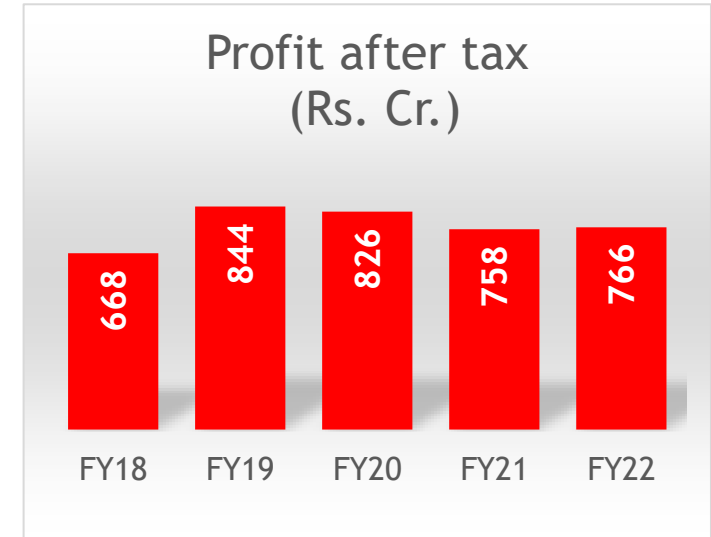
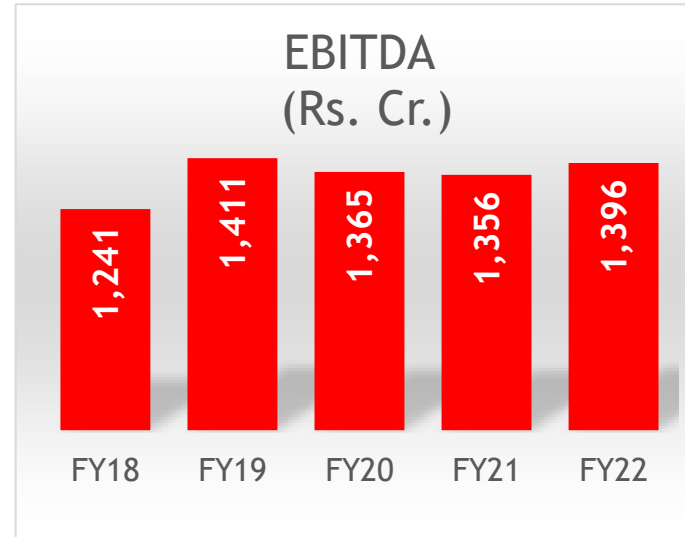
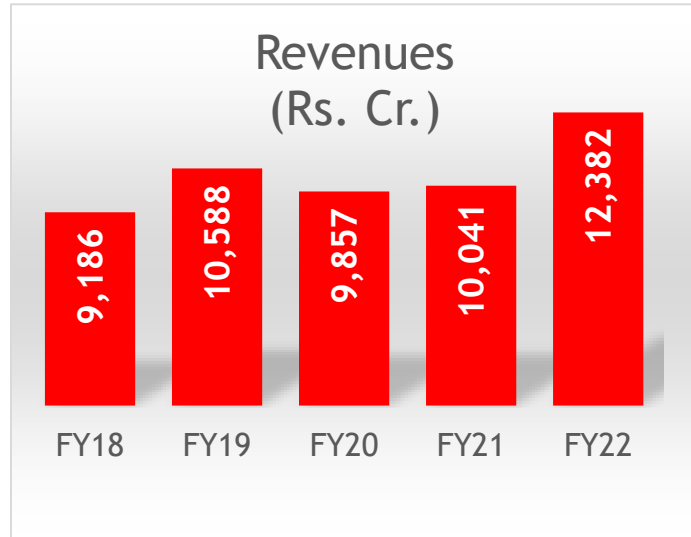
PBT Margin



PAT Margin



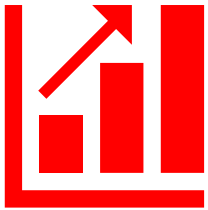
Note: FY22 PBT margin and PAT margin excludes exceptional items



- Strategic initiatives to boost sales and control costs enabled company to deliver consistent performance
- **75 years** of posting profit and dividend payment over the years
- Generated positive cash flows for last **10+** years
- **Zero debt** company since 2011¹

1. Except for short-term borrowing for overseas equipment purchases @ 1-2% interest availed during FY15-FY17, Profits exclude exceptional items

Revenue Growth



- Product launches in Indian markets
- Focus on Exports
- Digitisation in sales to increase volumes and lower inefficiencies

Operational efficiency



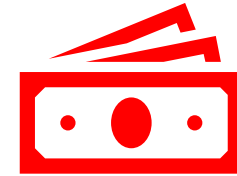
- Streamlining supply chain to optimise inventory
- Automation projects to increase productivity & efficiency

Improved Profitability



- Improving product mix towards higher margin products

Dividend payment



- Regularly paid dividends to shareholders

Strong Commitment to Sustainability and CSR

Committed to drive positive change through sustainable practices

Battery Recycling - an initiative to protect the environment



- Chloride Metals is a 100% subsidiary and is engaged in recycling of old batteries
- Lead is extracted and is sold back to Exide and is reused in battery manufacturing
- The company has three smelting units in India -in states of Karnataka, Maharashtra and West Bengal
- **45%** of the lead and lead alloy requirement of Exide are met through captive recycled lead, expected to increase to **60%** in the medium-term

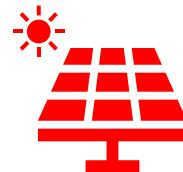
Strong focus on sustainable business practices



18% green energy consumption in FY22



8% reduction in water intensity per rupee of turnover in FY22



7.87MWp
Solar rooftop capacity
52.5MWp
Solar ground mounted capacity



31,258 hours of training provided to employees in FY22

- Focus on 5 key pillars for socio-economic development-
 - Health and Sanitization
 - Education
 - Empowerment
 - Skill Development
 - Environment
- CSR initiatives aligned to 9 Sustainable Development Goals



Impact

- More than 0.2 million people benefited
- 80% of beneficiaries are from socially and economically disadvantaged sections of the society
- Active employee participation across CSR projects



In this document, we have disclosed forward-looking information to enable analysts and investors comprehend our prospects and take investment decisions. This document and other statements-written and oral-that we periodically make, contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions.

The achievements of results are subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. We undertake no obligation to publicly update any forward-looking statement or comparative assessments, whether as a result of any new information, future events or otherwise.

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THANK YOU!

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