

### **Amara Raja Batteries Ltd bags the '13<sup>th</sup> National Award for Excellence in Cost Management – 2015'**

**Or**

### **Amara Raja Batteries Ltd Awarded by The Institute of Cost Accountants of India in New Delhi**

**~Wins the "Good Performance" award under the category "Private – Manufacturing (Large)"~**

**New Delhi, 31<sup>st</sup> May 2016:** Amara Raja Batteries Limited has bagged the "Good Performance" award under the category "Private – Manufacturing (Large)" in the esteemed 13th National Awards for Excellence in Cost Management 2015 by The Institute of Cost Accountants of India in New Delhi on May 28th 2016. Mr. Ram Mohan N, Sr. General Manager – Finance & Accounts, Amara Raja received the award from Mr. Najib Shah, Chairman of Central Board of Excise and Customs ( CBEC).

Amara Raja Batteries Limited has been consistently deploying better Cost Management Practices to sustain and succeed in the increasingly competitive environment. In Recognition of the outstanding efforts in Cost Management and practices in the corporate sector, Amara Raja has bagged the much coveted national award for the second time (The Company had earlier been awarded 2nd place in the esteemed 11th National Award for Excellence in Cost Management for Private Manufacturing organization –Large category in 2014).

Speaking on the occasion **Mr. Xxx , XXX, Amara Raja Batteries Ltd.** said, "It is our constant endeavor to deploy sustainable cost management practices in order be successful in a highly competitive market and in the same time offering high quality products to our customers. The National Award indicates positive efforts undertaken by the company towards cost management with wider application of Cost Management tools and adoption of different Cost Management Strategies."

The National Award for Excellence in Cost Management was instituted in the year 2003 to recognize the qualitative cost management practices adopted by the industry and encourage corporate sector to get due national and global recognition for the success of Cost Management initiatives, they follow.

The methodology followed to decide the winner of award is based on the questionnaire designed to obtain information on cost management practices and performance of the companies involved in manufacturing or service operation. An independent credit rating agency i.e. ICRA Management Consulting Services Limited (IMaCS), a 100% subsidiary of ICRA Ltd, has been engaged to design the questionnaire and to evaluate the performance of the companies.

## **Media Information Note**



A Screening committee was also formed by the Institute to guide the credit rating agency in formulating the policy of evaluation of the questionnaire submitted by the participating companies.

### **About Amara Raja Batteries Limited**

**Amara Raja Batteries Limited**, a company with 26% equity each from Galla Family and Johnson Controls Inc, USA, is the technology leader and is one of the largest manufacturers of lead acid batteries for both industrial and automotive applications in the Indian storage battery industry.

In India, Amara Raja is the preferred supplier to major telecom service providers, Telecom equipment manufacturers, UPS sector (OEM & Replacement), Indian Railways and to Power, Oil & Gas among other industry segments. Amara Raja is a leading manufacturer of automotive batteries under the brands – Amaron® and Powerzone™ which are distributed through a large pan - India sales & service retail network.

The Company supplies automotive batteries under OE relationships to Ashok Leyland, Ford India, Honda, Hyundai, Mahindra & Mahindra, Maruti Suzuki, and Tata Motors. The Company's Industrial and Automotive batteries are exported to Asia Pacific, Africa and Middle East.

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