

Press release

Amara Raja conferred with 'Significant Achievement in HR Excellence' Award

New Delhi, 31st January, 2017: Amara Raja Batteries Limited (ARBL), India's leading industrial and automotive battery manufacturer, won the coveted 'Significant Achievement in HR Excellence' by the Confederation of Indian Industry (CII). The award was presented during the 7th National HR Excellence Award Confluence 2016-17 at New Delhi.

The award was received by Mr. Jaikrishna B, President- Group HR, Mr. G Jagan Mohan, Head -Operations, VVS Sridhar- Business HR Head and Mr. T Damodara Chowdary-Business HR Head in a grand ceremony held at New Delhi. The prestigious award was presented by Dr. Naushad Forbes, President-CII & Director- Forbes Marshall Pvt. Ltd.

CII bestows the HR Excellence Awards based on the reputed CII HR Excellence Model. CII deploys three to four Excellence model assessors for the assessment process. The entire assessment involves close to 250 to 300 hours for each organisation, including a three day on site assessment of all Organisations that have contested for the awards.

The first level of recognition is the 'Strong Commitment to HR Excellence' which is awarded to organizations which has scored between 400-499 points in the rigorous assessment process. The next higher level of recognition is 'Significant Achievement in HR Excellence' which is awarded to organizations which scores between 500-599 points. The Awards aim to recognize organizations for excellence in Human Resources practices and initiatives.

In the earlier years ARBL and other organisations Amara Raja Power Systems and Amara Raja Electronics within the Amara Raja group have contested and was bestowed with the first level recognition of 'Strong Commitment to HR Excellence'.

In 2016, ARBL decided to again challenge the HR Excellence Award at the national level and won the 'Significant Achievement in HR Excellence' by competing with 40 strong contenders. The award was presented to 14 companies which had scored between 500-599 points.

The evaluation procedure included many detailed and intricate assessments of HR practices within the organization. The exhaustive on site assessment was held at ARBL in September 2016.

The process included detailed assessment of implementation of all people programs and initiatives. Following the on-site assessment, the assessors made a detailed presentation to the National Jury, which in turn evaluated the performance of different organizations and made the final decision.

Speaking at the occasion Jaikrishna, President- Group HR said "This award bears testimony to the fact that at Amara Raja every employee strives at accomplishing and driving excellence. The recognition also acknowledges 'The Amara Raja Way'[®] which details the core values of the Group in which Excellence is one of the five core values."

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. The industrial battery brands of Amara Raja are PowerStack[®], AmaronVolt[®] and Quanta[®]. 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 countries in Indian Ocean Rim.