

Amaron Batteries Driving Growth by Entering Motorcycle battery segment in Bangladesh

Dhaka 6th September 2018: Amara Raja Batteries Ltd (ARBL), manufacturer of Amaron Automotive batteries and India's lead-acid batteries major, is introducing its motorcycle battery in Bangladesh.

This launch in Dhaka was announced jointly by Mr Manish Tuli, Head Amaron –South Asia of ARBL, Mr Sajit Kumar and Mr Ayaz Uddin Ripon, Director and Chief Executive Officer, Ripon Autos, the authorized distributor for Amaron motorcycle batteries in Bangladesh. Amaron is offering maintenance-free and long-lasting motorcycle batteries.

Commenting on Amaron's future initiatives, Mr Manish Tuli, Head Amaron –South Asia, ARBL said, "Bangladesh, predominantly being a two wheeler market, we see a significant growth potential for Amaron here, as the motorcycle market continues to expand."

"We believe that quality products will always benefit our customers, both dealers and users alike," **Mr Ayaz Uddin Ripon, Director and Chief Executive, Ripon Autos** said, outlining the impact of the launch of Amaron motorcycle batteries. "With Amaron, quality is not just promised but guaranteed. With the kind of technology on offering, customers can now be certain about choosing a quality product that lasts long, really long."

Amaron is a zero maintenance, fully charged and factory activated motorcycle battery, having attributes such as longer battery life, Best-In-Class (BIC) vents, which provides improved safety, less corrosion and altogether, a superior value proposition.

About Amara Raja Batteries Ltd

Amara Raja Batteries Limited, the flagship company of the Amara Raja Group 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.

ARBL has prestigious original equipment manufacturers like Ford, Daimler Chrysler, General Motors, Ashok Leyland, Hindustan Motors, Tata Motors, Mahindra & Mahindra, Fiat, Honda, Maruti, Hyundai, Royal Enfield and Honda 2 wheelers as its clients. The Company's Industrial and Automotive batteries are exported to 32 countries in Indian Ocean Rim.

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.